



AgEnRes

D9.3 – AgEnRes Stakeholder Platform

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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Executive Summary

This document serves as an in-depth presentation of the AgEnRes Stakeholder Platform, a core deliverable under Work Package 9 (WP9) of the AgEnRes project. Deliverable 9.3 outlines the strategic development, purpose, and expected impact of this platform, which was established to foster long-term collaboration and resource-sharing between AgEnRes partners and diverse stakeholders in agriculture and environmental management.

The AgEnRes Stakeholder Platform is designed to be a collaborative hub where experts, policymakers, industry representatives, and researchers can engage in dialogue, share insights, and support the project's mission to promote resilient, sustainable European farming practices. Originally planned for the AgEnRes website, the platform is instead hosted as a closed LinkedIn group, allowing for ease of access, user familiarity, and sustainability beyond the project's duration.

In alignment with the goals set in the AgEnRes Grant Agreement, the platform emphasizes the importance of engaging EU policymakers to ensure that the tools developed within the AgEnRes toolbox are closely aligned with real-world needs. The platform will serve not only as a space for continuous engagement but also as a resource for building a network of experts across agricultural and environmental sectors.

Deliverable 9.3 details the purpose and structure of the AgEnRes Stakeholder Platform, its integration with the AgEnRes website, and the benefits of utilizing LinkedIn as the hosting platform. Additionally, it provides an overview of the content plan for the platform, including regular discussion topics, expert input, and a content calendar through the early stages post-launch. Through this document, we outline how the AgEnRes Stakeholder Platform is positioned as a central pillar for knowledge exchange, sustained stakeholder interaction, and the project's legacy well beyond its completion.

Project Overview

AgEnRes is a Horizon Europe project focused on empowering European farmers to reduce dependency on fossil fuels and mineral fertilisers, adjust to price fluctuations, increase income, and decrease environmental impacts. By developing advanced modelling tools, informed policies, and farm-level decision support, AgEnRes seeks to enhance the resilience of European agriculture, aligning it with the EU's sustainability goals.



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List of Acronyms

| | |
|----|-----------------|
| D | Deliverable |
| GA | Grant Agreement |
| WP | Work Package |



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1. Overview

What is the AgEnRes Stakeholder Platform?

The AgEnRes Stakeholder Platform was introduced in M12 to facilitate exchanges between project partners and a variety of target audiences. It provides a space for engagement, collaboration, and the sharing of valuable resources, ensuring the sustainability of the project's results beyond its duration. Access to the platform is available by request.

As emphasized in the Grant Agreement (GA), engaging policymakers through the platform is crucial for aligning the tools developed within the AgEnRes toolbox with user needs. The platform also serves as a space for building long-term relationships with EU decision-makers and relevant stakeholders in agricultural and environmental fields.

Additionally, WP9 will leverage the platform to create a network of experts, promoting knowledge exchange and collaboration. This pool of experts will include policymakers, companies, researchers, and practitioners, supporting the project's legacy even after its conclusion.

Deviation from the Grant Agreement

Originally, the AgEnRes Stakeholder Platform was planned to be hosted directly on the AgEnRes website. However, after careful consideration and feedback from stakeholders, it was decided to launch the platform as a closed LinkedIn group instead. This decision was made due to the benefits outlined in Section 3 of this document, which emphasize accessibility, ease of use, and sustainability.

Description of the Final Product

The AgEnRes Stakeholder Platform will act as an online hub for stakeholders, providing an accessible and dynamic space for collaboration. Participants include policymakers, representatives from the European Commission, researchers, farmers, industry professionals, value chain actors, and NGOs.

The platform enables participants to interact, exchange insights, and share resources, contributing directly to the project's objectives. By integrating the platform within a familiar tool like LinkedIn, the platform minimizes access barriers, ensuring ease of use and broad participation.

As part of WP9, the platform will also feature a Pool of Experts, fostering an enduring network of experts for knowledge exchange and continued collaboration after the project concludes. Stakeholders can participate in discussions, access valuable project resources, and contribute to shaping AgEnRes outcomes.

