



Agriculture, Food Security and Climate Change



FACCE JPI Communication and Valorisation Strategy

Science for Policy and Impact: Communication and

Valorisation of FACCE-JPI results

2022 Update

This Strategy has been updated in 2022 to reflect changes in personnel and policy context.

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1. INTRODUCTION

In order to demonstrate FACCE-JPI impact and increase its visibility, it is necessary to exploit and disseminate the results coming from different FACCE-JPI funded activities, as well as to propose the best ways to optimise their value and communicate them by using the most adapted tools for different target audiences.

Therefore, we propose the **FACCE-JPI Communication and Valorisation Strategy “Science for Policy and Impact”** (i.e., hereafter the Communication and Valorisation strategy), aiming to provide a strategic framework for all joint actions and activities funded by FACCE-JPI, from its start to 2020 and beyond. We will use term ‘valorisation’, proposed by the European Commission¹ and defined as ‘**the process of disseminating and exploiting the results of projects with a view to optimising their value, strengthening their impact, transferring them, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels**’.

Communication and Valorisation of results is a transversal activity related to activities such as Monitoring and Evaluation, as well as European and international relations. Therefore, for this work we will maintain contacts with FACCE-JPI partners responsible for Monitoring and Evaluation, as their activities will allow assessing the concrete outcomes of FACCE-JPI. Interaction with FACCE partners working on European and international relations is also important, as communication and valorisation of FACCE-JPI results and added value is essential to attract external partners. Cooperation with selected external partners can also help disseminate and valorise FACCE-JPI results.

2. OBJECTIVE OF THE STRATEGY

2.1. Objectives for communication

The goal of FACCE-JPI communication and outreach are:

- 1) To ensure broad and timely dissemination of information concerning FACCE-JPI, specifically directed to the different target audiences.
- 2) To create a mechanism to secure a fluent information flow between the JPI Secretariat and the JPI representatives at the national level, concerning the JPI’s common objectives, JPI activities, and the research results generated within the activities.
- 3) To create a mechanism for participation and representation of the JPI at relevant meetings, events, and conferences
- 4) To inform scientists in member states and associated countries about FACCE-JPI research funding and other opportunities

2.1.1. Target audiences

To meet the objectives, there is a need to define the target audiences for communication and valorisation.

- 1) JPI actors (Governing Board, Scientific Advisory Board, Stakeholder Advisory Board, Secretariat members)
- 2) A wide array of stakeholders:
 - The scientific community (including social scientists, economists and other relevant groups), individually and as members of different types of consortia (for example

¹European Commission, DG for Education and Culture https://issuu.com/matters6/docs/european_commission_-_dissemination/1

- projects or initiatives)
- Industry: Innovation hubs, technology platforms
- Farmers' associations, other actors in the agricultural sector
- Policy makers: European Commission, different European bodies, national governments, when appropriate – international bodies (FAO and others, as identified in FACCE European and international strategy)
- Research funders
- Non-governmental organizations (NGO's)
- Consumers and the general public (only as an indirect audience; reached via popular press and based on the scientific results provided by FACCE-JPI actions)

See **Annex 1** for Key Messages per Target Audience.

2.2. Valorisation objectives

In terms of valorisation activities, this strategy aims **to propose a framework for exploitation, dissemination and communication of key scientific results** by translating them into possible policy and practice options or other outputs in order to improve FACCE-JPI impact and visibility.

3. COMMUNICATION AND VALORISATION TOOLS TO MEET THE OBJECTIVES

3.1 FACCE-JPI Communication network

FACCE-JPI has initiated several joint actions, including a knowledge hub. These actions have some communication objectives and audiences on their own, but there are both overlaps and mutual benefits to be found. The existing and future actions will need to be coordinated in a consistent manner so that all communication efforts serve both the activity's own objectives as well as FACCE JPI's general objectives and create the strongest possible impact. General communication guidelines for FACCE-JPI funded activities communication will be drafted within this network.

