

Regenerating soils for climate and farmers



AgriCapture CO₂

[30 July 2021]

Engagement Strategy



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101004282.

The content of this publication exclusively reflects the author's view and the Research Executive Agency and the Commission are not responsible for any use that may be made of the information it contains.



Document control page

Project	AgriCaptureCO2
Project, full title	Developing EO-powered services to promote soil carbon sequestration through regenerative agriculture
Project number	101004282
Project start	1 January 2021
Deliverable	2.3 Engagement Strategy
Work Package	2 ENGAGE
Document title	Engagement Strategy
Version	3
Responsible author	LEAF
Contributors	EEB, GILab
Date of delivery	30.06.2021
Due date of deliverable	31st July 2021
Type	Report
Language	English
Rights	Copyright "AgriCapture consortium"
Dissemination level	Public

Version history			
Version	Implemented by	Date	Description
V1	EEB	16 th February 2021	Draft structure
V2	LEAF	2 nd July 2021	Full draft for input by WP2 and project leaders
V3	LEAF, EEB, GILab	29 th July 2021	Full draft for review by WP2



Table of contents

EXECUTIVE SUMMARY.....	5
LIST OF ABBREVIATIONS	6
TABLE OF FIGURES.....	7
TABLE OF TABLES.....	8
1 INTRODUCTION.....	9
2 MAPPING THE PROJECT’S AUDIENCES.....	10
2.1 Audience categories	11
2.2 Existing networks and multipliers.....	12
3. ENGAGING FARMERS TO PROMOTE THE IMPLEMENTATION OF REGENERATIVE AGRICULTURAL PRACTICES ACROSS EUROPE.....	15
4. ENGAGING BUSINESSES TO BUILD A CUSTOMER BASE FOR AGRICAPTURECO₂.....	16
4.1 Understanding AgriCaptureCO ₂ 's potential customer base: Market surveys	17
5. ENGAGING POLICY-MAKERS FOR SUPPORTIVE POLICIES.....	17
6. ENGAGING STAKEHOLDERS TO BUILD A EUROPEAN REGENERATIVE AGRICULTURE COMMUNITY	18
6.1 Scope of the Community.....	19
6.2 Vision for the Community	19
7. ACTION PLAN FOR ENGAGEMENT ACTIVITIES.....	20
7.1 Schedule	22
Year 1	22
Year 2	22
Year 3	23
8. TRACKING PROGRESS.....	24
8.1 Key performance indicators for AgriCaptureCO ₂ 's engagement activities	24



8.2 Revision of the strategy	25
ANNEX I.....	26
1. Mapping of existing networks with connections to AgriCaptureCO₂ partners	26
2. Our vision for the ERAC	26
3. Brainstorming on strategies for farmer engagement.....	27
4. Brainstorming on strategies for business engagement	27



Executive summary

This strategy has three main objectives:

Identify and map the project's audience(s) for targeted and effective engagement.

- Examine existing networks within consortium partners
- Identify organisations relevant to and interested in regenerative agricultural practices

Define the project's engagement processes and activities to plan the work of WP2 strategically

- Define the vision and scope for the European Regenerative Agriculture Community
- Lay out a framework for the effective engagement of potential customers of the AgriCaptureCO₂ platform.
- Set out the methods for engaging policy-makers to achieve a supportive policy framework
- Develop an action plan of engagement activities and corresponding timetable

Establish a methodology for tracking progress

- Define key performance indicators (KPIs)



List of abbreviations

AZCEEs	Aspiring zero-carbon emissions entities
AUA	The Agricultural University of Athens
CAP	Common Agricultural policy
CO ₂	Carbon dioxide
CSOs	Civil society organisations
DEFRA	Department for Environment, Food and Rural Affairs
EEB	European Environmental Bureau
ELGO	Hellenic Agricultural organization
ERAC	European Regenerative Agriculture Community
EU	European Union
FROils	Farrington's Mellow Yellow
GHG	Greenhouse Gas(es)
GILab	Geographic Information LABORatory
GWCT	Game & Wildlife Conservation Trust
ICT	Information, Communication and Technology
IFM	Integrated Farm Management
KPIs	Key Performing Indicators
LEAF	Linking Environment and Farming
MEPs	Members of the European Parliament
MRV	Monitoring, Reporting and Verification
OCW	One Carbon World
SPs	Strategic Plans
UNFCCC	United Nations Framework Convention on Climate Change
UPOR	Association of Farmers of the Municipality of Ruma (Serbia)
WP	Work package



Table of figures

Figure 1. Interactions between communications, dissemination, engagement, and exploitation	9
Figure 2. The four stages of engagement.	10
Figure 3: Stakeholder and audience engagement priorities	11



Table of tables

Table 1: Audience categories for the AgriCaptureCO ₂ project	12
Table 2: Existing networks to which AgriCaptureCO ₂ partners are connected, of relevance to the European Regenerative Agriculture Community	15
Table 3: AgriCaptureCO ₂ services	17
Table 4: Key performance indicators and targets.....	25



1 Introduction

The goal within AgriCaptureCO₂ is to develop and launch a commercial platform that facilitates zero emission aspirations on a large scale, by empowering regenerative agriculture and measuring & monitoring resulting soil carbon sequestration. Using agricultural land as carbon sinks is a key piece of the puzzle to achieve zero-emissions, and we hope to make it easier and more profitable for farmers to adopt regenerative agriculture.

