



AgEnRes

D9.2 – Project Website and Communication Kit

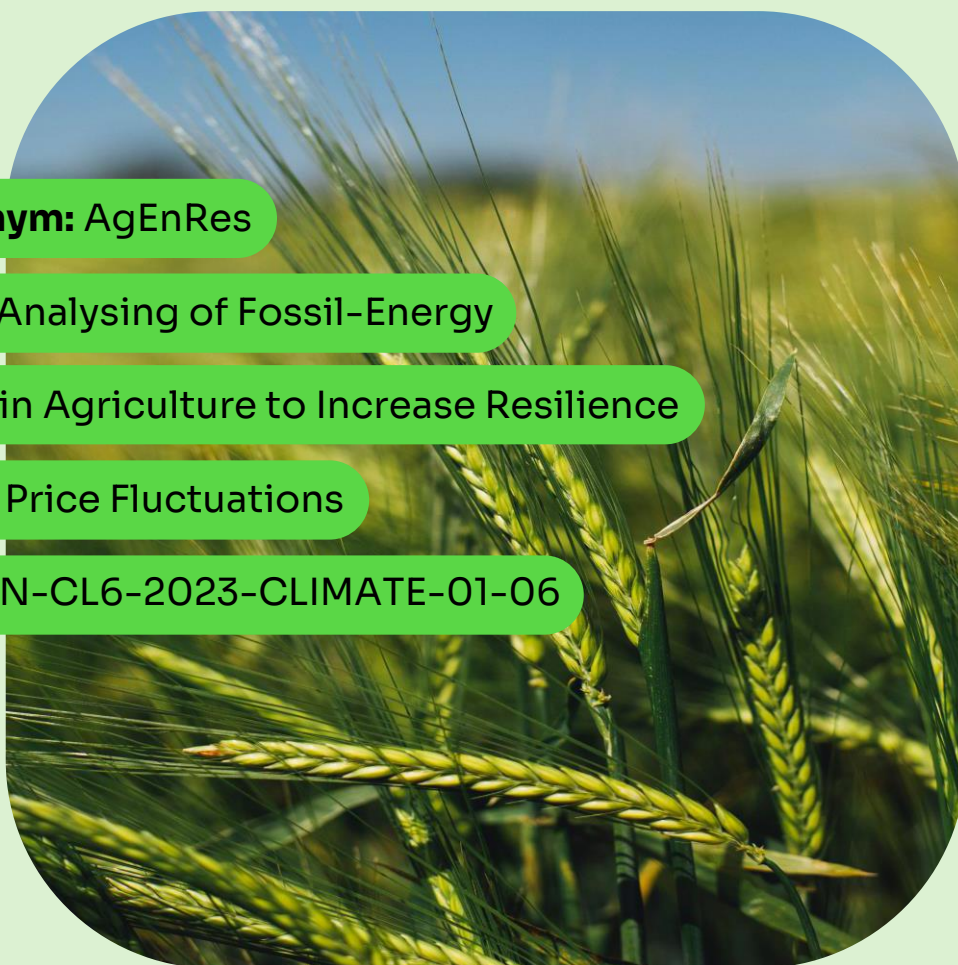
Project acronym: AgEnRes

Project title: Analysing of Fossil-Energy

Dependence in Agriculture to Increase Resilience

against Input Price Fluctuations

Call: HORIZON-CL6-2023-CLIMATE-01-06



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1. Executive Summary

Fertilisers play a critical role in food production and security. At the peak of gas prices in 2022, gas accounted for 90% of the variable production cost of nitrogen fertilizers, resulting in a 149% increase in nitrogen fertiliser prices for EU farmers as of September 2022 compared to September 2021. This surge was even more significant compared to 2020, with the price of fertilisers reaching historical highs, peaking at a 350% increase, and averaging around 250%.

With a funding of 4.841.203,33 €, AgEnRes (Analysing of Fossil-Energy Dependence in Agriculture to Increase Resilience against Input Price Fluctuations), a Horizon Europe-funded project, is set to revolutionise sustainable farming practices across Europe, addressing challenges in the sector concerning fossil fuel dependence, including mineral fertilisers and greenhouse gas emissions.

“High and volatile prices of fossil fuels and mineral fertilisers impact investment behaviour, farm income, resilience of the agricultural sector as whole and food security. I am confident that AgEnRes will come up with financial tools and integrated assessments supporting policy design, that will increase fossil fuels and fertiliser productivity, decrease emissions to the environment and contributes to improved and more stable farmers income and stable food prices for consumers”.

– John Helming, AgEnRes coordinator.

AgEnRes is comprised by a consortium of 13 research institutions and organisations working together on developing innovative solutions to enhance fossil fuel and mineral fertilisers energy efficiency and reduce environmental impact, driving sustainable transformation in the agricultural sector through innovation, collaboration, and knowledge exchange. The project's objectives include:

- Developing advanced analytical tools to monitor and model fossil fuel, including mineral fertilisers usage and GHG emissions at various levels of the agricultural supply chain.
- Conducting comprehensive socio-economic analyses to evaluate the adoption potential of energy-efficient innovations.
- Develop price risk management instruments to cope with price fluctuations.
- Facilitating capacity building and training initiatives to empower stakeholders with the knowledge and skills needed to implement sustainable practices.

By achieving these goals, we will gain a deeper insight especially into how farm income, farm structural change, energy consumption, and GHG emissions intersect. This effort will result in better decision support systems, integrated into the AgEnRes toolbox, to assist farmers in mitigating energy dependence and greenhouse gas emissions. Ultimately, this will foster greater awareness and uptake of sustainable agricultural practices among stakeholders.

Join AgEnRes in its mission to advance energy and resource efficiency in agriculture, driving sustainable prosperity and environmental stewardship across Europe.



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2. Introduction

The AgEnRes project aims to address the challenges posed by the dependence of farmers and the agricultural sector on fossil fuels and fertilisers in the European Union. By enhancing resilience to volatile energy prices and promoting sustainable agricultural practices, the project seeks to contribute to the long-term sustainability of the agricultural sector.

In this context, the AgEnRes website is aimed at serving as the primary online platform for communication, while in parallel it will act as a gateway to key AgEnRes deliverables and outcomes, including the Stakeholder platform and the AgEnRes toolbox. The website of the project has already been launched, containing basic information on the project and its expected outcomes. As the project progresses, the website will be filled with valuable information and resources from the fields of sustainability and energy efficiency, especially in the context of farming and agriculture. The development has been undertaken by GEONARDO with the cooperation of all partners.

With the above in mind, this deliverable aims to provide an in-depth analysis of the development and strategic significance of the AgEnRes' project website and communication kit. It outlines the objectives of the project, discusses the crucial role of the website in achieving these objectives, and highlights the importance of effective communication and dissemination strategies.

3. Website

3.1. Objectives

The website serves as a central platform for communicating project objectives, activities, and outcomes to stakeholders and the general public. In addition to providing information about the project, the website facilitates engagement and collaboration among stakeholders, fosters knowledge exchange, and promotes transparency and accountability.