The people responsible for Communication (Communication leads) in the FACCE-JPI actions are:

- ERA-NET Cofund on Food Systems and Climate (FOSC): Martine Vernooij, (martine.vernooij@wur.nl), Wageningen University and Research
- ERA-NET Cofund SusCrop, Eline De Wispelaere, (eline.dewispelaere@ilvo.vlaanderen.be), ILVO, Nikki De Clercq (Nikki.Declercq@ilvo.vlaanderen.be), ILVO
- European Joint Programme Cofund on Agricultural Soil Management (EJP Soil), Line Carlenius Berggreen, (lcb@dca.au.dk), Aarhus University
- ERA-NET Cofund for monitoring & mitigation of Greenhouse gases from agri- and silviculture, (FACCE ERA-GAS), Abigail Muscat, (abigail.muscat@wur.nl), Wageningen University and Research

The Communication Network meets virtually on a regular basis (bi-monthly) for updates on the news and events taking place in the activities and the news from the Secretariat.

See **Annex 2** for Objectives and terms of reference for the FACCE-JPI Communication Network.

3.2 Communication via national contact networks

With the purpose of increasing visibility and outreach of the FACCE-JPI on the national level as well as ensuring effective communication with local stakeholders, existing networks and contacts of the JPI actors (members of the Secretariat, GB members) will be utilised on a regular basis to ensure that communication materials are distributed at national level. A national dissemination plan will be set up in collaboration with persons already involved in the project and with the GB members for each member state, in order to disseminate the appropriate information using the preferred communication tools.

Depending on each national dissemination situation, communication materials will be sent to each person from the contact list who will also decide upon the necessity of the translation in his/her national language. Each national scenario will also contain a procedure for follow-up and regular interactions between the task leader and the contact person.

3.3 Events

To promote and communicate the FACCE-JPI activities and scientific results, a list of relevant EU and international working-level meetings, scientific events and policy events will be compiled and a mechanism for keeping the list up to date will be built in collaboration with partners working on communication and with partners responsible for interactions with other European and international initiatives and third countries. This list of events allows the Governing Board members and the Secretariat to decide upon the participation of FACCE-JPI and will also allow distribution of FACCE-JPI information to the scientific community, policymakers and other stakeholders.

3.3.1. Participation of FACCE-JPI in selected EU/international events

FACCE-JPI representatives (i.e. GB, SAB and StAB members, Secretariat partners) will be asked to communicate activities and results in a variety of settings such as conferences, workshops, symposia, open days, science fairs etc., targeting the relevant stakeholder audiences as well as the general public.

A list of communication and networking events will be compiled and updated, based on searches by the FACCE-JPI Secretariat and suggestions by various FACCE-JPI actors and stakeholders. FACCE-JPI funded projects will be encouraged to inform the Secretariat through the communication lead in the project/activity about their participation in scientific events where they are presenting the results of the work funded through FACCE-JPI joint actions. They will also be asked to regularly send a list of their publications resulting from their project to aid in the valorisation of FACCE-JPI work.

3.3.2. Organisation of FACCE-JPI events

FACCE-JPI will organise a limited number of events to improve and strengthen its visibility at the European and international levels. Such events will serve strategic objectives of FACCE-JPI by: 1) disseminating accomplishments to policy makers, research funders, industry, civil society and scientific community; and 2) facilitating structured dialogue between FACCE-JPI and beneficiaries and recognised target audiences.

3.4 Communication tools

3.4.1 Website

The external website (www.faccejpi.com) already exists. FACCE-JPI Communication team will ensure the continued elaboration of the website into a state-of-the-art repository of FACCE-JPI information and the on-going entry of new information and updates.

The external website is used for external dissemination and communication activities, to provide general information on the objectives and activities of the initiative and to store freely available dissemination material, such as flyers, public reports, presentations, policy briefs and other documents. The website will be reformatted and re-organised in order to better reflect the Core research Themes through which FACCE-JPI actions are operating.

