**Communication plan Carbon Farming**

Date 29-03-2019

**About the project:**

The project overall objective is to enable a transition in the agri-food supply chain by the adoption of carbon sequestration (CS) techniques throughout the North Sea Region, as a contribution to the greening of the agri-food production processes. This will not only prevent soil degradation, but will also reverse biodiversity loss and store carbon from atmospheric CO2.

One of the sub objectives of the project is **raising awareness** of the economic and ecologic potential of carbon farming methods and its results among economic players, consumers and authorities. This is the responsibility of Work Package 2, Communication. We will therefore organize the deliverables agreed in a way that increases awareness of CS and within these deliverables share knowledge on business models with interested chain partners and even a wider public.

**Target groups**  
The main focus will be on knowledge transfer to   
1. Farmers  
2. partners in the production chain

3. policymakers

4. consumers in the field of sustaibable food and farming.

But there are more segments we wish and need to reach out to. In the paragraph “Objectives per target group” there is a complete list, including evaluation methods.  
A complete overview of target groups and the respective deliverables can be found in the communication matrix at the end of the plan.

**Strategy**

***Resources***

We have a fair amount of time to commit to communication. The budget for external services on the other hand is on 66,5k of which 22,5k is for producing a film and 10k for producing the final event. That leaves us with very little budget for producing communications. So we have to be smart and make the most of the resources that we do have. We mentioned time, but there is also content (knowledge, ideas, research, experts), owned media (website, social channels, newsletters) and 7 networks with speaking opportunities.

We have involved Haas Design to help us set up an easy to use identity for our project, that will tie all of our efforts together.

***Create a movement***Our project is like a learning expedition. We are testing and researching. Learning by doing and developing by co-creating. Each organization in its own biosphere and network. We don’t know yet what is going to work and what won’t. And we don’t want to do this alone, behind closed doors, and emerge only when we have dazzling numbers to publish. We want to be welcoming to chain partners and stakeholders from the start. We want their knowledge and pioneering attitude.   
We want to **create a movement**.

On the other hand, we have a very specific list of deliverables to produce. To combine these two, we have to be pragmatic and have a healthy amount of “make it up as we go along”-attitude. For each deliverable we should ask ourselves the question: what do we want whom to do/think/feel now. And communicate accordingly.  
And, equally important: what will they want to hear from us, now and later.

Because there is a big risk in checking a list of deliverables and that is that we forget to think about our stakeholders needs and communicate only when we have a need.

***Tone and style***Open and inviting. “Join us. Participate.”

Within the brand guide of Interreg we are creating a **common identity** for the Carbon Farming project that is easily implemented by all organisations. This is an easy way to augment our impact beyond the rather small budget for external expenses. If all of our communications are clearly related it will help us already to look like a movement. And a professionally organized one.

The **common identity** might consist of textual and pictorial content for newsletters, factsheets, infographics, websites, selection of key words, defining tone of voice for dissemination, image bank (themes, pictorial expression of outputs), a format for uploading website content, social media guidelines, contact list of external stakeholders, bio-journals/magazines/newspaper and so on.

**Planning**For a smooth production of all deliverables we need a joint calendar of events and communication opportunities. The main objective behind the communication calendar will be task management according to the work packages, communicating regarding these tasks and reporting tools for each task and deliverable. All the deliverables must be submitted at an opportunistic/eventful time. The communication calendar will consist of the timeline for relevant deadlines for submitting documents, organizing events (e.g. call for participation, invitation for co-creation sessions, etc.), regional and knowledge meetings. This timeline feature will show all the aspects of the project (Working Packages, activities, tasks, deliverables, deadlines and the responsible partner organizations), and this feature will also help you to track changes when necessary. This communication calendar will be shared on basecamp so that every partner organization can have access to the calendar along with tracking/editing changes.

***Objectives per target group and communication matrix segments/deliverables in the appendix.***

**Objectives and evaluation methods per target group**

**Partners:**By the end of the first year, all our partners are satisfied with the services and feel supported by us to reach out to the stakeholders.

**Evaluation:** Teleconferencing surveys, content mapping. Basecamp activity

**Farmers:**

During the project, 10**%** farmers from our/our partners’ contact list participate in co-creation sessions in their respective partner country. By the end of the project 25% of farmers from our/our partners’ contact list attend the final conference, events/meetings, screening of films or download the digital practical guide for CS techniques

**Evaluation:** online surveys, content mapping, web-visibility mapping, monitoring attendance of farmers in events, conferences, screening of films and co-creation sessions.