The strategic development of the website involves careful planning and implementation of features and functionalities that align with the project's objectives and target audience. The website is designed to be user-friendly, visually appealing, and accessible across various devices and platforms. It integrates tools and resources to support stakeholder engagement, data sharing, and decision-making processes.

The website can be accessed at [AgEnRes](https://agenres.eu) (<https://agenres.eu>)



3.2. Structure and Content

The current structure of the website is organized into several sections, including Home, About, News and Events, Resources, and Contact. The main menu has been kept as simple as possible, with further subsections accessible from the main sections, looking with this to ensure clear and easy navigation without the hassle of too many options. Each section provides detailed information about different aspects of the project, enabling stakeholders to navigate and access relevant content easily.



About ▾ News and Events ▾ Resources ▾ Contact % [+]



Picture 1. AgEnRes website menu

3.2.1. Homepage

Our homepage presents the project in a visual, clear, and attractive way. The first thing we see when accessing the homepage is a banner with a hero reading “For a more resilient, prosperous, and greener European farming”, conveying in short the theme and goals of AgEnRes. Immediately below we find a call-to-action section with 3 buttons. These can be customized and will be changed as the content and structure of the website evolve, allowing for fast access to the most relevant content at the time. In this case, the buttons serve as a shortcut to access the project’s description, methodology and materials for stakeholders, important sections that are contained as subsections of the pages shown in the menu bar. In the section “future plans”, we will further explain the use that this area will be given in upcoming phases of the project.



About ▾ News and Events ▾ Resources ▾ Contact % [+]



Picture 2. AgEnRes Homepage Hero

It is also important to mention the presence of AgEnRes’ social media on the top-right corner of the homepage. The website is conceived as a central hub for all communication; therefore, it is of the utmost importance that it is interlinked to all relevant channels for the project (and vice versa) to ensure a flow of traffic between channels, making everything easily and readily accessible, facilitating navigation and discovery for the visitors.



Continuing with the homepage, we find a section explaining who this project and website is for, showcasing the main targets, addressing the four major actors in the Quadruple Helix Innovation System (science, policy, industry, and society). Each of these points refers directly to the mentioned target groups, explaining in clear, friendly terms what AgEnRes and especially this website aims to provide for them.

Next, we have a simple, visual representation of the expected impact of the project.

Following this we have an invitation for the visitor to join the AgEnRes' newsletter and, finally, a section showcasing the latest articles included in the news section of the website with an invitation to keep reading and exploring.

Additionally, we have a footer section, which is common to all pages. This footer includes the contact information of the AgEnRes coordinator, another subscription form for the newsletter (even though this is already present in the main body of the homepage, we wanted to make this option accessible from any page of the website), the display of the EU-funding acknowledgement, and links to the terms of use, privacy policy and cookie policy, as well as to the social media channels.

Picture 3. AgEnRes Homepage



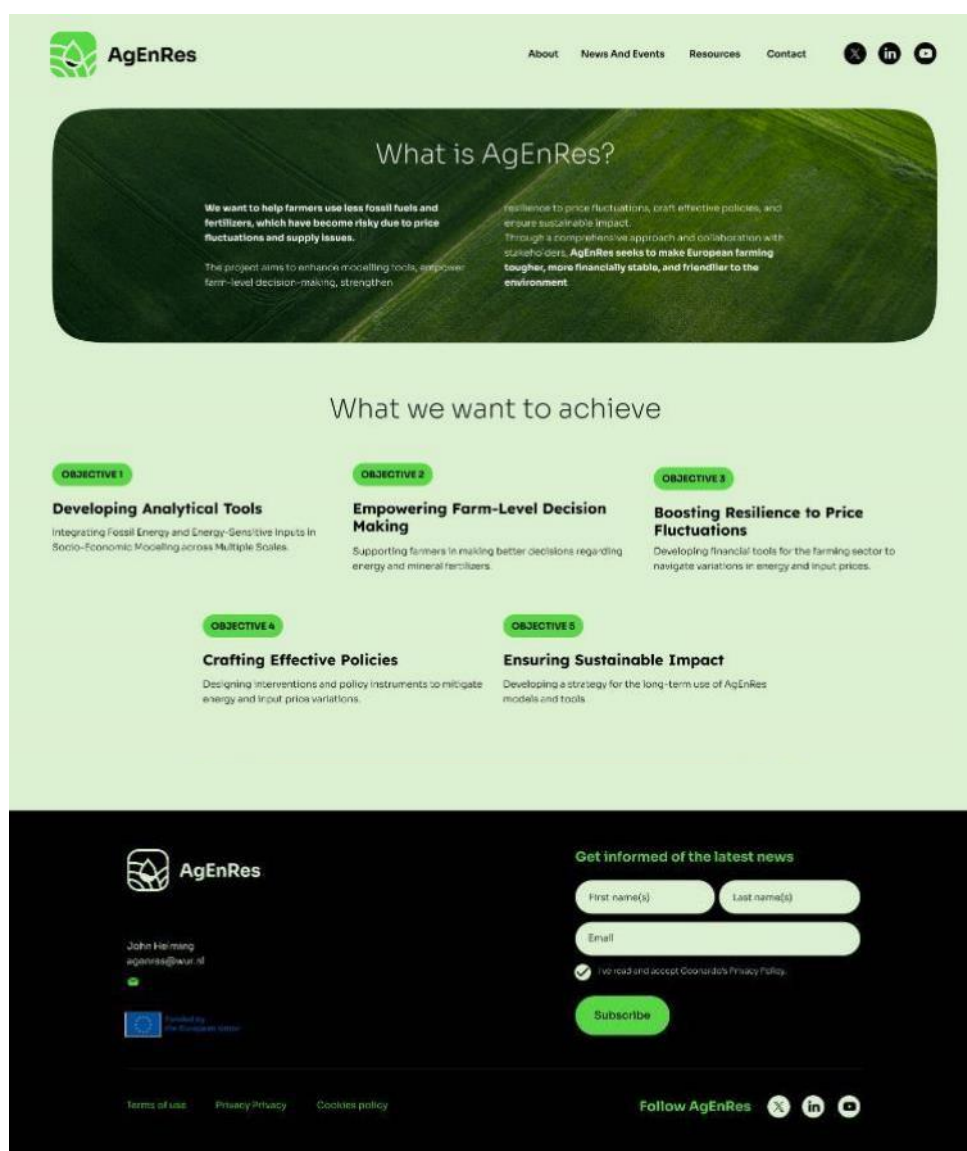
3.2.2. About

The about section is divided into 4 subpages: The project, partners, methodology, and media kit.

The project

The project subpage includes a short description of the project, as well as an overview of the project's objectives.

This subpage aims to provide a clear overview of the project in simple terms, complementing the information presented on the homepage.