3.4.2 Social media

Twitter, LinkedIn and Youtube will be used as the social media channels of FACCE-JPI.

3.4.3 Newsletter

The newsletter will be developed into a web-based “bulletin” newsletter and sent out twice a year. The newsletter issues will be available also on the website. Through the Communication Network, all FACCE-JPI activities will be encouraged to provide news and input to the newsletter.

3.4.4 Press releases

Press releases are expected in such cases as launching a new action or updating main documents (e.g. Strategic Research Agenda).

Outreach to the media will be two-fold. On the one hand, press releases are directed at the European scientific media through AlphaGalileo news portal. On the other hand, releases will be distributed to the JPI members through the national contact network and the JPI's Communication Network. All FACCE-JPI actions will be requested to communicate their scientific results (via their publications, reports and other types of outputs) so that FACCE-JPI can share them and use them for monitoring and impact assessment, depending on the case, as press releases, website updates and/or social media updates, and use them as part of the FACCE valorisation process.

Press releases need to be approved by the FACCE GB members.

3.4.5 Other communication tools and visual elements

The FACCE-JPI visual identity has been created during the first CSA. Based on this identity, in order to raise public awareness of the FACCE-JPI, a series of document templates will be updated. They will serve as supports for distribution and use at different scientific and institutional events. These include:

- Flyer
- Brochure
- Poster

- Reporting template
- Presentation template

FACCE-JPI's working papers, Strategic Research Agenda, Implementation Plan etc. will be formatted when necessary.

3.4.6 Intermediary channels

Depending on each case, intermediary communication channels will be used when necessary. These intermediary channels might include channels such as the Research*EU magazine, EuroChoices journal and national research news services, to be chosen in collaboration with the national communication networks.

3.5 Valorisation tools

It is important to develop tailored valorisation tools for different types of target audiences. The most appropriate outputs depend on whom FACCE-JPI wants to address and at what level. For example, policy briefs are more relevant tools for policy makers, while practice briefs would be more suitable for farmers or the industrial sector.

Such outputs will be written in plain (non-scientific) language and focus on the implications of FACCE-JPI work for the specific target group(s) and sectors to which it is addressed (e.g., food sector, plant sector, etc.).

This work will be carried out through working with the SAB, StAB and project coordinators. The main proposed outputs are listed below.

3.5.1 Policy briefs²

The target audience for this output will be policy makers from the European Commission, different European bodies, national governments, when appropriate – international bodies (FAO and others, as identified in FACCE-JPI European and international strategy³)

We suggest policy briefs as one of the main outputs for valorisation. They will be developed by using a series of workshops as described above, in consultation with the SAB and StAB.

A few issues need to be considered while preparing the policy briefs⁴:

- **Policy briefs are prepared starting from the projects which are nearly or already finalised** with a suggested frequency of around 2-3 per year once there are enough projects that are finished.
- All policy briefs should be based on research results but the level of complexity may be adapted to the target audience.
- At the FACCE-JPI level addressed here, the objective is not to prepare policy briefs on individual projects but from **groups of projects** relating to a given policy.
- External expertise will be sought, as necessary, paying attention to conflict of interest.

² We suggest defining it as “a concise stand-alone document that prioritises a specific policy issue and presents the evidence in non-technical and jargon-free language. In general, the purpose of a policy brief is to distil or to synthesise evidence with the intention of influencing the thinking and actions of policy actors as they take decisions in complex policy processes. That is, to achieve the elusive outcome of evidence-informed policymaking.” (Source: Beynon et al., 2012. Passing on the Hot Potato: Lessons from a Policy Brief Experiment. IDS Bulletin, 43: 68–75. doi: 10.1111/j.1759-5436.2012.00365.x)

³ European and International Strategy, 2016-2020; <https://www.faccejpi.com/Document-library/European-and-International-Strategy>

⁴ Personal communication with Biodiversa3 coordinator

3.5.2 Practice briefs/abstracts⁵

FACCE-JPI could also use this tool to address **target audiences such as industry and farmers or associations thereof (e.g., European Technology Platforms, Copa-Cogeca, etc.)**

This mean for valorisation was supported by FACCE-JPI StAB members, with an objective to getting 'as practical as possible' outputs. FACCE practice briefs could in turn be disseminated via the GB, SAB and StAB channels as well as via FACCE's EU and international partners.