The LinkedIn group can be accessed through the following link:

<https://www.linkedin.com/groups/10006081/>



2. Website Connection

While the stakeholder platform will not be hosted directly on the website, a subpage will be created to provide easy access to the LinkedIn group. This subpage will explain the purpose of the platform and its benefits, helping boost cross-traffic between the website, social media channels, and the stakeholder platform. The integration will be completed by M12 (December 2024).

AgEnRes About News And Events Resources Contact

Welcome to the AgEnRes Stakeholder Community,

a free, online hub on our LinkedIn group for collaboration and resource-sharing within the agricultural community. This group is designed to foster connections among policymakers, researchers, industry professionals, value chain actors, farmers, NGOs, and representatives from the European Commission.

[Join the Stakeholder Platform](#)

Why Join the AgEnRes Stakeholder Community?

Through our LinkedIn group, stakeholders gain a single, streamlined space for engaging discussions, access to key project resources, and networking opportunities. As a member, you will:

- **Access Project Resources:** Stay up to date with the latest AgEnRes findings, publications, and exclusive content.
- **Connect and Collaborate:** Network with experts, share insights, and contribute ideas toward sustainable agricultural practices.
- **Join a Lasting Community:** The platform's Pool of Experts enables an enduring exchange of knowledge and expertise, extending the impact of AgEnRes beyond the project duration.



How to Get Started?

Join our LinkedIn group to be part of this active community. Share ideas, access resources, and help shape the future of European farming.

[Join the Stakeholder Platform](#)

AgEnRes

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1. Figure - Mock up for the Stakeholder Platform Subpage on the AgEnRes Website



3. Benefits of the LinkedIn Group Format

The decision to utilize LinkedIn for the AgEnRes Stakeholder Platform brings several advantages:

- **Stakeholder Engagement:** Following the stakeholder workshop, there was clear interest in maintaining connections. The LinkedIn platform allows us to do this efficiently.
- **Ease of Access:** Stakeholders are already familiar with LinkedIn, reducing barriers to participation and ensuring a seamless user experience.
- **Sustainability:** The LinkedIn group can be easily maintained without the need for additional website hosting or technical infrastructure, ensuring it remains active and accessible after the project ends.
- **Professional Networking:** LinkedIn is widely used by professionals in the agricultural and environmental sectors, making it an ideal platform for engaging industry leaders, policymakers, and researchers.



2. Figure - Accessing the AgEnRes Stakeholder Platform through the Mobile app of LinkedIn



4. Content Plan

To keep the platform active and engaging, WP9 will develop a content plan with regular updates and discussions. The content will be curated by project partners, with specific responsibilities outlined below:

Partner Input

- **GEONARDO:** Lead on stakeholder engagement and content planning.
- **Other Partners:** Facilitation and moderation of discussions, content contributions, and resource sharing.

Topics for Discussion

- The platform will feature discussions on both scientific advancements and broader topics relevant to agricultural energy and sustainability. Topics will be updated biweekly to maintain engagement.
- Key content will include updates on public deliverables, project milestones, and the latest research results.

Content Calendar

The content calendar will initially cover the first three months (December 2024 – February 2025) after the platform's launch.

November:

- **November 25th:** Taking advantage of the Final AgEnRes Stakeholder Workshops of the year, the platform will be announced for the participants, launching the first discussion topic which will serve as a continuation for the discussion ignited during the workshop, ensuring that the participants are already engaged and willing to join the platform. – **Moderators:** FiBL (Philipp Oggiano) with the continuous support of GEONARDO.
- **November 28th:** The AgEnRes Stakeholder Platform will be publicly announced, together with the ongoing topic of discussion.