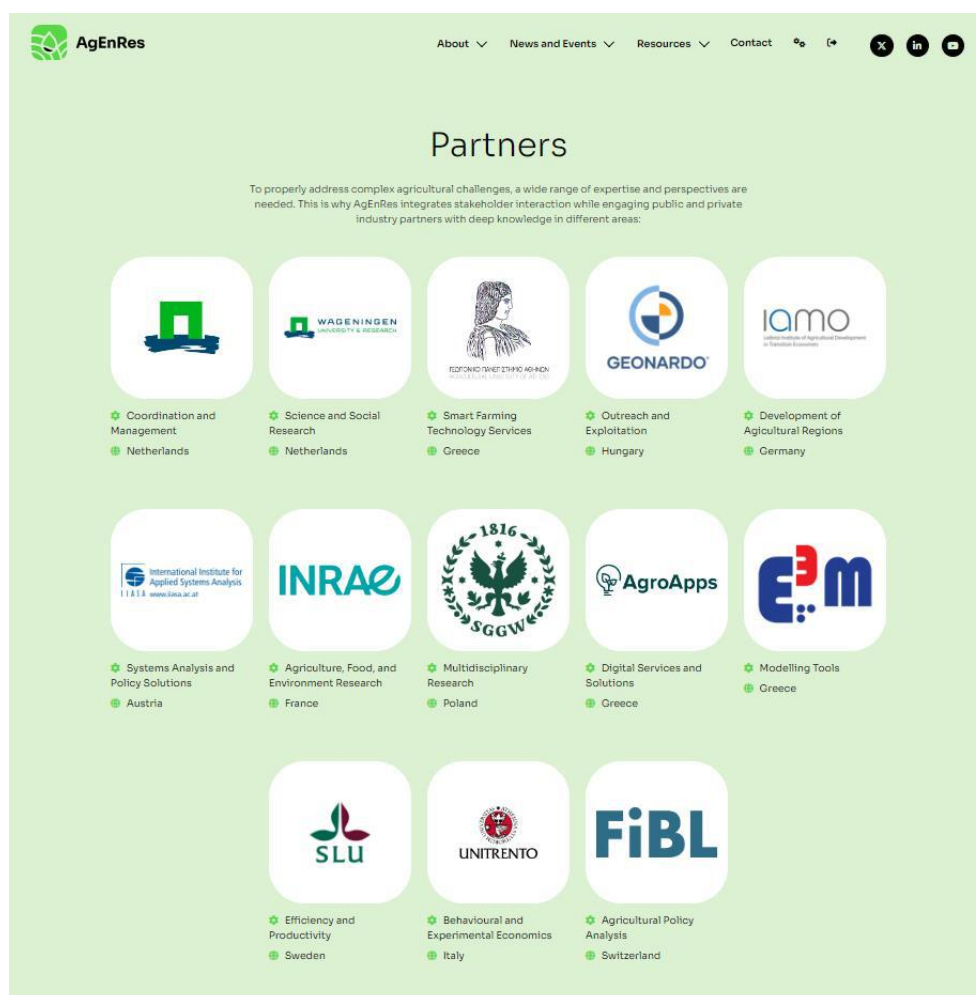


Picture 4. AgEnRes Project subpage



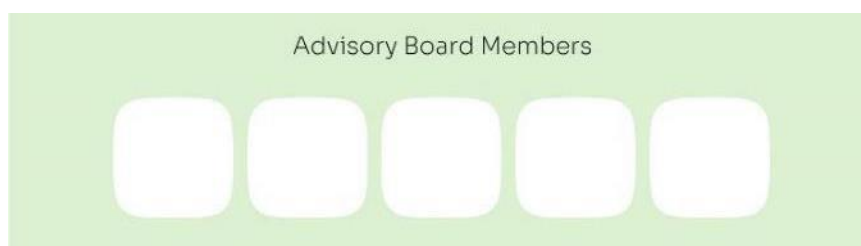
Partners

The partners subpage includes the logos of all partners involved in the AgEnRes consortium. These images are linked and redirect directly to their respective websites. Under each partner logo, two lines of text appear, reflecting their expertise and country of origin. In this subpage we aim to showcase the importance of multidisciplinary and diversity when addressing complex agricultural challenges.



Picture 5. AgEnRes Partners subpage

An update for this subpage is planned, including a section introducing the different Work Package leaders, as well as the Advisory Board members, as shown in the example:



Picture 6. AgEnRes Partners subpage – Advisory Board Members mock-up



Methodology

AgEnRes About News And Events Resources Contact

AgEnRes Methodology

First, we will design the Project Framework, which will help us set the scope and create a roadmap for the project. This framework will include:

1. A **Conceptual framework** that will help us identify the best targets, information and resources needed to ensure the success of the project.
2. A **Data framework** full of information and solutions to better assess which are the best solutions for each particular case.

Then, we will gather evidence of energy dependence and explore preferred solutions. To do this, we will:

1. **Analyse energy dependence** across different levels, to get insights on how to reduce it.
2. **Understand what sustainable technologies farmers prefer to adopt**, so we can design solutions according to them.
3. **Create a Financial toolkit** adapted that will help farmers reduce exposure to price risk.

Building from the previous components, we will create the AgEnRes toolbox, a key resource that will be available and will allow:

1. **Understanding and improving dynamic agricultural systems** for stronger scenarios results.
2. **More reliable models for impact assessments**, easing data sharing and supporting policymaking.
3. **Integration of the toolbox for policy evaluation**, resulting in validated models for informed decision-making.

Integrating Social Sciences and Humanities

We believe it's crucial to understand how farmers make decisions amid complex agricultural challenges. That is why AgEnRes emphasises the importance of social sciences and humanities, strengthening our methodology:

1. **Incorporating Behavioural Economics** so we can better understand farmers' decision-making, enhancing our approach to agricultural challenges.
2. **Addressing Neglected Aspects** by traditional strategies, so we can create more accurate models.
3. **Incorporating Prospect Theory**, a concept about how people assess potential losses and gains, to better predict farmers' responses to energy price shocks.
4. **Aligning policies with farmers' preferences** to develop interventions that genuinely fit their needs.
5. **Understanding the obstacles** farmers face in adopting financial risk management tools.

AgEnRes John Hellwing ag@enres.eu

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The methodology subpage conveys, in simple terms, the steps that the AgEnRes project will follow and the expected outcomes for each of these steps. It is explained in a clear, simple language, making it easily understandable for anyone and avoiding the use of complex or technical terms.

A section dedicated to the importance of the integration of social sciences and humanities in the project is also included, reflecting that this approach is a key factor to ensure the project's success, considering aspects that have been marginalised in the past, such as the behaviour and decision-making processes of farmers.