An idea of 'practice abstract' comes from the European Innovation Partnership on Agricultural Productivity and Sustainability (EIP-AGRI), using the interactive innovation approach which 'fosters the development of demand-driven innovation, turning creative new ideas into practical applications thanks to interactions between partners, the sharing of knowledge and effective intermediation and dissemination'⁶.

Practice abstracts should contain such information such as:

- **project(s) objective(s)** : what problems/opportunities does the project(s) address that are relevant for the practitioner/end-user, and how will they be solved?
- **short summary for practitioners: main results/outcomes of the activity** (expected or final), as well as **the main practical recommendation(s)**: what would be the main added value/benefit/opportunities to the end-user if the generated knowledge is implemented? How can the practitioner make use of the results?

Briefs should avoid discussing research related aspects which do not help understanding the practice itself. They should use understandable and clear language, providing interesting and useful information for farmers/end-users/industry sector and highlighting entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, productivity etc).

4. VALORISATION APPROACH

Overall, valorisation work will be divided into two parts:

- Exploitation of results of the projects already funded by FACCE-JPI to inform and shape key policies (European/international) they relate to.

⁵ We suggest defining it as a concise document providing more practical recommendations for end-users.

⁶ <https://ec.europa.eu/eip/agriculture/en/content/eip-agri-common-format>

- Preparation of guidelines for newly funded and future FACCE-JPI projects and calls to ensure greater impact.

4.1 Exploitation of projects' results

4.1.1 Importance of policy context

To demonstrate the impact and added-value of FACCE-JPI work, it is important to identify to which relevant EU and international policies FACCE-JPI-generated research could contribute or which relevant policies can be influenced. The EU voice is becoming increasingly important in the international policy fora and FACCE has a role to play. In addition, FACCE-JPI members accord high importance to the contribution of FACCE to the global policy agenda.

Therefore, as a primary objective, the relevance and value of FACCE-JPI projects research outcomes need to be better matched to European/international policies they relate to. Firstly, the work will be done by agreeing on the main European/international policies on which FACCE-JPI should focus. Then there will be an analysis of groups of thematically related FACCE-JPI projects that are linked to those identified policies.

FACCE-JPI funded research should mainly contribute to these policies:

- Food 2030 (FACCE-JPI contributions with JPI “Healthy Diet for a Healthy Life” and JPI “Oceans”) and Farm to Fork
- The European Bioeconomy Strategy (published in 2012 and updated in 2018, assessment of implementation released in 2021)
- The European Climate Law and COP26 follow-up
- The Common Agricultural Policy (CAP) 2023-2027

Moreover, results from FACCE-JPI projects should contribute to other EU policies, such as:

- Circular Economy Strategy
- The upcoming partnerships and missions in Horizon Europe

An overall goal is to contribute to the Sustainable Development Goals and UN processes on Food Systems.

4.1.2 Workshops

To perform content-wise grouping of results from the funded projects, as well as to engage a more active interaction with relevant stakeholders, it is proposed **to organise this work through a series of workshops** (3-6 in all). A framework paper for organization of workshops can be found in the **Annex 3**.

For preparing these workshops, the Secretariat will consult the Scientific Advisory Board (SAB), the Stakeholder Advisory Board (StAB) and project coordinators, as well as external experts, as

needed. They will also use bibliometric analysis when needed. An example of bibliometric analysis use is presented in **Annex 4**.