Regenerative agriculture across Europe is currently still in its youth, with limited penetration (i.e., largely national/regional initiatives), and uncoordinated on the European level. Engaging key stakeholders in the associated policy-society-economy nexus is instrumental to promote awareness of and interest in regenerative practices, as well as create a supportive ecosystem to facilitate and thus boost the uptake of regenerative agricultural practices, thus increasing project impact and the potential customer base for post-project uptake of project results.

To guide this effort, this engagement strategy has been prepared, recognising key target audiences and planning outreach to engage them. The success of this project is underpinned by positive engagement with stakeholders, including farmers, land managers, businesses, and policy makers. The voluntary carbon credit market is expanding rapidly, and to ensure that AgriCaptureCO₂ can compete within this market, effective stakeholder engagement throughout the project is crucial.

The project shall aim to achieve this by developing a comprehensive and relevant engagement strategy, that supports the project objectives throughout the different project phases, and is aligned with the Communication, Dissemination and Exploitation Strategy (D6.1) (see Figure 1). Our approach to engagement will be tailored to the audience, result-oriented, and will prioritise quality activities and engagement over the quantity of events and engagement activities. There are two overarching aims of engagement;

- Make aware of the benefits of regenerative agricultural practices and soil carbon sequestration.
- Make aware of the commercial service being developed by AgriCaptureCO₂.

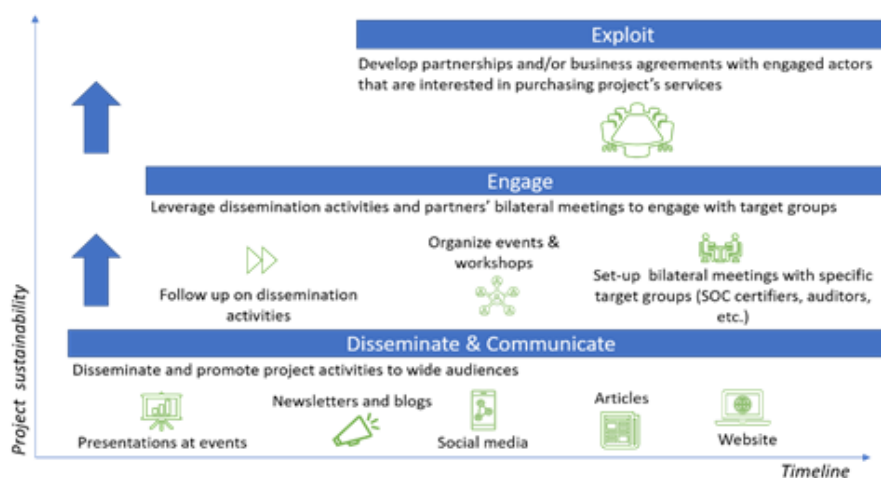


Figure 1. Interactions between communications, dissemination, engagement, and exploitation



2 Mapping the project's audiences

As shown in Figure 2, the first stage in engaging audiences is to identify the organisations, groups and individuals with relevant activities, large networks, and whose interests align with the projects.



Figure 2. The four stages of engagement.

AgriCaptureCO₂ has three main audiences that need to be effectively engaged with to ensure the success of the project;

- 1) Farmers and land managers
- 2) "AZCEEs"
- 3) Policy makers

There are a number of other stakeholders that also need to be considered when developing our engagement plan and activities, which have been highlighted in Table 1 of Section 2.1.

The project will implement a series of cost-effective, low-intensity and high-impact activities to coordinate and support an ecosystem of relevant actors, including:

- **Farmers:** Galvanise local and pan-European knowledge exchange through a demo farm network, farmer led discussion panels, and leveraging the internet to magnify reach. A "second tier" of engagement is foreseen through the creation of a "European Regenerative Agriculture Community" (ERAC) bringing together farmers and other stakeholders with an interest in regenerative agriculture and soil carbon sequestration for mutual exchange and learning. (T2.3, T2.4 T6.3)
- **Aspiring Zero Carbon Emission Entities (AZCEEs):** Actively promote regenerative agricultural practices and its deployment with AgriCaptureCO₂ as both a climate action and business opportunity. Annual events, an InfoPortal (which can be found on the AgriCaptureCO₂ website), webinars and Q&A sessions will allow them to find out more about regenerative practices, the AgriCaptureCO₂ solution, and the carbon market; with a view to onboarding actors with a high interest into the ERAC. (T2.3, T2.4, T6.3)
- **Policy-makers:** Regenerative agricultural practices can significantly contribute to European decarbonisation, and European policy should be directly enabling this. The project will give "voice" to the farming community in this discussion. (T2.1, WP6)

In deciding our engagement efforts, we need to be aware of those audiences that have influence within the industry, and those whose interests align with the projects. There is a need to capture those who sit in the high level of influence and strong alignment area,



the shaded area of the graph (Figure 3). Our approach to engagement will be tailored to the audiences identified in this section, and we will seek to develop high-quality activities and engagement.