Picture 7. AgEnRes Methodology subpage

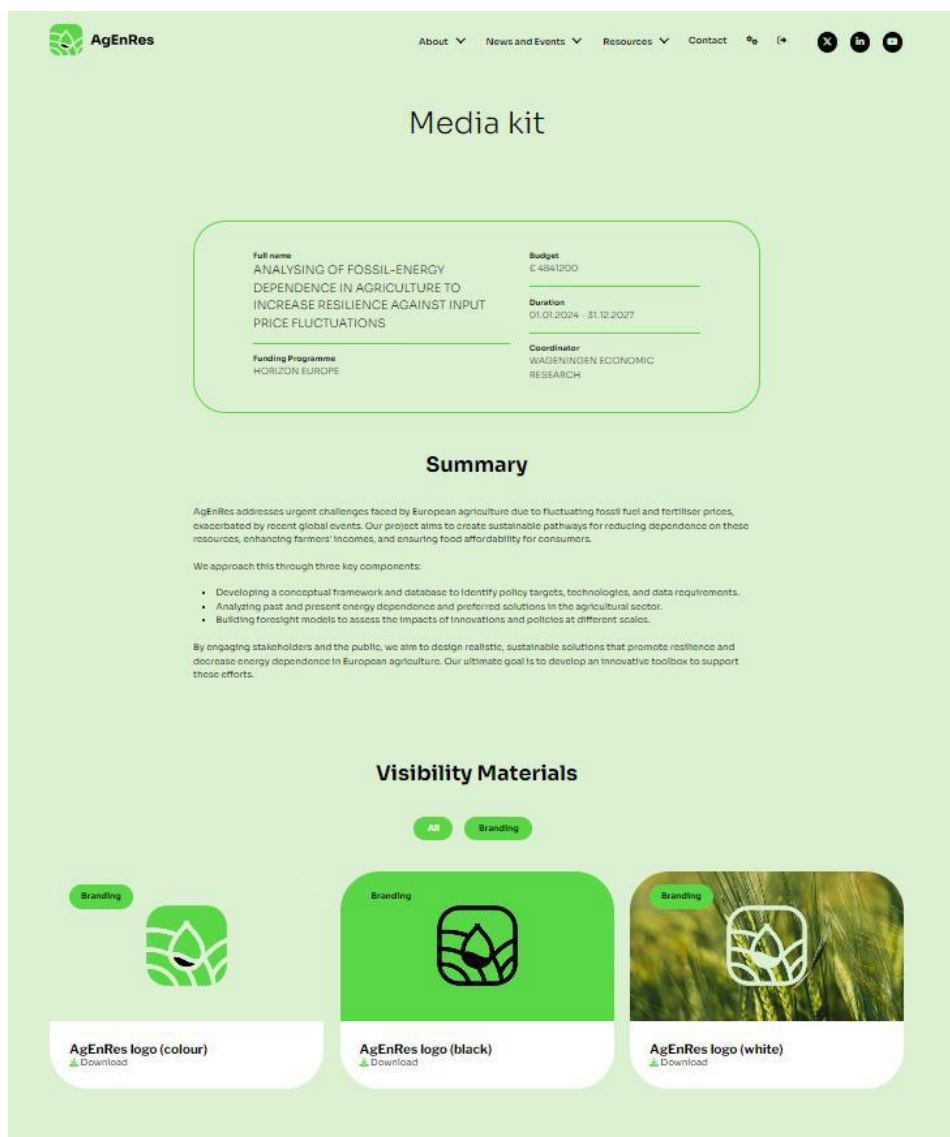


Media Kit

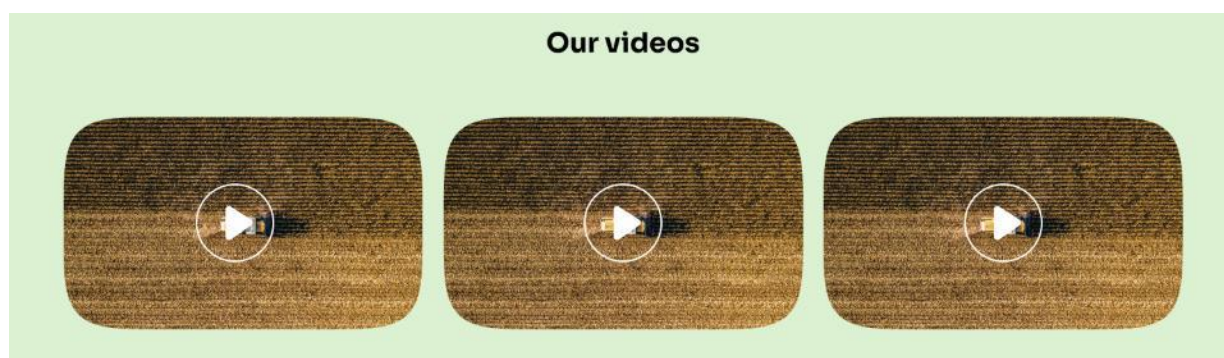
The fourth and final subpage of the About section is the Media Kit.

This includes a table with the key data of the project, including full name of the project, funding programme, budget, duration, and coordinator, as well as a summary of the project. Having all this information together on one page allows anyone to easily access the key information of the project at one glance. This is further complemented by the available visibility materials. At this moment, this includes the project logos in colour, black, and white. In the future, this section will be expanded with posters, slides, brochures, and other similar materials.

Picture 8. AgEnRes Media Kit subpage



Furthermore, any video developed for the project will also be featured in this subpage, as shown in the following mock-up:



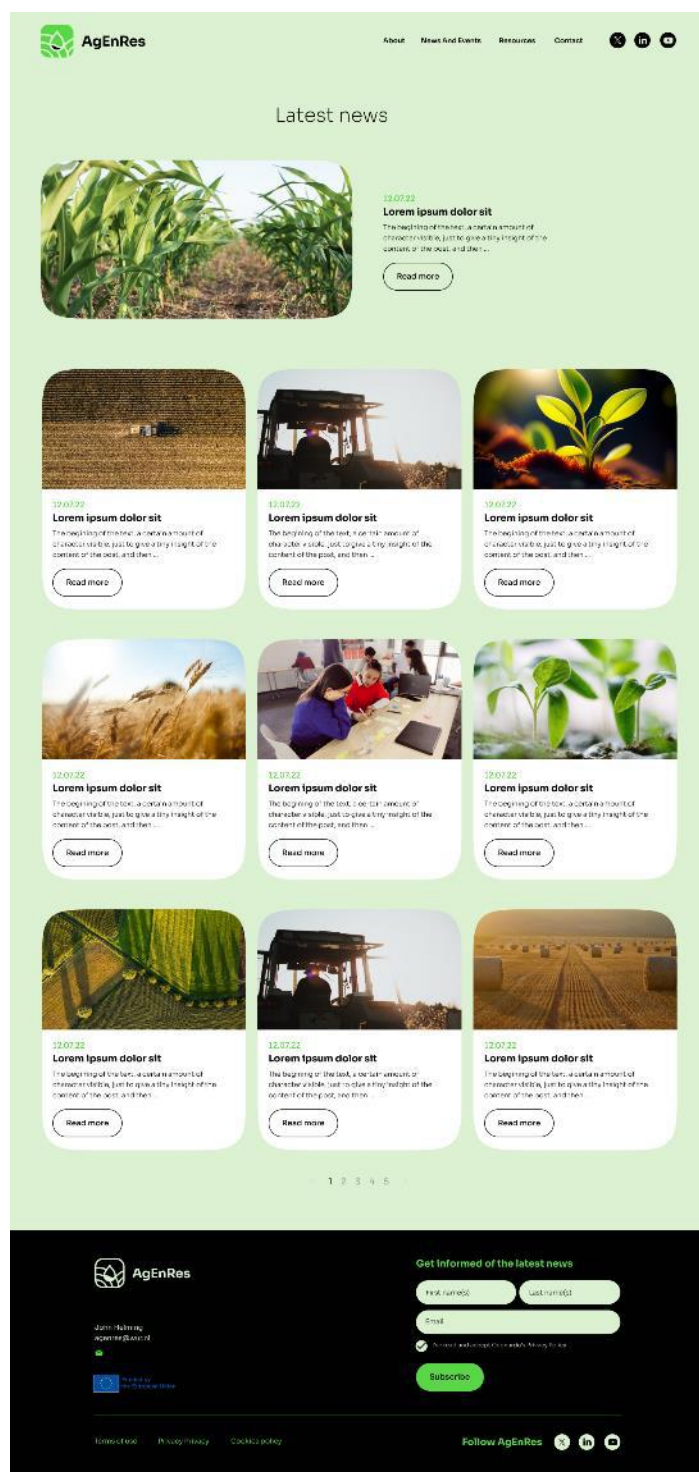
Picture 9. AgEnRes Media Kit subpage – Our videos mock-up



3.2.3. News and Events

The news and events section is subdivided into 2 pages: Latest news and upcoming events. This differentiation has been made purposefully so that each section can be distinct and given the importance it deserves.