4.2 Preparation of the guidelines for newly funded and future projects and calls

FACCE-JPI aims to tackle a grand societal challenge, therefore it is very important that its research results provide the evidence-base and feed directly into the policy making process. In order to better exploit projects' results and to have more strategic impact for policies as soon as possible, we suggest developing guidelines for newly funded and future calls and projects. These guidelines will be included in call texts and will be presented to coordinators of the projects funded by these calls. Figure 2 presents all the issues to be considered to the scoping of new actions and projects.

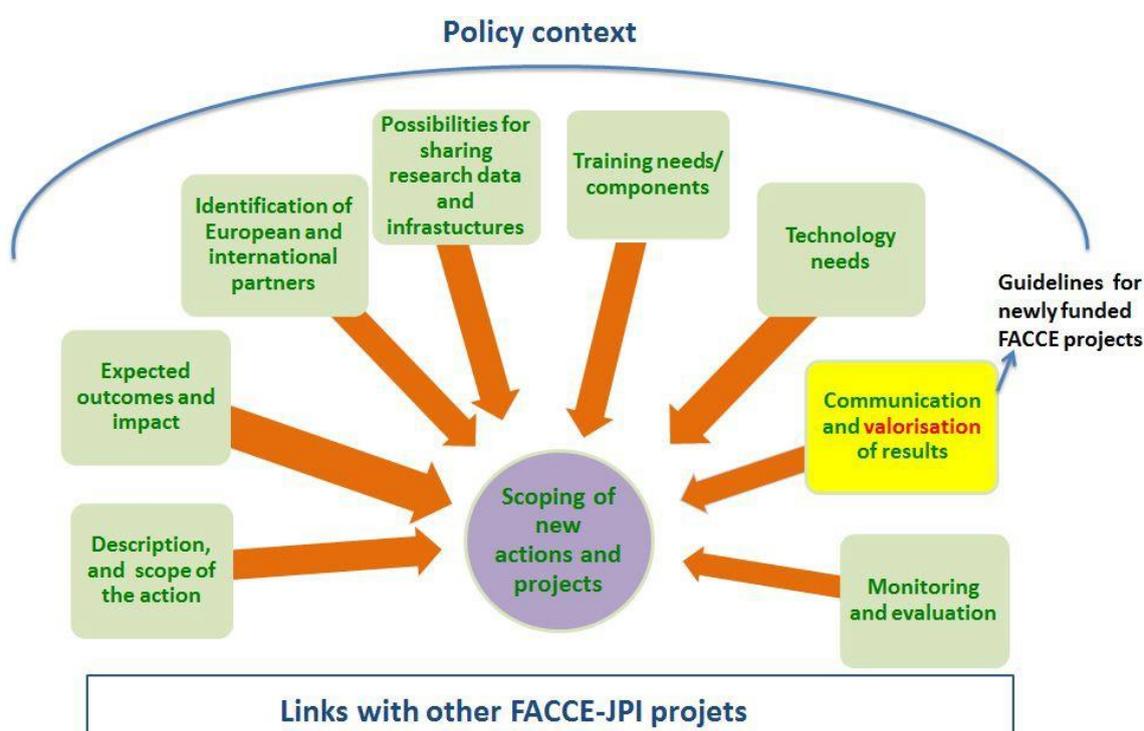


Figure 2. Developing new joint actions and projects.

The guidelines will specify what FACCE-JPI expects from the results and will ask future projects coordinators to include a text in terms of policy impact of the results and which policies might be targeted by forthcoming results. Projects' coordinators will be also asked to provide information on other foreseen outputs (e.g. on innovative practices and/or products or other "solutions" to tackling the societal challenge, or other environmental/economic related outputs) and their possible impacts. They will be also asked to contribute all the publications and other outputs from the projects to a FACCE-wide repository.

These guidelines will also address newly funded project coordinators so that the potential impact (policy, practices etc.) can be integrated into their project. The project proposal template will address specific issues related to impact: policy, solutions, environmental, economic and societal impacts.

