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Project Acronym

AgriFoodBoost

Project title

**Boosting Excellence in Experimental Research
for Agri-Food Economics and Management**

Deliverable 3.2 Scientific visibility and networking enhancement plan -

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WP3 Visibility and networking

WP3 Leaders Responsible: Josip Juračak (FAZ) and Alessandra Castellini (UNIBO)

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Abbreviations used in the text:

FAZ - Sveučilište u Zagrebu Agronomski fakultet
UNIBO - Alma Mater Studiorum - Università di Bologna
AUA - Geoponiko Panepistimion Athinon
SLU - Sveriges Lantbruksuniversitet
IRO – FAZ International Relations Office

Introduction

The *scientific visibility and networking enhancement Plan* identifies and defines the most efficient ways to allow FAZ agri-food economics research to move towards high level of scientific networking and achievements. These activities are included in Task 3.1, WP3 of the AgriFoodBoost project, and they will be implemented considering:

- Heterogeneity among partners
- Feasibility
- Timing of implementation
- Expected Results
- Long-term impact.

This Plan is a deliverable of Task 3.1, but it covers all WP3 tasks. It has been developed in the time frame from M3 to M6, but its activities will take place throughout the entire project duration until M36.

Task 3.1 is aimed at identifying activities that will contribute to improve and strengthen the FAZ networking system, locally, nationally, and internationally, increasing its visibility among the academic area and agri-food sector, including private firms and institutional bodies.

The aims of the actions are to guide FAZ to achieve the following outcomes:

- Develop partnerships and networks;
- Strengthen scientific ties and research activities with partner institutions;
- Enhance knowledge exchange in the agri-economics sector;
- Promote joint research and training between FAZ and national/international Universities and Academies;
- Intensify collaboration between FAZ and agribusiness sector units (public and private entities)
- Strengthen ties with civil society, and highlight its public commitment;





- Increase participation in high-level research community;
- Strengthen coordination and collaboration among FAZ faculty, researchers, and administrative staff.

This will contribute to both objectives of WP3: to increase the visibility of FAZ's scientific work and to achieve broadening of FAZ networks with business units and government bodies.

The beneficiaries of task 3.1 are FAZ research staff, teaching staff and students (bachelor, master, and Ph.D levels) and FAZ project management staff. The project will directly involve the following FAZ units:

- Department of Marketing in Agriculture (DMA)
- Department of Management and Rural Entrepreneurship (MRE)
- Department of Agricultural Economics and Rural Development (AERD),
- IRO - International Relations Office.

Task 3.1 includes these two activities:

Activity 1 – Reinforced research visibility and networking based on the cooperation with project partners institutions

- Objective: to promote academic cooperation activities and membership in international networks formed by groups of Universities; to increase the visibility of research, academic collaboration, student and faculty mobility, and to participate in various initiatives related to the European Union funding framework programmes (e.g., Horizon Europe).

Activity 2 – Wide network for collaboration in research and innovations with agri-food business sector

- Objective: to strengthen the relationship between FAZ and agri-food business sector; to improve cooperation and collaboration; to strengthen the network and the exchange of know-how with local and national Croatian agri-food companies.

The first Activity is targeted at institutional partners like Universities, Academies, research institutes and institutional entities, while the second Activity is focussed on the agribusiness sector (private firms and government bodies), and local social context.





Method:

A concise description of the method and the procedural steps adopted for this plan are useful to identify the networking system of each partner university, and to define the actions to be implemented for the development of networking and visibility at FAZ.

The partner institutions involved in collection of material and definition of actions are:

- UNIBO - ALMA MATER STUDIORUM - UNIVERSITY OF BOLOGNA (Twin leader with FAZ of this task)
- AUA- GEOPONIKO PANEPISTIMION ATHINON
- SLU - SVERIGES LANTBRUKSUNIVERSITET

The positive and significant experiences of each of the previous institutional partners have been collected and analysed, related to the networks in which the individual universities are involved. UNIBO as the task leader, has identified several macro network areas or "lines of operation" for each of the two activities (Activity 1, Activity 2). These "lines of operation" are different levels of networks in which UNIBO is involved and actively participates to strengthen its position and to follow its academic mission complying with its strategic plan. For each macro area, the types of cooperation, programs and/or stakeholders involved have been highlighted. The other two project partners (AUA and SLU) have provided information about their networking system, useful for the development of networking at FAZ.

The "lines of operation" identified are as follows:

Activity 1:

- European Platforms and Associations,
- International Networks,
- Research Thematic Groups,
- Communication and promotion tools.

Activity 2:

- Engagement with civil society,
- Innovative research for business,
- Institutional research activities with agri-food companies,
- Joint events with companies.