December:

- **Week 1 - 2:** The topic of discussion will expand to involve the insights and conclusions from the previous workshops, providing a holistic approach to the stakeholder work so far, and the key learning points. The key ideas of this discussions will be adapted to blog posts on the project's website – **Moderators:** FiBL (Sabine Reinecke and Philipp Oggiano) and SGGW (Adam Was) with the continuous support of GEONARDO.



- **Week 2 – 3:** We will continue to engage stakeholders through the topic of the Stakeholder Workshops, culminating with the launch of a video on the conclusions of the 3 stakeholder workshops executed during the year. This video will be subsequently shared with the general public. – **Moderators:** FiBL (Sabine Reinecke and Philipp Oggiano) and SGGW (Adam Was) with the continuous support of GEONARDO.
- **Week 4 – 5** (January week 1): Holiday Break

January:

- **Week 2 – 3:** Discussion on the issues that WP 3 will be tackling on its work, beginning in January 2025. Conclusions and key insights will be compiled on a blog post, which will be launched afterwards. – **Moderators:** SLU (Vivian W. Huang) with the continuous support of GEONARDO.
- **Week 4 – 5:** Launch of the Position Paper, sharing the key questions compiled from our stakeholders and the answers achieved through the paper. – **Moderators:** WR (Frederic Ang) and potentially, other partners involved in the paper, with the continuous support of GEONARDO.

February:

- **Week 1 – 2:** Reflection on ongoing work for WP5 as well as future and already scientific publications and insights. Will be complemented with a parallel blog post on the website. – **Moderators:** WUR (Tobias Dalhaus) with the continuous support of GEONARDO.
- **Week 3 – 4:** Discussion on the different models and the future AgEnRes Toolbox, linking to the new blog post series for the website. – **Moderators:** IIASA (Tamás Krisztin), IAMO (Franziska Apel) and SLU (Vivian W. Huang) with the continuous support of GEONARDO.

By establishing an active and ongoing content schedule, the platform will foster continuous dialogue, resource sharing, and knowledge exchange, all of which are essential for the project's long-term success.

The Stakeholder Platform will be regularly promoted on our regular channels as well as through networking and in events to ensure we reach a critical mass of experts that continue to grow in quantity and quality until the end of the project.

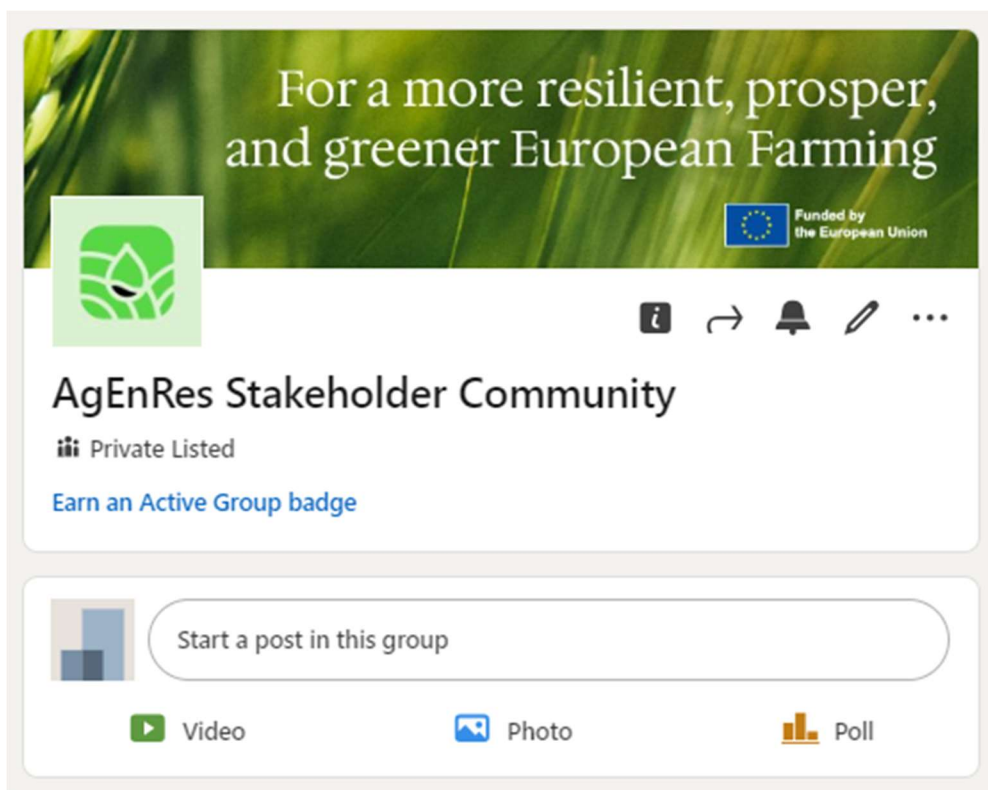
The content calendar for the Stakeholder Platform will be updated on a bimonthly basis by GEONARDO, ensuring a smooth preparation work and involvement of the partners.