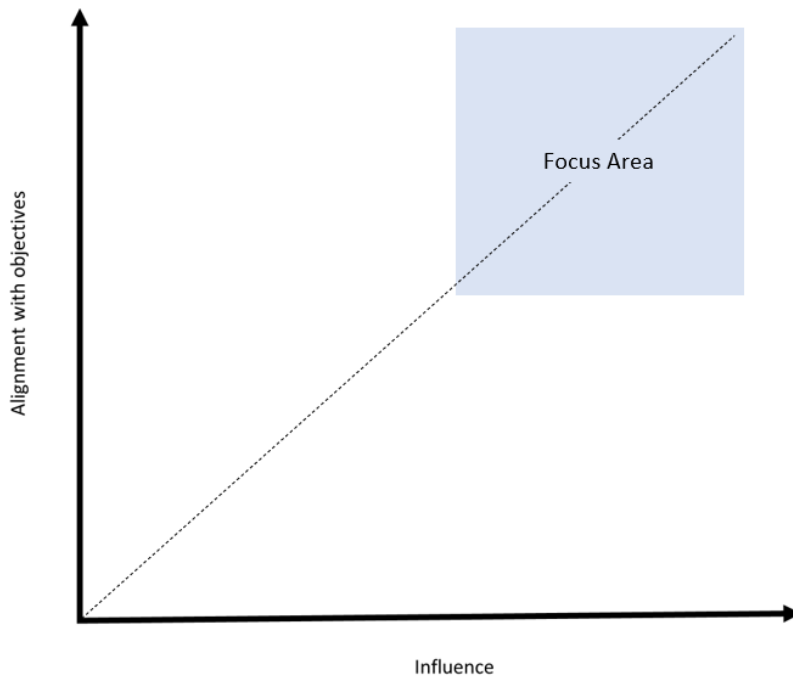


Figure 3: Stakeholder and audience engagement priorities

2.1 Audience categories

Accurate audience mapping is the first step for effective engagement. Different audience groups have different interests and prefer different modes of engagement (e.g. online/offline, written/oral), so tailoring our engagement activities to our target audiences is critical to successfully reach them. In this section, we characterise the project’s target audiences for engagement activities, distinguishing between “primary” and “secondary” audiences in function of their importance for the success of the project.

Audience	Link to other WPs	Aim of engagement
Primary target audiences		
Farmers & land managers (and their representative bodies)	WP5, WP6	<ul style="list-style-type: none"> - Make aware of the benefits of regenerative agricultural practices and soil carbon sequestration - Empower to adopt regenerative practices through knowledge sharing - Make aware of the usefulness of the AgriCaptureCO₂ services



Aspiring Zero-Carbon Emission Entities (AZCEEs)	WP6	<ul style="list-style-type: none"> - Make aware of the commercial service being developed by AgriCaptureCO₂ - Convince of the robustness and value of the AgriCaptureCO₂ services
Policy-makers	WP6	<ul style="list-style-type: none"> - Convince of the importance of supporting regenerative practices through public policies - Inform about the work of AgriCaptureCO₂ and feed into the development of relevant policies - Inform the work of AgriCaptureCO₂ by gaining intelligence on the development of relevant public policies, in particular the EU's forthcoming regulatory framework for carbon removals.
Secondary target audiences		
Related projects	WP3	<ul style="list-style-type: none"> - Share learnings with one another - Create opportunities for collaborative resource development
Certification bodies	WP3, WP4	<ul style="list-style-type: none"> - Make aware of the commercial service being developed by AgriCaptureCO₂ - Convince of the robustness and value of the AgriCaptureCO₂ services
Goods and services providers for farms	WP3, WP5, WP6	<ul style="list-style-type: none"> - Promote the "co-benefit" of regenerative agriculture support as an extra "selling point"
IT companies	WP3	<ul style="list-style-type: none"> - Make aware of the commercial service being developed by AgriCaptureCO₂ - Convince of the robustness and value of the AgriCaptureCO₂ services
Researchers	WP3, WP5	<ul style="list-style-type: none"> - Convince of the robustness and value of the AgriCaptureCO₂ services - Create opportunities for exchange and learning
Civil Society Organisations (CSOs)	WP6	<ul style="list-style-type: none"> - Make aware of the benefits of regenerative agricultural practices and soil carbon sequestration - Convince of the robustness and value of the AgriCaptureCO₂ services

Table 1: Audience categories for the AgriCaptureCO₂ project

2.2 Existing networks and multipliers

As part of Task 2.2 (Engagement Strategy), we performed a mapping exercise where we established which organisations and networks would be suitable to approach with news and information of the project and in developing the European Regenerative Agriculture Community (ERAC).