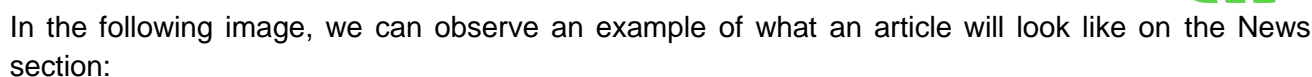
Latest News



The News subpage will feature blog posts and relevant updates of the project, ordered chronologically. This section will be updated regularly, and the 3 most recent items will be shown on the homepage as well. The first item planned for this section will be a press release of the project.

The nature of the items included here will range from posts updating the status of the project to items of interest for our stakeholders, as well as any other content that can be considered relevant for the project. All partners will have an active involvement, collaborating in suggesting and creating content for this section.

Picture 10. AgEnRes Latest News subpage

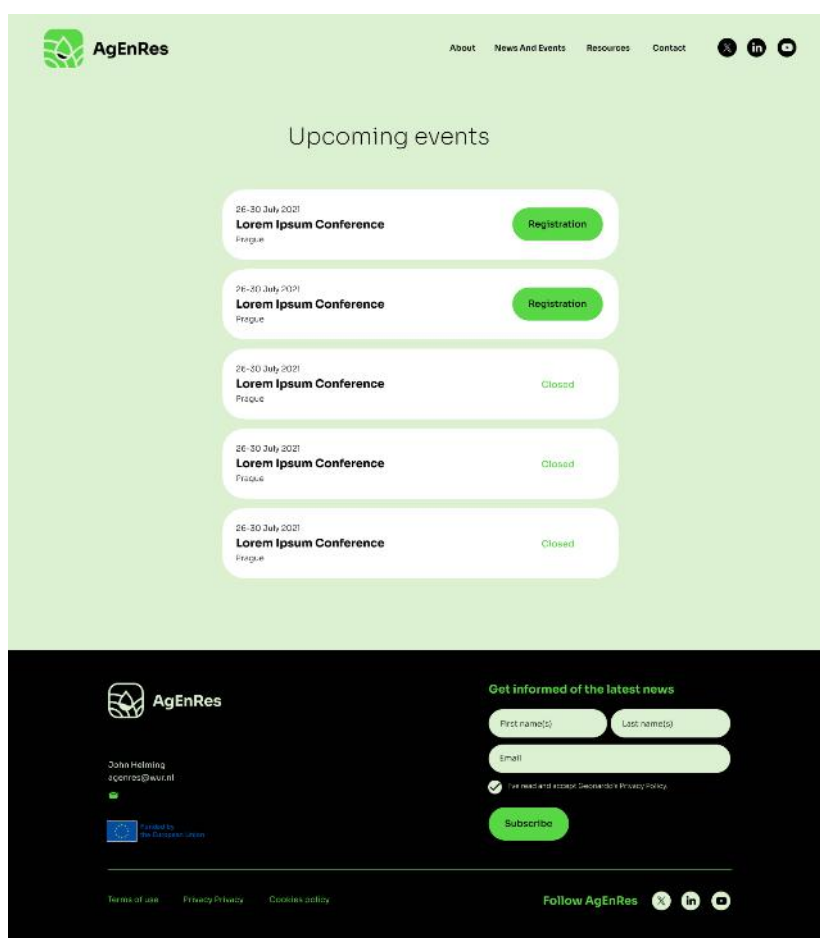




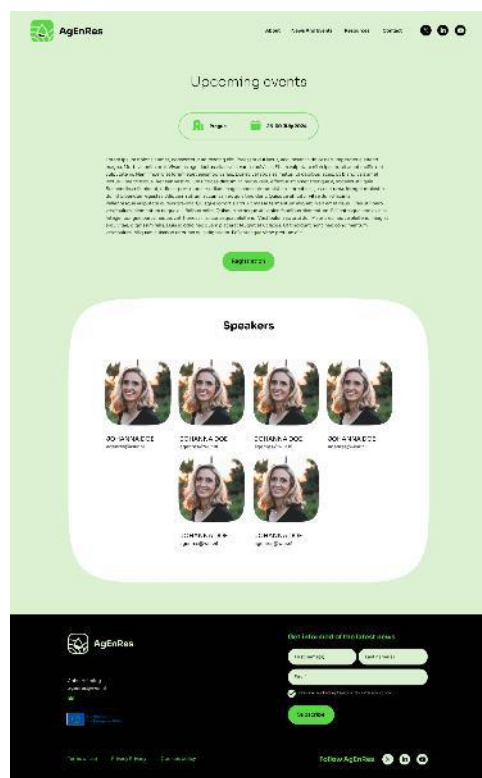
Upcoming Events

Stakeholder workshops are integral to the project's success, providing opportunities for stakeholders to engage, collaborate, and contribute to project activities. The website will serve as a registration facility for these workshops, enabling stakeholders to sign up for events, access agenda and session details, and participate in discussions and activities.

As part of the project, several stakeholder workshops will be organised. This subpage allows to not only gather all the information regarding the workshops in one site, easing the access to information and centralising and facilitating the registration process, but also to promote other events relevant for the project and its stakeholders.



Picture 12. AgEnRes Upcoming Events subpage



This subpage will contain past, ongoing, and upcoming events, showing the name of the event, the date and location where it will take place, the registration status (closed, open, coming soon), as well as a registration button that will lead the visitor directly to the registration page.

When clicking on the event tile, the visitor will access the following page, which will contain more details about the event, including a short description of the event and the speakers or facilitators for it, as well as another call-to-action button to register.

The call-to-action buttons allow us to accommodate not only our events, but also external ones, easily including outside registration systems.