A few examples of the questions on future impact to be included in project proposals:

- besides scientific deliverables, what societal and economic impacts and deliverables the project will provide ?

- if considering broader beneficiaries, what would be the impact on them and the appropriate mechanisms for realising these potential impacts ?
- how will knowledge exchange and impact generation be achieved ?

The guidelines will also include a section on general communication guidelines for FACCE-JPI funded activities, drafted within the FACCE-JPI communication network.

5. MONITORING AND EVALUATION OF COMMUNICATION AND VALORISATION

To indicate the effectiveness of the communication process in terms of visibility and awareness of the JPI's main activities, the evaluation and monitoring process will involve the use of qualitative and quantitative tools/indicators. Evaluation and monitoring will be conducted regularly after each communication activity (press release, social media campaign) and in relation to the annual reporting.

Please see **Annex 5** for Communication monitoring and evaluation tools.

ANNEXES

1. FACCE-JPI Key Messages per Target Audience
2. Objectives and terms of reference for the Communication Network
3. Framework paper for organization of valorisation workshops
4. An example of bibliometric analysis use
5. Communication monitoring and evaluation tools

ANNEX 1: FACCE-JPI KEY MESSAGES PER AUDIENCE

Target group	Key message	Means/tools for communication
Scientific Community	<p>Raise awareness and interest in the FACCE-JPI SRA and IP, joint actions</p> <p>Provide information to respond to FACCE calls and participate in actions (advertising)</p> <p>Information about joint research outcomes</p>	<ul style="list-style-type: none"> - FACCE-JPI SAB - Partners website & FACCE-JPI website - Dedicated flyer and poster distributed/presented at scientific events - Scientific media - Information on calls for researchers - Scientific papers resulting from the various events organised by FACCE-JPI or projects financed via joint calls. - Presentations at key domain conferences - Newsletter
Funded projects	Information about the other selected projects, their objectives and expected research outcomes	<ul style="list-style-type: none"> - Projects booklets - Joint-project meetings - Newsletter - Websites - Kick-off meetings
Policy makers (as defined in section 2.1.1)	<p>Benefits of FACCE-JPI for implementing research programmes</p> <p>Outcomes on how to apply scientific results to policy-relevant measures, practices and products.</p>	<ul style="list-style-type: none"> - Website - Policy briefs, position papers - Face to face contacts with Ministries, EU and international policy makers via the funding partners
Funding and Government agencies, Ministries	<p>Inform of opportunities for cooperation with FACCE-JPI</p> <p>Inform of FACCE results and outcomes (policy briefs...)</p>	<ul style="list-style-type: none"> - Network of communication correspondents named by each participating country - FACCE-JPI information translated in national languages by the communication correspondent - Participation of FACCE-JPI representatives in national events
European Commission	Coordinate activities with EU programming and create links with other EC programmes, through FACCE-JPI inputs into annual work programmes (new ERA-	<ul style="list-style-type: none"> - Consultation with JPI bodies for topics - Organise meetings, and video/phone-conferences with EC representatives - Participation in meetings and workshops organised by the EC, for example on alignment, JPI best practices, and infrastructures.

	NETs, topics for collaborative projects, discussion on potential Article 185)	
Environmental Agencies	Expected impacts/benefits of the research funded in terms of mitigation, adaptation strategies	- Newsletter
Farmers and farmers associations	Expected impacts/benefits of the research funded for the farming community	- FACCE-JPI StAB - eNewsletter - Social Media channels - Website - Face to face contacts
Other non-governmental organisations		- Newsletter

ANNEX 2: OBJECTIVES AND TERMS OF REFERENCE FOR THE COMMUNICATION NETWORK

The FACCE-JPI's Communication Network is a working group, based on the network of FACCE-JPI's activities defined in the Implementation Plan. The objectives of the Communication Network are:

- To form a common communication strategy and identity for all activities working under the FACCE-JPI 'umbrella'
- To explore and define common tools to disseminate the information
 - to the respective audiences of the activities
 - between the activities and FACCE-JPI Secretariat

The Communication Network meets virtually on a regular basis (bi-monthly) for updates on the news and events taking place in the activities and the news from the Secretariat. This will help to further develop the flow of information from the research-based activities to FACCE-JPI's targeted audiences, mainly funders and policy makers, with the aim of enhancing FACCE-JPI's impact in the society.