Table 2 outlines which organisations and networks the project partners have connections with. This table can be the basis of who we contact to disseminate information about events and activities relating to the project. Specific engagement activity decisions are explained in more detail in section 7 (Action Plan for engagement activities).

Name	Audience category	Connected project partner(s)	Scope	Relevance to AgriCaptureCO ₂
COPA COGECA	Farmers	EEB	EU	Umbrella organisation representing farmers at EU-level. Link to national and regional farmers organisations across Europe.
ELO	Farmers	EEB	EU	Umbrella organisation representing landowners at EU-level. Link to national and regional landowners organisations across Europe.
CEJA	Farmers	EEB	EU	Umbrella organisation representing young farmers at EU-level. Link to national and regional young farmers organisations across Europe.
ECVC	Farmers	EEB	EU	Umbrella organisation representing small farmers at EU-level. Link to national and regional small farmers organisations across Europe.
IFOAM Organic Europe	Farmers, food processors, retailers	EEB	EU	Umbrella organisation representing the organic movement (including farmers) at EU-level. Link to national and regional organic farmers organisations across Europe.
Lighthouse Farms Network	Farmers	EEB	Global	Network of pioneering farms implementing and showcasing best practices in sustainable farming. Potential demo-farms and ERAC ambassadors.
LEAF Demonstration Farm Network	Farmers	LEAF	UK	Network of 38 Farmers in the UK, demonstrating best practice Integrated Farm Management (IFM).
LEAF Innovation Centre Network	Research institutes	LEAF	UK	Network of 11 research institutes and NGOs, supporting and developing IFM best practice across the UK.



AHDB Monitor Farm Network	Farmers	LEAF	UK	Network of UK Farmers that share best practice and benchmark performance information.
GWCT Network	Farmers	GWCT	UK	Operates the Allerton Project, a 330ha demonstration farm with 3-4,000 visitors from industry per year.
NFU	Farmers	LEAF, GWCT, FrOils	UK	Member organisation/industry association for farmers in England and Wales.
One Carbon World Network	Farmers And orgs. requiring carbon credits	OCW	UK and 24 countries	Network of clients from agriculture and global organisations who are supported by the OCW sustainability roadmap
SCARF Network	Farmers, research institutes	FrOils, EEB, SatAgro	EU	The Soil CARbon Farming network, aiming to bring together different types of agricultural carbon storage actors and different types of models and practices
Agricultura Regenerativa	Farmers, research institutes	GILab, LEAF	Spain	A national organisation for coordination of regenerative agriculture in Spain
Dutch Soil Coalition	Farmers, farmer groups, financial institutions	GILab	The Netherlands	An organisation that promotes a regenerative approach to soil management, provides a MRV solution, and ensures benefits for participating farmers
SatAgro service 'registered users	Farmers	SatAgro	Poland	~5 000 farms sized 5- 5 000 ha, who registered at the SatAgro platform and receive periodic communication
Farms overseen by the National Support Centre for Agriculture	Farmers	SatAgro	Poland	National Support Centre for Agriculture is a governmental agency which oversees farms which are fully or partly owned by the State, together managing ~100 000 ha of crop area.
TerraNostra	Farmers	SatAgro	Poland	A young national organisation seeking to promote interaction between regenerative farmers and support a joint approach to the market



100p+	Farmers (primarily), agricultural extension, researcher institutes	GILab	Serbia	A body of >1.000 farmers in Serbia offering peer to peer support for adoption of regenerative/sustainable practices in farming
Union of cooperatives of Mirabello	Farmers	ELGO	Greece	Regional farmer group of olive oil farmers that are highly relevant for the output of the project
Olive oil cooperative of Fourni	Farmers	ELGO	Greece	Regional farmer group of olive oil farmers that are highly relevant for the output of the project

Table 2: Existing networks to which AgriCaptureCO₂ partners are connected, of relevance to the European Regenerative Agriculture Community

3. Engaging farmers to promote the implementation of regenerative agricultural practices across Europe

Drawing on LEAFs existing network of 38 Demonstration Farmers, all of whom are excellent communicators and experienced and engaged in the carbon and regenerative debate, the project shall schedule activities that engage farmers on a practical level, through discussion groups, workshops and demonstrations.

Additionally, the project will draw on EEB’s grassroots network (through their pan-European members) and INRA (through our project advisor), as well as the existing working relationships and the networks of consortium partners involved in agriculture: GILab, SatAgro, AUA, ELGO, FrOils and UPOR (indicatively, see the table in the previous section).

To promote knowledge exchange across the case studies and to create mechanisms for onboarding of farmers interested in implementing regenerative agricultural practices, a series of activities will be held as part of this task:

- Demo farms: Use LEAF’s existing demo farm network, network of other partners, and the new demo farms in the use cases to promote regenerative agriculture and the AgriCaptureCO₂ platform to farmers. A “Demo Farm package” will be prepared to standardise engagement across Europe, including defined protocols and visit procedures, interactive AgriCaptureCO₂ modules, & supporting equipment (tablet, phone attachable mic for testimonials).
- Farmer-led climate panels: on-farm panels to discuss climate and the farmer’s role in it, hosted on demo farms across Europe engaged for the project (LEAF network and use cases).
- European Reg Agri InfoPortal: an easy-to-browse interface on the website to present all information gathered during the project, including communication material from T6.1: farmer testimonials, explanation videos, AgriCaptureCO₂ blog,



a regenerative agriculture wiki, and regenerative agriculture training manuals from WP5.