In order to harmonize the network system of the partners and make it comparable, a common template has been developed for all partners to be used for the description of the networking





system (Annexes). The template follows the subdivision into macro areas previously identified. UNIBO, AUA and SLU provided the description of their network according to the common template, highlighting the active networks for each macro area.

On the basis of similar network systems presented by UNIBO, AUA and SLU, actions have been developed for this plan, taking into account the feasibility within FAZ, in order to guide it in construction of new cooperation.

Other three activities and related actions have been identified and developed to cover WP3 tasks closely related to the scope of this plan:

Activity 3. Designing and establishing of a research HUB for experimental economics at FAZ,

Activity 4. Joint writing of papers among project partners to strengthen FAZ research visibility,

Activity 5. Joint participation of researchers with partner institutions in scientific events.

Scientific visibility and networking enhancement Plan **by Activities and Actions**

Activity 1 – Reinforced research visibility and networking based on the cooperation with project partners institutions (Annex 1)

To transform the project Partners’ experiences in Actions for enhancement of visibility and networking of FAZ among high-level research community and public/institutional stakeholders

Action 1	Membership in European platforms and associations
Description	<p>Participation in various initiatives related to the European Union's funding framework programme (e.g., Horizon Europe); increase participation in other European programmes, initiatives, and partnerships (e.g., the European Innovation Partnership "Agricultural Productivity and Sustainability").</p> <p>Mapping of various European networks and initiatives and creation of a database where basic information of active European partnerships, networks and programmes is collected to facilitate future collaboration.</p>





Time frame	M7-M36
Outcome	<ul style="list-style-type: none"> - Membership and/or active participation in European networks and European Projects. - Participation in creation and exchange of know-how. - Improved high-level research.
Role of partners	<p>FAZ: To identify the right partnership that can be useful to FAZ. To create, and manage the list of contacts, and provide the necessary administrative templates.</p> <p>Other partners: To provide consultancy to the FAZ team based on their practices and experiences.</p>

Action 2	Agreements and collaboration with foreign universities, research institutions and their networks
Description	<p>Establishing relationships with foreign institutions based on researcher interests. Teaching agreements among international academic institutions (also research institutes and government bodies).</p> <ul style="list-style-type: none"> - Creation of a database of basic information and contacts of university networks to facilitate future collaboration. - Refresh the existing ties (agreements, MOUs ...) with foreign research institutions but also with Croatian entities to intensify the collaboration and regenerate these networks. - Increase participation in international university networks (i.e., Coimbra Group, European University Association) to discuss and plan academic issues and development. - Increase research collaboration with international institutional organizations and government bodies.
Time frame	M9-M36
Outcome	<ul style="list-style-type: none"> - Survey of international teaching opportunities adding value and attraction to the degree courses. - More structured relationships with potential partners in teaching and researching. - Increased research collaboration and multidisciplinary research.
Role of partners	<p>FAZ: To identify the expertise useful to enrich the degree programme. To create and manage the list of contacts, and provide necessary administrative templates.</p> <p>Other partners: To propose a path of teaching interventions.</p>





Action 3	Organization and management of research groups at FAZ
Description	Groups of people at a Faculty level about specific and topical issues of research. Promoting multidisciplinary participation and approach.
Time frame	M9-M24
Outcome	<ul style="list-style-type: none"> - Thematic research groups about specific topics identifying project calls and research opportunities. - Improving managerial and organizational skills of researchers.
Role of partners	FAZ: to evaluate the possibility of grouping researcher around topical issues to promote and plan research activities. To identify administrative weaknesses in research management.

Action 4	Improve communication and promotion tools for agri-economics area
Description	<p>In the framework of the Faculty website and communication system, a focus specifically on agri-economics items should be developed to enhance the visibility, and to favour the attraction and knowledge of FAZ resources, research, and activities in this field of work.</p> <ul style="list-style-type: none"> - The departments web pages should be fully translated into English (not only a “summary”), and implemented with news, information, and insights about their activities in agri-economics fields of work. - Research communication: periodic communication of research projects in which FAZ is involved; published papers; new collaborations about agri-economics issues. - Events communication: newsletter or periodic communication in the “news” area of FAZ web page with events, workshops, conferences organized or participated by agri-economics researchers. - LinkedIn page of the agri-economics team with expertise and skills of the participants, events and works in progress as well as concluded. <p>Project communication: newsletter or periodic communication of awards, research projects with companies/community/business sector, foreign scholars visiting the Faculty and all the relevant achievements of the institution during the adopted time frame.</p> <p>This action should be accurately programmed and developed on the long term. In fact, it can also improve the relationships and communications with non-institutional stakeholders, i.e. agri.-food companies or local communities. See Activity 2</p>





Time frame	M7-M36
Outcome	- An update information about FAZ agri-economics skills, research involvement and experiences available to all interested parties (institutional and business).
Role of partners	FAZ: To provide information and manage the communication tools. Other partners: to support the action with suggestions and ideas about useful tools.

