

TASK 4.1: SUPPORT DEVELOPMENT AND IMPLEMENTATION OF A SCAR COMMUNICATION STRATEGY



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Deliverable 4.1



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The overall objective of CASA, a Coordination and Support Action (CSA), is a **consolidated common agricultural and wider bioeconomy research agenda** within the European Research Area.

CASA will achieve this by bringing the Standing Committee on Agricultural Research (SCAR), which has already contributed significantly to this objective in the past, to the next level of performance as a research policy think tank. CASA will efficiently strengthen the strengths and compensate for the insufficiencies of SCAR and thus help it evolve further into “SCAR plus”.

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Abbreviations:

CASA = Common Agricultural and wider bioeconomy reSearch Agenda

CWG = Collaborative Working Group

EU = European Union

DG = Directorate General

SCAR = Standing Committee on Agricultural Research

SWG = Strategic Working Group

Deliberable 4.1 on SCAR communication needs.

Introduction:

The survey on SCAR communication needs was carried out among all chairs and co-chairs of all SCAR CWGs¹ and SWGs² in January and February 2017.

A questionnaire was elaborated together with the CASA Management Group and sent to all chairs, co-chairs of the SCAR CWGs and SWGs and to the SCAR secretary. The questions are on page 10 of this report (See Annex 1).

The Work Package Leader received 7 detailed answers in February 2017. The replies were analysed and first recommendations were made in order to improve the dissemination of SCAR activities.

Terms of Reference:

Task 4.1: Support Development and implementation of a SCAR communication strategy.

The expected outcomes consist in the identification of needs and obstacles in order to elaborate an improved communication strategy for SCAR.

A survey will be carried out in Member States on needs for communication of SCAR activities and obstacles at national and European level. A questionnaire will be elaborated.

SCAR members as well as other target groups will be interviewed. The results of the survey will be analysed and recommendations will be formulated and presented to the SCAR Plenary.

CASA will study best communication practices from EIP AGRI as a contribution to the CASA objectives, linked to the activities of the AKIS group. This study will help implementing the SCAR communication strategy.

Portugal (INIAV) contributes to this task and supports the Ministère de l'Agriculture et de l'Alimentation (MAA).

I Results of the survey:

- The groups want to improve their communication and dissemination of SCAR activities. It is a fact that SCAR communication and dissemination activities must be improved.
- The groups want to enhance the visibility of their activities and products.
- The groups want to increase their impact, especially in the EU-13 Member States.
- The groups want to create better interlinkages between Collaborative, Strategic Working Groups and the Foresight Group.
- Some groups expressed their interest to have an own logo in order to get more visibility.
- The need for a new website is articulated (See D.4.17).

II Communication material produced after the survey:

- A flyer giving details about the CASA project was prepared and distributed in March 2017 (See Annex 3 on pages 12 and 13).
- A new SCAR web site is under construction (See D.4.17).
- A general presentation of SCAR is now available and is accessible through the new web site: www.scar-europe.org
- A SCAR newsletter has been published and disseminated to the SCAR delegates before the SCAR Plenary in June 2017. A new newsletter will be published before each SCAR Plenary (See specific report on the newsletter Deliverable 4.6).
- Several groups have expressed their interest to have new logos. WP4 is drafting logos for groups which want to get a new one. An overview of new draft logos is on page 5 of this report. Additional logos are still under construction taking the wishes of the groups in consideration (See Annex 2 on page 11).
- Other logos are still under discussion in the respective SCAR groups in order to make the final decision.

Conclusion:

WP4 is still working on the improvement of the SCAR Communication material.

The next step consists in preparing flyers for each group and in proposing other activities such as videos.

Nevertheless there are many obstacles in preparing this communication material because some SCAR groups are not willing to share information with the WP leader.

Due to internal difficulties the workshop on EIP best practices in communication has been postponed on 2018 (May/June). It will take place in Portugal.

ANNEX 1: Questionnaire

QUESTIONS to SCAR WG-Chairs and Co-Chairs

(January 2017)

- 1) What are the communication needs of your SCAR group?
- 2) What do you want to communicate concerning your SCAR activities? Why?
- 3) Is it useful to publish a SCAR newsletter? If yes, how often? In which languages? Which content?
- 4) Which SCAR reports should be published? At which level? In which languages?
- 5) What can WP4 do to support and disseminate the activities of your SCAR SWG or CWG?

ANNEX 2: Logos already approved by the SCAR groups



SCAR
Standing Committee
on Agricultural Research

Bioeconomy Strategic Working Group

ANNEX 3: Flyer presenting the CASA project



CASA Consortium:

- ✓ Forschungszentrum Jülich Project Management Jülich (Germany)
- ✓ Wageningen Research (The Netherlands)
- ✓ Bundesanstalt für Landwirtschaft und Ernährung (Germany)
- ✓ Ministère de l'Agriculture, de l'Agroalimentaire et de la Forêt (France)
- ✓ Aarhus Universitet (Denmark)
- ✓ TEAGASC-Agriculture and Food Development Authority (Ireland)
- ✓ Ministero della Salute (Italy)
- ✓ Eigen Vermogen van het Instituut voor Landbouw en Visserijonderzoek (Belgium)
- ✓ Ministero delle Politiche Agricole Alimentari e Forestali (Italy)
- ✓ Instituto Nacional de Investigação Agrária e Veterinária (Portugal)

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