- Online multiplier: leverage testimonial web-videos, interactive Q&A live-streams and webinars to enable distance exchanges between farmers. Subtitling/translation software will be used to ensure pan-EU access.

In addition, the task will coordinate closely with the use cases as well as the business development team to deploy surveys, interviews and additional activities to assess the market for AgriCaptureCO₂ services (Section 4).

In turn, the project will also identify and define how farmers and other AZCEEs can use existing support mechanisms to implement regenerative agricultural practices. This will in large part be delivered through the InfoPortal: wiki style explanatory articles and more detailed and analytical blog posts.

4. Engaging businesses to build a customer base for AgriCaptureCO₂

Throughout the project, the consortium will co-develop the AgriCaptureCO₂ platform and its services together with the intended end-users, ensuring that the services deliver value in direct response to their needs.

This effort will begin with a user needs analysis, conducting surveys and focus groups with farmers, other land managers, certification agencies and agri-food companies to gain an understanding of the problems and needs that AgriCaptureCO₂ will address, as well as the work-processes in which the solution will fit. On this basis, the service requirements to guide development will be defined, as well as the system architecture to deliver the services. In parallel, a base map for Europe will be created which will be the bedrock of the 4 AgriCaptureCO₂ services (Table 3), to be developed and integrated on the AgriCaptureCO₂ platform.

Quantification	Provides high resolution maps of SOC content on an agricultural field level: 1) before applying regenerative agricultural practices to serve as a benchmark for measuring carbon sequestration and 2) for monitoring of SOC changes (carbon sequestration as the result from regenerative agricultural practices). Provides maps of optimal locations for soil sampling on an agricultural field level to minimize the costs of monitoring of SOC sequestration
Exploration	Provides: 1) an estimation of potential annual SOC sequestration for the next few years (in t/ha units) and 2) an estimation of the potential effect on farm economics (applies to a farm if certain regenerative agricultural practices are implemented).
Support	Web/mobile application which provides farmers with a set of data layers, maps and analytical functionalities (e.g., yield estimation, field productivity maps/management zones, near real time monitoring of crop vigor, meteorological data and forecast,



	integration of soil moisture sensors, comparison of data, farm management tool, soil properties management tool, etc.). The app will also provide farmers with a guideline of how to use the service in the context of regenerative agricultural practices and how to optimize the production.
Verification	Remote automated checking if certain regenerative agricultural practices were applied on a certain field (e.g., no-till, cover crop, mulching, agroforestry, etc..) based on Earth Observation satellite data.

Table 3: AgriCaptureCO₂ services

4.1 Understanding AgriCaptureCO₂'s potential customer base: Market surveys

As part of the user needs analysis, market surveys will be prepared and distributed to organisations recognised as potential users to collect first-hand market information. Short open-ended interviews will be held to follow up on survey findings and the results of this research will contribute to D6.5 "Market Analysis - A report identifying, assessing, and quantifying market opportunities for the AgriCaptureCO₂ platform and its individual services".

Based on survey results, businesses that are highly motivated and present positive opportunity for deployment of AgriCaptureCO₂ will be identified. Five will be selected on the basis of business opportunities identified, and will be engaged for the project to define post-project "uptake scenarios" of AgriCaptureCO₂, defining their requirements, approach and strategy, contractual issues, scenario financial analysis, etc.

5. Engaging policy-makers for supportive policies

Engaging policy-makers was in large part addressed in D6.1 Communication, Dissemination and Exploitation Strategy. Recognising the strong overlap between dissemination and engagement, this section summarises and builds on the content of D6.1.

The AgriCaptureCO₂ project proposal identified public policies as a key lever for scaling out regenerative agriculture, and indirectly supporting the commercial launch of the AgriCaptureCO₂ services. In particular, public policies which regulate agricultural activities or promote certain farming practices and which regulate climate action in agriculture could have large impacts on the future of farming in Europe and the results of AgriCaptureCO₂. The project will therefore seek to engage policy-makers in the EU and the UK to raise awareness of the relevance of regenerative agriculture for sustainable farming and for climate goals. Ultimately, the objective is to promote public policies which can support and reward farmers to adopt regenerative practices.

At the European Union (EU) level, the most important institution is the European Commission (EC), due to its role in the approval of CAP Strategic Plans, in drafting new climate legislation related to agriculture and land-based removals, and in the development of a regulatory framework for carbon removals. Members of the European Parliament



(MEPs) are also a relevant audience, in particular those on the Environment Committee and the Agriculture Committee, due to their role in amending legislative proposals on climate and carbon removals during the duration of AgriCaptureCO₂. The other co-legislator, the Council of the EU is best targeted at national level, where Member States' positions are developed.