ANNEX 3: FRAMEWORK PAPER ON FACCE-JPI VALORISATION WORKSHOP

Background

The research from FACCE – JPI can contribute to national, EU and international policies on agriculture, food security and climate change and this policy dialogue will surely be important and necessary for the FACCE – JPI research to show an impact on global societal challenges. In order for FACCE-JPI to achieve its goal of aligning research for societal impact, as well as to increase FACCE visibility, research results need to feed into policy to allow evidence-based decision making. Therefore, the members of FACCE-JPI agreed to take the major European and global policies into account in implementing its Strategic Research Agenda (SRA).

Four major policies were identified where FACCE-JPI funded research could contribute:

- Food 2030 (FACCE-JPI contributions with JPI “Healthy Diet for a Healthy Life” and JPI “Oceans”) and Farm to Fork
- The European Bioeconomy Strategy (published in 2012 and updated in 2018, assessment of implementation released in 2021)
- The European Climate Law and COP26 follow-up
- The Common Agricultural Policy (CAP) 2023-2027

Instrument and objectives

To engage in a more active interaction with relevant stakeholders, as well as to perform content-wise grouping of results from the funded projects, it is proposed to organise this work through a series of workshops. We propose to target each workshop to one or few related policies, starting by the first pilot valorisation workshop on climate impact on agriculture and food security.

The objectives of the workshops are:

- To build a dialogue and common understanding between the policy needs and research results from funded FACCE-JPI projects;
- To identify the most urgent questions relevant for current policy debates and reform that FACCE-JPI funded projects could contribute to, and identify projects whose results could feed into these needs;
- To build teams of researchers and stakeholders who could combine relevant policy questions with the results from different projects in order to co-construct key ideas / key-messages to be further developed as policy briefs. Other more tailored outputs might be considered (for example, practice briefs).

Expected outcomes:

- Deliver a few key ideas/messages corresponding to the needs for a particular policy(ies)
- Develop the first ideas for policy recommendations.
- Evaluate the suitability of this type of activity for future FACCE-JPI valorisation activities

Governing Board Lead

GB lead will depend on the theme that the policy workshop will target:

Working Group

A *Working Group* will be formed to support this action and organise the workshop. The Working Group includes Secretariat leads and SAB and StAB members, who will be asked for advice and input. The primary modes of communication for preparing the workshop will be email and phone calls.

The SAB and StAB lead will depend on the theme that the policy workshop will target.

The outcomes from the workshops will be further developed by the Secretariat, in consultation with the SAB, StAB and project coordinators. 'Next steps' from these workshops would include the drafting of policy and practice briefs.

Who needs to be consulted and invited:

List of participants will include:

FACCE JPI GB members, SAB and StAB representatives, scientists representing FACCE-JPI funded projects, policy makers in national, European (DG Climate, DG JRC, DG Agri, DG RTD) and international levels (UN UNFCCC, OECD), experts on science-policy interface, representatives from: GACSA, GRA, JPI Climate, particular policy area related NGOs, practitioners/industry representatives.

Who needs to be informed:

FACCE-JPI GB, FACCE-JPI Secretariat

Resources needed: time, budget

1 pm for organizing a workshop and 0.5 pm for a follow-up

Costs for organising meeting: catering, logistics, travel expenses.