Picture 13. AgEnRes Event page mock-up



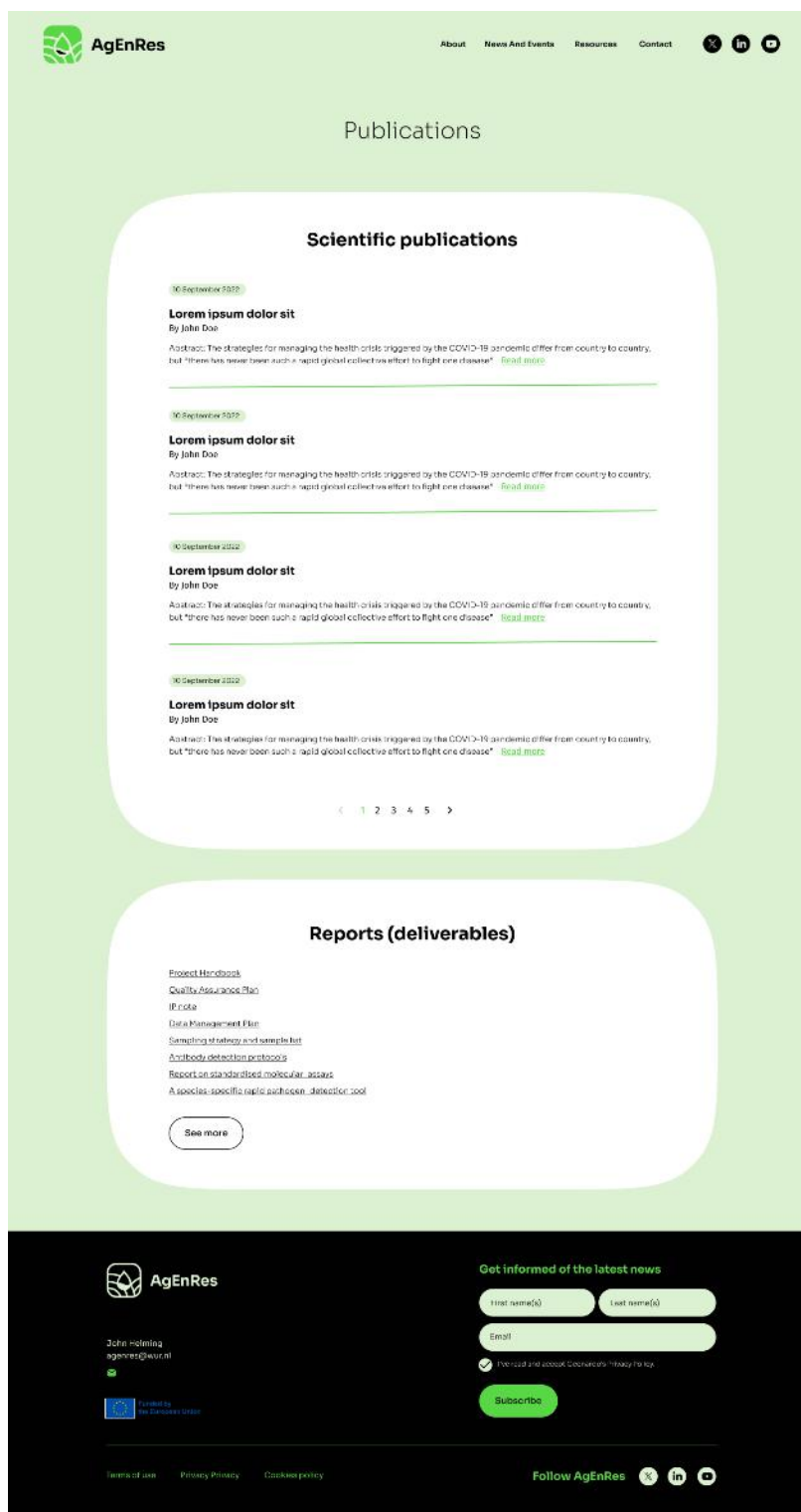
3.2.4. Resources

The Resources section is composed by two subpages: Publications, and Materials

Publications

The publications subpage will be dedicated specifically to scientific publications and public reports and /or deliverables. The first part will showcase the available scientific publications, indicating title, author, date, and a short description of the publication. Clicking on the title, the viewer will be redirected to the repository where the full publication is available.

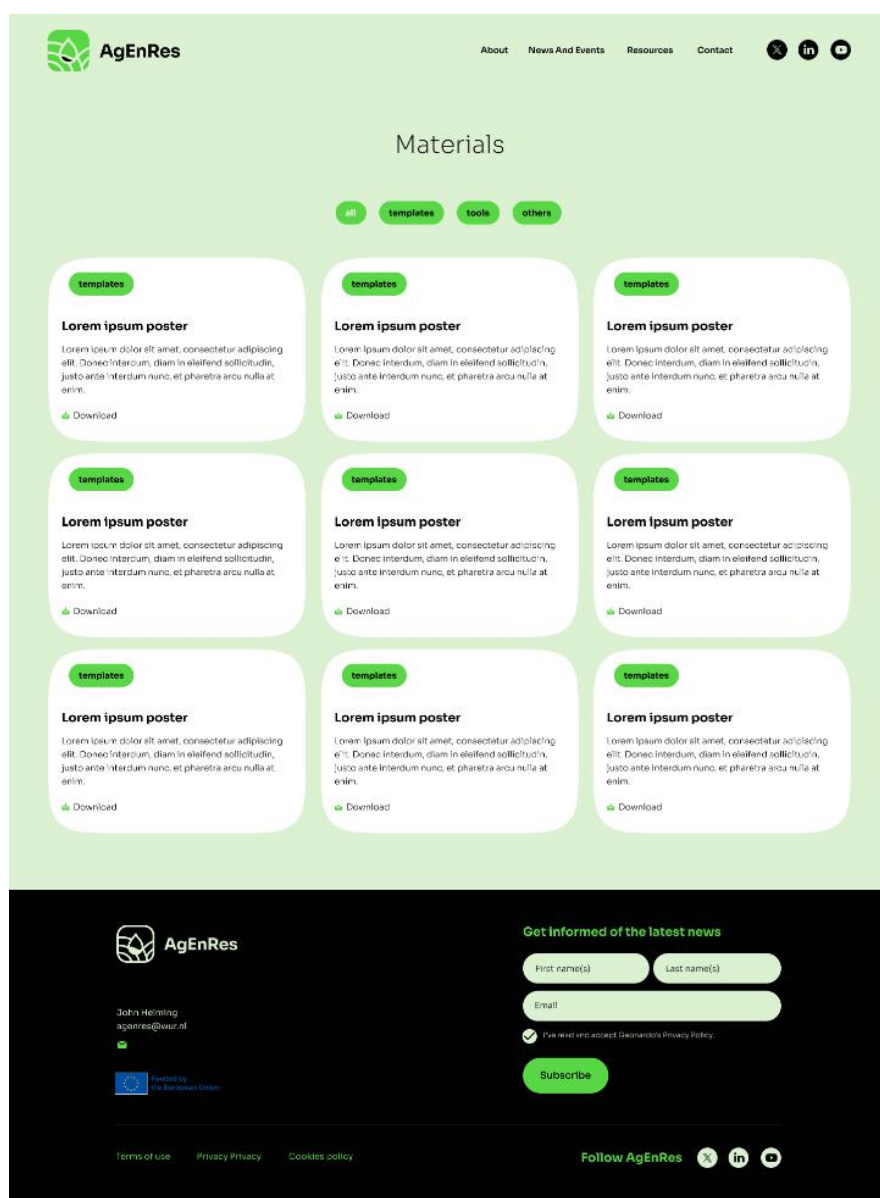
The second part will include a series of hyperlinks to access all public reports and deliverables. Both sections will be regularly updated.