At national level in the EU, Agriculture Ministries are an important audience due to their role in developing CAP Strategic Plans (SPs) in 2021 (which can be amended in later years), which are a crucial financing mechanism for regenerative agriculture, as well as on agriculture-related climate policies. Environment Ministries are also important, as they often contribute to the development of CAP SPs and tend to lead on climate policies.

In the UK, the Department for Environment, Food and Rural Affairs (DEFRA) is the most relevant target audience for engagement activities as they are in charge of developing, informing, and implementing relevant agricultural policies (such as the new Environmental Land Management Scheme).

As a basis for engagement with policy-makers throughout the project, the EEB and GWCT will assess the EU and UK policy contexts in two deliverables: D2.1 "EU policy context for Reg Agri" and D2.2 "Regenerative agriculture in the EU: white paper". The deliverables will map the relevant EU and UK policies, including the 2023-2027 Common Agricultural Policy, European environmental laws and policies (e.g. Water Framework Directive, Nitrates Directive, etc.), the European Green Deal, international obligations (e.g. UNFCCC), the UK Environmental Land Management scheme, as well as make policy recommendations to strengthen the potential positive benefits of these policies for the project objectives.

This policy assessment will be developed through an inclusive process involving all project partners and consulting relevant stakeholders (CSOs, farmers, and policy-makers) through one-to-one meetings and dedicated workshops. Detailed results will be presented in D2.1 and summarised in a Factsheet (D2.2) to be used for dissemination to policy-makers. Working closely with Task 6.1 (communication and dissemination), throughout the project duration, the EEB and GWCT will hold one-to-one meetings with policy-makers, organise policy-focused workshops or webinars, and deliver targeted mailing campaigns to disseminate the abovementioned resources and promote the general objectives of this project to key policymakers.

6. Engaging stakeholders to build a European Regenerative Agriculture Community

Alongside developing a suite of services, the AgriCaptureCO₂ project hopes to establish a Network, the European Regenerative Agriculture Community (ERAC), to support and promote the implementation of regenerative practices. The project is targeting an emerging and still evolving market, in the context of a still developing understanding and definition of regenerative agriculture. The project's impact and successful commercialisation of its results are in large part dependent on the knowledge and activities of a wide number of currently unconnected actors, as well as potential customers most likely to be acquired proactively through outbound engagement.



To address this challenging landscape, and to thus support market uptake, the project will pool and make accessible specialised agronomic knowledge of regenerative practices (T6.2) as well as organise a Network (ERAC) to better identify business opportunities and reach customers.

6.1 Scope of the Community

We envision a two-tiered ecosystem of interested stakeholders around AgriCaptureCO₂, to distinguish between those that are purely interested in being kept up to date with the project and general events, and those that are interested in applying regenerative agricultural practices and accessing the carbon market. The “AgriCaptureCO₂ Network”, constituting a first tier of engagement, will include all interested bodies, anybody who would like to be kept up to date with the project and some general events. Events will include presentation of findings, webinars, panel discussions, and some general knowledge exchange and demonstration events.

The higher tier of engagement will be carried out through the “European Regenerative Agriculture Community” (ERAC), a membership network where interested individuals and organisations can sign up to access information and training in carbon credits and regenerative agriculture. Members may include farmers, businesses, retailers, agri-cooperatives, agrifood-companies, umbrella groups, public bodies, etc. Events include on farm demonstrations, training, webinars, and eventually support and access to the AgriCaptureCO₂ suite of services. Additionally, by being a member of the ERAC, farmers can access support in their journey to becoming an AgriCaptureCO₂ Demo Farm. Membership to the ERAC during the 3 years of the project will give individuals access to training and preparation for carbon credits/net-zero carbon accreditation. Upon successful completion of the project, membership to the ERAC will give access to the suite of services being offered by AgriCaptureCO₂.

The ERAC will also be used to collect first-hand market information for the market study, and to scout post-project business opportunities. Five AZCEEs demonstrating large interest will be selected for feasibility/exploitation scenario studies. Sustainability of the Network will be directly addressed, assessing the legal form and mission of post-project operations, thus further boosting the uptake of regenerative agricultural practices and the market for AgriCaptureCO₂ services.

As such, the ERAC will better inform the WP6 business plan and aid the developing exploitation of assets within AgriCaptureCO₂.

The post-project governance, operations, legal framework and legacy will be addressed in the final business plan in M36.

6.2 Vision for the Community

- Promote and support the implementation of regenerative agricultural practices across Europe.
- Provide an interactive forum for stakeholders, including farmers, businesses, retailers, policy makers, and researchers.



- Disseminate key research findings and information.
- Act as a first base for the dissemination of the suite of services being developed by AgriCaptureCO₂; Quantify, Explore, Support, Verify (Table 3).
- Feed into the development of the AgriCaptureCO₂ suite of services.
- Prepare members to become net zero by supporting them in their journey to regenerative agriculture and offer access to the carbon trading market.
- Be financially sustainable beyond the life of the project.
- Promote evidence-based regenerative agriculture, with results verified with better confidence than the current standards.