**(Higher) Agricultural education/training center and research:**

Reaching out to most training/educational institutes in the North Sea Region. By the end of the project 20**%** ofEducation/training centre and schools from our/our partners’ contact list participate in events/meetings and screening of films in their respective partner country.

**Evaluation:** Measuringreach and coverage of deliverables**,** content mapping, web-visibility mapping, monitoring attendance of Education/training centre and schools in seminars/meetings and screening of films.

**General public:**

Public screening of films in the NSR countries by the end of the project. I.e. Documentary Festival IDFA, in Amsterdam in November 2021.   
CF publications in newspaper/magazines in NSR countries during the project.  
Proportional increment in number of views by the general public on social media platforms from the initial/running stage of project until the end of the project.

**Evaluation:** Measuringreach and coverage of deliverables**,** content mapping, web-visibility mapping, monitoring number of CF publications and number of public screening of films in NSR countries.

**Large Private Enterprises and SMEs:**

Reaching out to the Large Private Enterprises and SMEs via their clients through CF publications/call for participation in newspaper/magazines/ social media. During the project, 10**%** of these enterprises and SMEs from our/our partners’ contact list participate in co-creation sessions. By the end of the project 25% of them attend the final conference, events/meetings and screening of films.

**Evaluation:** Measuringreach and coverage of deliverables, online surveys,content mapping, web-visibility mapping, social media monitoring, monitoring their attendance in events, conferences, screening of films and co-creation sessions.

**Local, Regional and National public authorities:**

CF publications in local, regional and national newspaper/magazines/ social media website of these authorities. During the project, 10**%** of them participate in co-creation sessions in their respective partner country. By the end of the project 30% of them attend the final conference, events/meetings and screening of films.

**Evaluation:** Measuringreach and coverage of deliverables in local, regional and national level, online surveys, content mapping, web-visibility mapping, social media monitoring, monitoring their attendance in events, conferences, screening of films and co-creation sessions.

**Business Support Organizations (BSOs)/NGOs/Sectoral Agencies:**

CF publications/call for participation in newspaper/magazines/ social media website of these agencies/NGOs/BSOs from our contact list during the project. During the project, 10**%** of them participate in co-creation sessions. By the end of the project 25% of them attend the final conference, events/meetings and screening of films.

**Evaluation:** Measuringreach and coverage of deliverables**,** content mapping, web-visibility mapping, social media monitoring, monitoring attendance of these BSOs/NGOs/Sectoral agencies in events, conferences, screening of films and co-creation sessions.

**Food supply chains in UK/DK/SE**

Subscription to our contact list (at least 1 contact person from the food supply chain per country) and send them relevant CF publications (newsletters/infographics/factsheets/films) during the project.During and by the end of the project, at least 1 contact person from the food supply chain per country receives the deliverables.

**Evaluation:** Reach and coverage of deliverables, content mapping.

**Communication matrix:**

|  |  |  |
| --- | --- | --- |
| **Target groups** | **Deliverables** | **Responsible Partner organization** |
| Partners | Work package and communication plan, communication questionnaire and survey report  communication tool kit, social media guidelines, communication calendar, uploading website content (after getting input from partners), distribution of newsletters, factsheets, infographics  creating contact list of partners | Bionext |
| Farmers | Newsletters, Digital practical guide with top 5 CS techniques, Transnational film, Factsheets, trans-national film on CF, Call for participation | Bionext in coordination with other partners |
| Business support organisations(BSOs)/NGOs/Sectoral agencies | Brochures, Factsheets and Infographics on business models for CF, Articles, newsletters, trans-national CF film, reports, presentations, call for participation | Bionext in coordination with other partners |
| General Public | Animation film on CF and trans-national film on CS, Newsletters, Articles | Bionext in coordination with other partners |
| (Higher) Agricultural education/training centre and research | Trans-national film on CF, infographics, newsletters, reports, factsheets about the best CS techniques, presentations | Bionext in coordination with other partners |
| Large private enterprise/SMEs | Brochures, Factsheets and Infographics on business models for CF, trans-national CF Film, newsletters, presentations, call for participation | Bionext in coordination with other partners |
| Local, Regional and National public authorities | Factsheets, infographics, press releases, newsletters, articles, trans-national CF film, presentations | Bionext in coordination with other partners |
| Food supply chains in UK/DK/SE | Factsheets, newsletters and Infographics on best CS techniques and relevant CF business models, Trans-national film on CF | Bionext and ZLTO |