The usual posting activity on both social media and the news section on the website will continue as usual parallelly to the Stakeholder Platform, looking for the different channels to connect and enrich each other whenever possible to ensure a cohesive, comprehensive experience at a multi-layer level.



5. The AgEnRes Stakeholder Platform

The following images and texts are directly extracted from the Stakeholder Platform, providing an exact representation of what the stakeholder will encounter when accessing [the LinkedIn group](#).



3. Figure - LinkedIn Group for the AgEnRes Stakeholder Platform (Desk view)

Description

Welcome to the AgEnRes Stakeholder Community!

AgEnRes is a Horizon Europe project dedicated to empowering European farmers to reduce reliance on fossil energy and mineral fertilisers, adapt to price changes, boost income, and lower environmental impact. Through better modelling tools, smarter policies, and farm-level decision support, AgEnRes aims to make European farming more resilient.

This community group connects project partners, experts, policymakers, and companies to foster collaboration and knowledge exchange. Members can:

- **Join Discussions:** Share ideas and best practices on farming.
- **Access Resources:** Stay updated with project news, articles, and expert interviews.
- **Collaborate:** Build connections and contribute to project outcomes.

Together, let's make European farming stronger and more sustainable.



Details

Private

Only members can see posts in this group.

Listed

Group appears in search results and is visible to others on members' profiles.

Posts require approval

Members' posts require admin approval before they become visible to others.

Industry

Farming, Farming, Ranching, Forestry, and Agriculture, Construction, Mining Machinery Manufacturing