Picture 14. AgEnRes Publications subpage



Materials

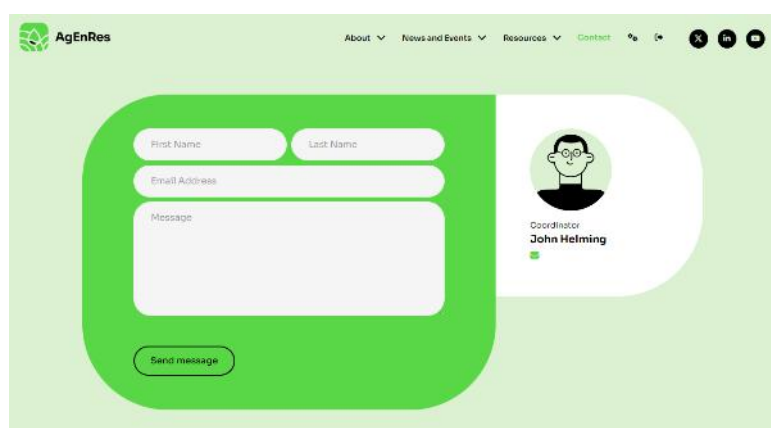


In the materials section we can find a repository of tools, templates, or any other resources readily available for anyone to access and use. The purpose of this section is to have a friendly interface where users can access relevant resources from the beginning of the project, before the stakeholder platform and or toolbox are available, facilitating engagement with the project from the early stages. This subpage includes a simple filter to easily browse through the available materials. This section will be regularly updated throughout the duration of the project.

Picture 15. AgEnRes Materials subpage

3.2.5. Contact

This final section includes a simple and friendly contact form, as well as the data and contact info for the coordinator of the project.



Picture 16. AgEnRes Contact page.



3.3. Future Plans

Future plans for the website include enhancing its functionality and expanding its scope to accommodate additional features and services. This includes integrating the stakeholder platform and developing a landing page for accessing the AgEnRes toolbox. These enhancements will further facilitate stakeholder engagement, collaboration, and knowledge exchange.

Integration of Stakeholder Platform

The integration of the stakeholder platform will enable stakeholders to connect, collaborate, and share insights and experiences related to the project. The platform will serve as a virtual community space where stakeholders can participate in discussions, access resources, and contribute to the project's objectives. This integration will take place on M12 (December 2024), upon the completion of deliverable D9.3 AgEnRes Stakeholder platform.

The stakeholder platform will be incorporated within the Resources section of the website. The revised structure will be as follows:

Currently:

- Resources
 - Publications
 - Materials

Upon integration of the stakeholder platform:

- Stakeholder Platform (previously known as “Resources”)
 - The Platform
 - Publications
 - Resources (previously known as “Materials”)

This reorganisation aims to consolidate all resources under one section explicitly targeted at stakeholders. It ensures easy access to readily available publications and resources for those who choose not to sign up to the platform, while offering the possibility of accessing additional content for interested users.

The new subpage within "The Platform" section will feature a description of the benefits of the platform and a button to access or register for the platform itself. This platform will enable AgEnRes to better understand and engage with key stakeholders, thereby positively impacting the project's work and results.



The rationale behind the registration system is to centralise all of AgEnRes' offerings in one location. Through registration, users will have unified access to the newsletter (both access and registration), events (eliminating the need to re-enter data to join an event), and more in-depth resources.

Additionally, the option to join the project's LinkedIn group will be provided. By leveraging existing familiar tools and channels, such as LinkedIn, we aim to minimise barriers and ensure accessibility. Through this group, stakeholders will be able to freely interact, exchange knowledge and resources, and stay updated with the latest project developments.

The mock-up shows a web page for the AgEnRes Stakeholder Platform. At the top, there's a navigation bar with the AgEnRes logo, links for 'About', 'News And Events', 'Resources', and 'Contact', and social media icons for Twitter, LinkedIn, and YouTube. The main heading reads 'Welcome to the AgEnRes Stakeholder Platform!' followed by a subtext: 'By registering on our platform, you gain access to valuable resources and opportunities to connect with professionals in the agricultural sector.' Below this, a section titled 'Benefits of Registering:' lists three bullet points: 'Access to **exclusive resources**, including research findings, reports, and tools', 'Networking opportunities with experts, policymakers, farmers, and industry professionals', and 'Stay updated on the latest developments and news related to the AgEnRes project'. To the right of the text is a photo of a tractor in a field. A large green button labeled 'Register Now' is positioned below the text. Further down, a section encourages joining the LinkedIn group, stating 'ADDITIONALLY, JOIN OUR LINKEDIN GROUP TO INTERACT WITH OTHER STAKEHOLDERS, EXCHANGING IDEAS, KNOWLEDGE AND OPINIONS!' and includes a button for 'AgEnRes LinkedIn Group' and a LinkedIn icon. The bottom section is a dark-themed registration form titled 'Get informed of the latest news'. It contains input fields for 'First name(s)' and 'Last name(s)', an 'Email' field, a checked checkbox for 'I've read and accept GeoEurope's Privacy Policy', and a green 'Subscribe' button. The footer includes links for 'Terms of use', 'Privacy Policy', and 'Cookies policy', along with a 'Follow AgEnRes' button and social media icons.

Picture 17. AgEnRes Stakeholder platform subpage mock-up



Access to AgEnRes Toolbox

The AgEnRes toolbox, due by M36 (December 2026) upon the completion of task 8.1: “Ensuring accessibility and quality of data and models in the AgEnRes toolbox”, will consist of a comprehensive repository of tools and models for reducing energy dependence and increasing resilience in the agricultural sector.

The website will provide easy access to the AgEnRes toolbox, where users will be able to explore it to access practical solutions, best practices, and decision-support tools to address specific challenges and opportunities.

The landing page for the toolbox will be included in the main menu of the website and will present the viewer with an explanation of what it is, and its key features. It will offer a claim and call-to-action button for the user to access the toolbox, which will be hosted in the partner's external servers to ensure the sustainability of the toolbox, as the project page will not receive many updates after the conclusion of the project and hosting the toolbox externally, we make sure that all this knowledge, tools and resources will outlive the project and have a bigger impact.



Picture 18. AgEnRes Toolbox landing page mock-up

Homepage modifications and final thoughts

As mentioned in the homepage section, the call-to-action buttons present in the homepage (Picture 2) will be updated as the project progresses. The goal for this section will be to host direct links to upcoming events, the access to the stakeholder platform, and the AgEnRes toolbox, showcasing the most important elements of the project in the part of most visibility and making them as easily and readily accessible as possible, avoiding any confusions, frustrations, or barriers for our visitors.

In conclusion, the AgEnRes project website plays a pivotal role in facilitating communication, dissemination, and stakeholder engagement. By providing a centralized platform for sharing information, accessing resources, and fostering collaboration, the website contributes to the project's overall objectives and outcomes. With strategic development and continuous improvement, the website will remain an essential tool for promoting sustainable agriculture and driving positive change in the agricultural sector.



4. Communication Kit

From the first months of the project, GEONARDO has provided all partners with relevant materials to facilitate internal work, collaboration, and communication, both internally and externally.