Activity 2. – Wide network for collaboration in research and innovations with agri-food business sector and civil society (Annex 2)

Action 1	Engagement with Society
Description	Dissemination and sharing of knowledge with local communities. - Courses and lessons about transferable skills; continuous education courses for professionals and entrepreneurs; sharing knowledge with interested people (not professionals). - Activities for children and teenagers: visits at the FAZ premises, presentations, lessons, career guidance...
Time frame	M12-M36
Outcome	- Programme of initiatives to specific civil targets according to FAZ expertise.
Role of partners	FAZ: survey of social needs and availability, organization of events, involvement of local community.

Action 2	Innovative Research for business
Description	Research and studies funded by firms about specific innovative topics; agreements for the results exploitation. Surveys and technical-economic analysis on the agri-food sector to supply specific needs of the firms and local administrations/government bodies. Training courses for employees of private and public firms in the agri-food sector. Academic consulting for business needs.
Time frame	M12-M36
Outcome	- Value enhancing of research skills. - Legal framework for collaboration.





	- Concrete commitment of both parties in order to achieve ambitious targets.
Role of partners	FAZ: to identify the most suitable fields of work for the agri-food companies. Other partners: supporting the organizational difficulties (i.e., contractual templates).

Action 3	Institutional research activities with agri-food companies
Description	Joint participation in competitive calls for research and projects: involve the business units in research projects and studies (i.e. as case studies) in order to work and achieve the final results together. Joint organization of events like workshops/seminars/training days to promote respective competencies and interests.
Time frame	M12-M36
Outcome	-Achieving collective results in research value through enhancing the respective skills and goals. -Events and opportunities for dialogues and discussion.
Role of partners	FAZ: promotion and coordination of the initiatives, involving the interested companies. Other partners: to suggest interesting opportunities.

Action 4	Workshop on possibilities of cooperation between research institutions and agri-food business sector
Description	Organise and deliver a workshop with the aim of sharing experiences, and identifying opportunities to strengthen collaboration between the research and business sectors, with focus on experimental economics. The workshop will bring together representatives from research institutions, businesses, and institutions relevant to the performance of the agri-food sector.
Time frame	M8-M12
Outcome	- Information, insights, and contacts that will enable increased collaboration among participants to develop and more effectively apply experimental economics research in practise.
Role of partners	FAZ: To organise and carry out the workshop. Other partners: To provide consultancy to the FAZ team based on their practices and experiences.





In light of the fact that the *scientific visibility and networking enhancement Plan* should activate a synergic relation among all the tasks in order to fully achieve the WP3 goals, three other activities have been added to the Plan:

Activity 3. Designing and establishing a research Hub for experimental economics at FAZ (linked with Task 3.3)

Activity 4. Joint writing of papers among project partners to strengthen FAZ research visibility (linked with Task 3.4)

Activity 5. Joint participation with researchers from partner institutions in scientific events (linked with Task 3.5).

Activity 3. - Designing and establishing a research Hub for experimental economics at FAZ

Action 1	Establishment of agri-food experimental economics HUB at FAZ
Description	The action includes processes of (1) conceptualization, (2) recruitment of members & partners and (3) formalization of relationships in frame of the research facility HUB for experimental agri-food economics at FAZ.
Time frame	M6-M10
Outcome	- A research centre for experimental agri-food economics in the form of HUB, based on partnership and cooperation between academia and business.
Role of partners	FAZ: To carry out all activities related to the establishment of the research HUB. Other partners: To provide consultancy to the FAZ team based on their practices and experiences.

Action 2	Discussion of good practices in interactive networking
Description	Organization and delivery of a panel discussion based on selected examples of good practice in networking and collaboration between research institutions and the business.
Time frame	M18-M24
Outcome	- Information, examples, and ideas to improve development, sustainability, and long-term collaboration in the context of experimental economy research HUB.





Role of partners	FAZ: To organise and carry out the workshop. Other partners: To provide consultancy to the FAZ team based on their practices and experiences.
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Activity 4. Joint writing of papers among project partners to strengthen FAZ research visibility

Action 1	Training in writing of high-end scientific papers for FAZ research staff
Description	Organise and deliver a training on scientific writing of publications in the field of experimental agricultural and food economics for FAZ researchers, with the participation of researchers from other institutions of the research HUB network.
Time frame	M10-M16
Outcome	- Improved skills of FAZ staff in writing publications in the field of experimental economics.
Role of partners	FAZ: To organise the training on location and to provide trainees. Other partners: To provide trainers.