Location

Europe

Created

Oct 2024

Rules

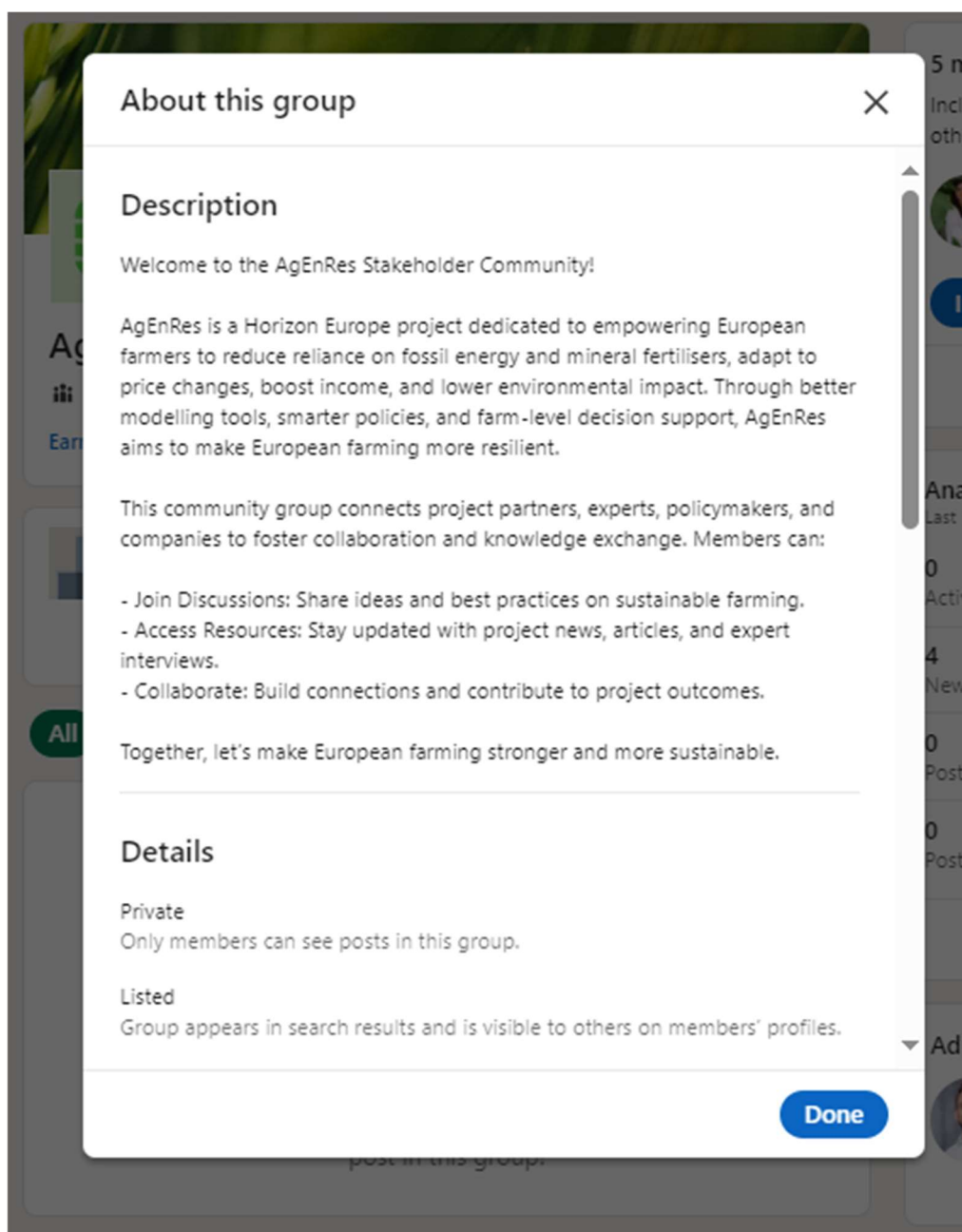
- 1. Respectful Communication:** All members are expected to communicate respectfully and professionally. Offensive language, personal attacks, or disrespectful behaviour will not be tolerated.
- 2. Relevance:** Posts and comments should be relevant to the AgEnRes project, agriculture, modelling, policy, and related topics. Off-topic content may be removed.
- 3. No Promotions or Spam:** Self-promotion, advertisements, or spam are not allowed. Sharing relevant events, resources, or opportunities related to AgEnRes is encouraged, but commercial promotions are prohibited.
- 4. Confidentiality:** Do not share private or confidential information within the group. Respect the privacy of other members and only share content that you have permission to disclose.
- 5. Constructive Engagement:** Contributions should aim to foster constructive discussion. Offer insights, feedback, and experiences that add value to the conversation. Avoid posting misinformation or unverified content.
- 6. Content Contribution:** Members are encouraged to share knowledge, participate in discussions, and contribute to the group's objectives. Regular participation helps maintain an active and collaborative community.



7.Event Participation and Feedback: Stakeholders are invited to engage in workshops, focus groups, and consultations. Feedback gathered through these activities will help shape the project's direction and outputs.

8. Group Accessibility: Access to the group is granted upon request. Members may be required to provide a brief introduction and explain their interest in the project.

9. Moderation and Violations: The group moderators reserve the right to remove any content or members that violate the rules. Repeated violations may result in permanent removal from the group.



4. Figure - Figure Information about the Platform Displayed on the LinkedIn Group



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