7. Action Plan for engagement activities

Although the event dates and topics are yet to be confirmed, discussions have been held to decide what sorts of activities should be organised, and who the audience will be. Events can be split into three key categories; those for farmers, those for policy makers, and those for other businesses and stakeholders. Additionally, some events will only be accessible to those individuals who are “members” of the ERAC. Although the project has three primary audiences, there will be an overlap in event audiences, and multiple audiences will be targeted at each event to support our ethos of quality events over a high quantity of events.

In the AgriCaptureCO₂ launch event, hosted by LEAF on May 7th 2021, a poll suggested that our audience preferred online engagement. This has driven our decision making, and therefore the majority of planned engagement will be through online sources. Engagement will occur throughout the entire project timeline on the projects social media accounts, disseminating results and encouraging attendance at project events. Additionally, the website will hold a space for blog posts, which will then be advertised using social media. There will also be a space on the project website (InfoPortal), where farmers and other stakeholders can access information and documents relevant to regenerative agriculture and the carbon market, to act as guidance and support.

The majority of project partners have been holding events exclusively online since spring 2020 due to the COVID-19 pandemic, developing a level of expertise at hosting these new activities. This gives the project confidence that successful engagement can be achieved online. When guidance allows, in person events will be planned, however due to the nature of the pandemic, it is difficult to plan for these at time of writing (June 2021).

In summary, engagement activities will consist of:

- Social media content
- AgriCaptureCO₂ blog
- AgriCaptureCO₂ podcasts
- Population of the InfoPortal
 - Case studies
 - Testimonials
 - Training manuals
- On-farm farmer-led climate panels
- Farmer demonstration days
- Online engagement (topic webinars, virtual field days, workshops etc)
- Quarterly project summary webinars
- Training Events



- Workshops for Agri stakeholders
- Annual ERAC web-conference
- Policy briefs

LEAF will be coordinating and supporting the scheduling of events and activities. Organisation, planning, and delivery of events will be shared across all project partners to ensure a well-rounded and diverse offering of engagement and interaction. A specific breakdown of planned events can be found in 6.1 (Schedule).

Language barriers have to be addressed as part of successful engagement; English will be the primary language used at events and within resources, however there may be a need to translate resources into relevant languages. Each supportive case study partner shall be responsible for this translation.



7.1 Schedule

Year 1

	Activities	Format	Activity lead	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	
T6.1	Social media content	Online	All (EEB editing/supporting)													
T6.1	AgriCaptureCO ₂ blog	Online	All (EEB editing/supporting)													
T2.3	Populate the Reg Agri InfoPortal	Online	All (EEB editing/supporting)													
T2.3	On-farm farmer-led climate panels	In person	LEAF										TBC			
T2.3	Farmer demonstration days	Online and In person	LEAF													
T2.3	Online engagement (topic webinars etc)	Online	LEAF								TBC					
T2.4	Training Events	Online and In person	GWCT							TBC						

Year 2

	To deliver	Source of event	Activity Lead	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	
T6.1	Social media content	Online	All (EEB editing/supporting)													
T6.1	AgriCaptureCO ₂ blog	Online	All (EEB editing/supporting)													
T2.3	Populate the Reg Agri InfoPortal	Online	All (EEB editing/supporting)													
T2.3	On-farm farmer-led climate panels	In person	LEAF	TBC										TBC		
T2.3	Farmer demonstration days	Online and In person	LEAF													



T2.3	Online engagement (topic webinars etc)	Online	LEAF	TBC
T2.4	Training Events	Online and In person	GWCT	TBC

Year 3

	To deliver	Source of event	Activity Lead	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
T6.1	Social media content	Online	All (EEB editing/supporting)	[Green bar]												
T6.1	AgriCaptureCO ₂ blog	Online	All (EEB editing/supporting)	[Green]	[White]	[Green]	[White]	[Green]	[White]	[Green]	[White]	[Green]	[White]	[Green]	[White]	
T2.3	Populate the Reg Agri InfoPortal	Online	All (EEB editing/supporting)	[Blue bar]												
T2.3	On-farm farmer-led climate panels	In person	LEAF	[Blue bar]					[White]	[White]	[White]	[White]	[Blue bar]			
T2.3	Farmer demonstration days	Online and In person	LEAF	[White]	[Blue]	[White]	[White]	[Blue]	[White]	[White]	[White]	[White]	[Blue]	[White]	[White]	
T2.3	Online engagement (topic webinars etc)	Online	LEAF	[Blue bar]												
T2.4	Training Events	Online and In person	GWCT	[Blue bar]												

8. Tracking progress

Assessing the success of the project's engagement will depend on a number of indicators being met for certain objectives within the project. There are four main objectives relevant to engagement:

- 1) Develop a suite of complementary geospatial services for the AgriCaptureCO₂ platform, leveraging Copernicus and other data as well as adopting state-of-the-art ICT technologies to generate new sustainable data value chains
- 2) Support market uptake by creating and energising a network of Reg Agri actors, the European Reg Agri Network, to provide a support ecosystem for farmers and to provide a potential customer base for AgriCaptureCO₂.
- 3) Systematically involve end-users in the co-development of the platform, to ensure that AgriCaptureCO₂ effectively addresses user needs, delivers value and meets industrial demands.
- 4) Identify key audiences relevant to the project, and undertake communication and dissemination activities to raise awareness, stimulate interest and encourage uptake of results.