This communication kit includes:

- **Visual identity and brand guidelines (brand book)**



A unique visual brand identity was developed from scratch for the project. This includes a logo and its variations, typographies, colours, images, and iconography. All these resources are available to all partners, as well as a Brand Manual going over the elements and how to properly use them.

Picture 19. AgEnRes Brand book cover

- **Logo, fonts, icons, and photo library**

As mentioned, as part of the visual identity all these elements were developed. The logo and its variations are available for anyone to download and use on the Media Kit section of the AgEnRes website.



Picture 20. AgEnRes logos, colours, and sample pictures

- **Power Point templates**

A series of PPT templates with the brand elements integrated in them were created and distributed to the partners. This includes a minimalistic, online version aimed at collaborative work online, as well as a more complex one, filled with the brand elements to create professional presentations for the project for any occasion.

Picture 21. AgEnRes PPT Template





- **Word Templates**





Furthermore, a Word template for deliverables has also been developed and shared for the partners. This template (in which this document has been created), includes all the relevant brand elements, ready to be filled with content.

Both this and the previous template were created with the double objective of conveying a professional, unified brand image when developing and presenting new documents, and making it easy for the partners to use and interact with, saving time and energy when creating brand-ready documents and presentations.

Picture 22. AgEnRes Word Template

- **Excel Templates**

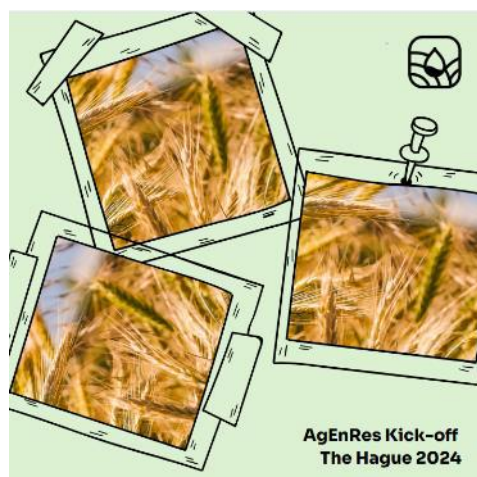
Finally, an internal template to keep track of the project's progress and ease the process of reporting were developed and share online to be regularly updated by all partners. This template contains all relevant fields regarding communication, dissemination, and exploitation, as well as the project's KPIs, and was developed considering the reporting requirements in the Funding and Tender portal.

<div> AgEnRes</div> <div> <small>Funded by the European Union</small></div>	
AgEnRes D&C Report table	All partners need to fill this table in regularly. Ideally, every 2 months . Note there needs to be proof that all you list in those sheets happened. If you're in doubt about how you should communicate about AgEnRes, get in touch with GEO to clarify. Make sure GEO is always in the loop so that GEO can promote your organisation's activities to promote AgEnRes.
1. Dissemination activities	ALL PARTNERS: include the activities YOU performed as an organisation partner of the AgEnRes project.
2. Communication reporting	ALL PARTNERS: like the dissemination activities, make sure the activities you list match your events, publications, blogs etc - and any other activity you may carry out which is not listed here, you can list in 'other' or simply in your periodic & technical report.
3. Scientific Publications	ALL PARTNERS: Fill in this sheet at the time of publication. Usually, more publications happen towards the second half of the project.
4. Exploitation of results	RELEVANT PARTNERS: During the monthly WP Leader meetings, members will collectively fill out the result exploitation section. Please focus on the content of the results, for example discoveries and theories, products, services, methods etc.
5. Other results	To be filled together with the Exploitation of results during WP Leader meetings. Software, algorithms, protocols etc. Should be listed here.
6. KPIs	Targets are listed for the reference of each partner, GEO will be filling these in on a three monthly basis based on what you listed in the other tabs of this excel sheet.
Proposed activities	Use the Teams thread or send an email to share your ideas for events, campaigns etc. Contact: krisztina.toth@geonardo.com / diego.rodriguez@geonardo.com

Picture 23. AgEnRes Excel Template



- **Social Media resources**



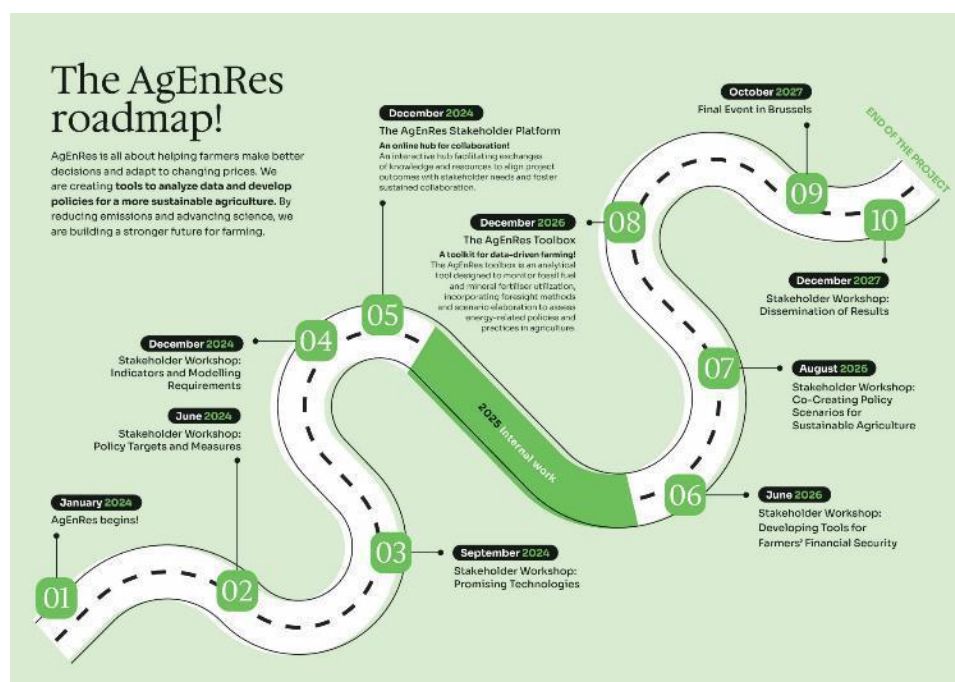
As well as creating, setting up and regularly updating AgEnRes social media channels from the beginning of the project, GEONARDO developed a series of materials, such as specific icons or banners for the different channels, that are available for all partners to access and use.

Furthermore, a series of communication materials were created on the occasion of the Kick-off meeting and were distributed to all partners during the event. These included a series of picture frames and a compilation of premade posts for different social media channels.

Picture 24. AgEnRes picture frame for the Kick-off meeting

- **Brochure**

Finally, a brochure was developed going over the key details and milestones of the project. This brochure has 2 versions, one online, available on the media kit section of the website, and one for printing. This brochure was distributed among the partners and is ready to be used when attending relevant events, to easily share information about the project.



Picture 25. Extract of AgEnRes brochure (internal fold)

Throughout the whole duration of the project, GEONARDO will continue to develop relevant sources to further expand this communication kit, adjusting to the needs presented by the project and partners in developing high-quality materials, ensuring a professional execution of the project's communication, dissemination, and exploitation work.



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