Schedule template: key dates and actions

WHAT	WHEN	WHO
Invitation mail to GB members + follow up		
Preparation of background document		
Finalise and send background document to GB		
SAB + StAB mails		
Set up a telco with Working Group to discuss organisation of the workshop		
Prepare the agenda + list of invitees+ communication plan		
Organise the workshop (logistics)		
Participation in the workshop		
Conclusions of the workshop		
Follow up		

Impact Assessment: how will the success of this action be decided

As a result of this workshop, a few key ideas/messages corresponding to the needs for a particular policy(ies), as well as first ideas for policy recommendations are expected. This workshop should also provide a common understanding/dialog between the policy needs and research results from funded FACCE-JPI projects

Risks / mitigation

Selecting a suitable timing for organising the workshop. It could be co-organised with another event in Brussels (SCAR meeting etc) in order to gather more targeted policy makers and increase the visibility / impacts. Overlap with big policy related events should be avoided. Having a calendar of the targeted policies' negotiations would be useful.

Appropriate policy makers should be identified and invited. It is important to gather well targeted policy makers to know the current and future policy needs and where FACCE could use funded projects' results and make an impact.

Suitability of workshop as an instrument for building up a dialogue between policy makers and researchers. Policy makers and researchers often speak 'different languages', therefore the workshop should be prepared very carefully, consulting both sides in advance. The structure and scope of the workshop should be very clear and focused; breakout sessions should be very carefully prepared, with well-targeted questions according to the expected outcomes with experienced moderators.

Suitability and adaptability of results from FACCE-JPI projects to policy makers / practitioners needs. Preparatory work before the workshop and well-structured work during and after the workshop should be done to match FACCE-JPI projects results with policy / practitioners needs.

ANNEX 4. EXTRACTION OF KEYWORDS IN THE FACCE-JPI PROJECTS

Below is an example of the keywords analysis, performed by extracting the most frequent and relevant keywords from the abstracts of the projects, funded under FACCE-JPI joint actions. For example, one thematic area that could be identified is 'mitigation'. Analysis' results show that keyword 'mitigation' appeared 59 times in 16 projects' abstracts under four FACCE-JPI actions, as listed in Table 1 below.

Table 1. FACCE-JPI projects of possible relevance to European/international climate change mitigation policies.

Policy / Objective	FACCE-JPI joint actions	Projects
	Knowledge Hub MACSUR	
Climate action / Mitigation	ERA-NET Plus on Climate Smart Agriculture (Core theme 4)	CAOS CINDERELLA Climate-CAFÉ
	Multi-partner Call on Agricultural Greenhouse Gas Research (Core theme 5)	GlobalNetwork Models4Pastures COMET-Global Designchar4food CN-MIP I.N.C.O.M.E. MAGGNET RumenStability IdenWays GreenRice EndoGa
	ERA-NET cofund FACCE SURPLUS (Core theme 2)	OLIVE-MIRACLE

ANNEX 5: COMMUNICATION MONITORING AND EVALUATION TOOLS

Qualitative evaluation tools

EVALUATION TOOL	FREQUENCY	TARGET	OBJECTIVE
Questionnaires	Variable (depending on the no. of events)	Participants at the events	To determine the level of satisfaction regarding the events/ instruments made available
Online surveys	Variable (depending on the number of the issues which need evaluation)	Website visitors Social media followers	To determine the level of satisfaction about the website and/or get some opinion on a certain topic

Quantitative indicators for impact evaluation

CATEGORY	INDICATOR	TARGET
Website impact	number of visits on FACCE JPI website	250/month
	number of downloads of the materials available online	
Media impact	number of journalists participating at the events	1/event
	number of articles published in the media	2 /year
	number of press releases and their delivery results	3 /year
Social media impact		
	number of new followers (activity reports)	5 /month

	number of content posts	6-8 /month
Events impact	number of public events/workshops organised	3 /year
	number of participants at the events	average 30-60/event
Promoting materials impact	number of newsletters issued	2 /year
	number of newsletter's recipients	1200 /letter
	number of flyers/brochures/posters produced and distributed	1-2 /year
Publications impact	Number of policy briefs/position papers/opinion papers/etc. produced	2 /year