8.1 Key performance indicators for AgriCaptureCO₂'s engagement activities

The following key performance indicators (KPIs) will be used to assess progress and success in the project's engagement activities. At month 18 of the project, progress against the mid-term targets will be reviewed. This will allow to plan remedial actions in case the project is found not to be on track. Some of these KPIs were originally developed in the project proposal, however we have added more and reviewed targets to reflect the decisions made since the project started and in this strategy.

Each WP lead will be responsible for tracking progress against the relevant KPIs, which can be achieved by completing the KPI Tracker document found in the shared project space (AgriCapture EO-1-2020\1 - Administrative\3 - Reporting). This document will be reviewed quarterly at project progress meetings to ensure we are on track, and to discuss mitigation strategies if we are not.

	KPI	Final target	Mid-term target
	Number of external events at which AgriCaptureCO ₂ is promoted	50	25
	Number of farmer-oriented external events at which AgriCaptureCO ₂ is promoted	30	15
	Number of launch and demo day events	5	n/a
	Number of farmers attending demo days	250	n/a



Number of attendees of the launch event	100	n/a
Number of end-users responding to user need surveys	200	n/a
Number of end-users engaged in focus groups and open-ended interviews	60	n/a
Number of ERAC members	50	n/a
Number of AgriCaptureCO ₂ demo farms	14	n/a
Number of farmers visiting AgriCaptureCO ₂ demo farms	500	200
Number of farmer climate panels held	8	n/a
Number of webinars held	12	n/a
Number of multipliers engaged to promote AgriCaptureCO ₂	10	n/a
Number of farmers directly involved in testing AgriCaptureCO ₂	500	n/a
Number of AZCEEs involved in testing AgriCaptureCO ₂	5	n/a

Table 4: Key performance indicators and targets

8.2 Revision of the strategy

The project's grant agreement does not foresee official reviews of this strategy, however as the project evolves, revisions could be envisaged to revisit assumptions and take advantage of new opportunities.

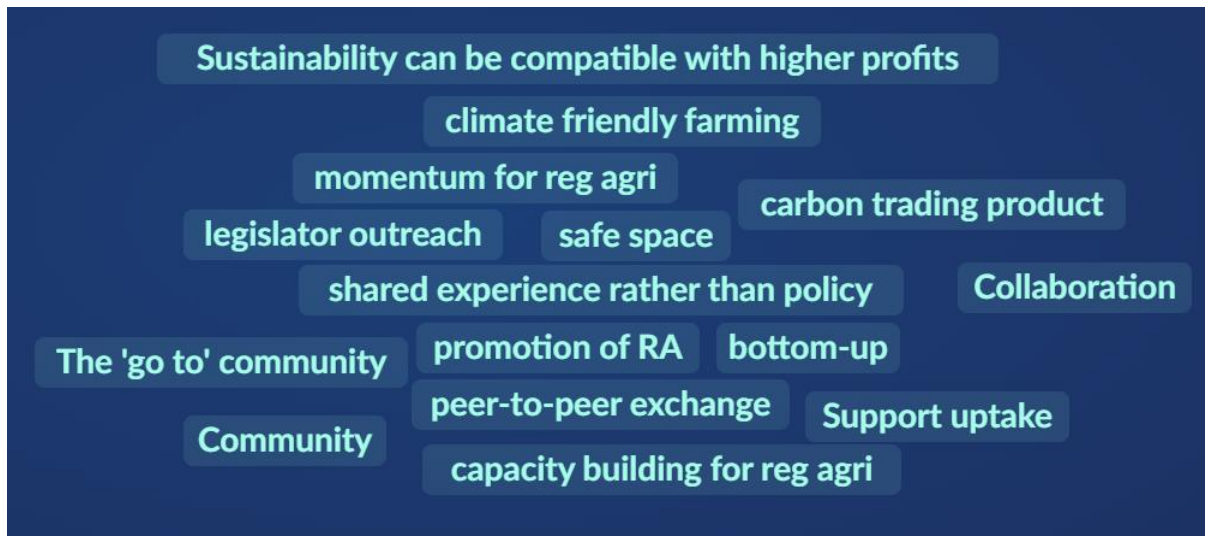


Annex I

1. Mapping of existing networks with connections to AgriCaptureCO₂ partners



2. Our vision for the ERAC





3. Brainstorming on strategies for farmer engagement



4. Brainstorming on strategies for business engagement





End of document



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101004282.

The content of this publication exclusively reflects the author's view and the Research Executive Agency and the Commission are not responsible for any use that may be made of the information it contains.