Action 2	Writing of scientific papers in co-authorship
Description	Joint work by researchers from all partner institutions in finding common topics and writing scientific papers for publication in high impact journals. The action includes in particular: exchange of information on current research interests and activities, search for common topics and joint work on preparation of at least 5 papers, 2 of which must be accepted for publication.
Time frame	M16-M36
Outcome	- Improved visibility of FAZ research, and improved skills in writing high-level scientific papers by FAZ researchers.
Role of partners	FAZ: To organise informative events and engage its researchers for this action. Other partners: To inform and engage its researchers for this action.





Activity 5. Joint participation with researchers from partner institutions in scientific events

Action 1	Joint participation in scientific conferences, congresses or seminars
Description	Joint work of researchers from all partner institutions in finding common topics and writing papers for participation in at least 8 international scientific events. The action may include in particular: online introductory consultations, exchange of contacts and research interests, exchange of current research activities, and joint work on preparation of papers.
Time frame	M9-M33
Outcome	- Improved visibility and networking of FAZ researchers at international level.
Role of partners	FAZ: To organise informative events, and engage its researchers for this action. Other partners: To inform and engage its researchers for this action.





Relation to other tasks in the project

Task 2.1 Long-term and short-term mobilities

Care should be taken to ensure that staff using long-term and short-term mobilities are familiarized with the assignment of consultation on project management practice, with the relevant organizational units of the host institutions.

Task 3.2. Strengthening research management and administration skills of FAZ

Effective management and administration of research projects, and network administration (contracts, agreements, and communication) are of great importance for the successful upgrading of networking and research visibility. Therefore, successful implementation of this plan is related to the implementation of the Plan for Strengthening Research Management and Administration Skills of FAZ, which is the delivery of task T3.1.

Task 4.2 Building scientific know-how among young researchers

Care should be taken to ensure that early-stage researchers benefiting from mobilities are familiarized with the assignment of consultation on project management practice, with the relevant organizational units of the host institutions.

Task 1.3 Mobility management: D1.1 Mobility protocol

The development of procedures to be carried out before and after mobilities should take into account tasks and outcomes foreseen in this plan. FAZ staff involved in mobility programme could promote the scientific visibility of the institution, and establish new relationships in order to enlarge its research networking system.

The exchange of Ph.D students, students' mobility programmes for internship, and agreements for visiting researchers/professors are considered fundamental items to increase FAZ visibility and networking. They have been taken into account in the reflections of Task 3.1, but not included in the Plan because they have already been mentioned on other WPs.





ANNEX 1

Activity 1 – Reinforced research visibility and networking based on the cooperation with project partners institutions
 AUA and UNIBO templates

Agricultural University of Athens (AUA) / Department of Agricultural Economics and Rural Development (AERD)

<i>Level</i> (University/ Department)	<i>Operational line</i>	<i>Contents</i>	<i>Applications</i>	
AUA	Inter-disciplinary and international study programs International scientific research	Strengthen strategic partnerships across Europe and develop international competitiveness of European universities	- EU-conexus	
AUA/AERD	Exchange of students International internship programmes for students Agreements for visiting professors	<ul style="list-style-type: none"> • Participation to international exchange programmes for students and researchers. 	Internship abroad	- Erasmus+ Mobility for internships
			Studying abroad	- Erasmus+ Study - Erasmus+ faculty visits for teaching - Erasmus+ faculty/staff visits for training
AERD	Accreditation committee	<ul style="list-style-type: none"> • Group of faculty members meeting regularly to discuss and evaluate undergraduate study program and research productivity 	- Bi-monthly proposals to the department	





University of Bologna (UNIBO) / Department of Food and Agricultural Sciences (DISTAL)

<i>Level</i> (University/ Faculty/ Department)	<i>Operational line</i>	<i>Contents</i>	<i>Applications</i>	
UNIBO	International research networks and associations	<ul style="list-style-type: none"> • UNIBO plays a role participates in some international networks and associations. • It actively participates in initiatives connected with the EU Research Framework Programme 	<ul style="list-style-type: none"> - European Innovation Partnerships (EIP); - Joint Technologies Initiatives (JTI) e Joint Undertakings (JU); - Joint Programming Initiatives (JPI); - Public Private Partnership; Knowledge and Innovation Communities (KICs); 	
UNIBO	International Networks	<ul style="list-style-type: none"> • UNIBO joins international university networks 	<ul style="list-style-type: none"> - Coimbra Group; - EUA -European University Association; - UniAdrion; - Guild of European Research Intensive Universities; - IAU- International Association of Universities; - TIntensive Universities; - Utrecht Network. - - Erasmus Charter for Higher Education 	
UNIBO/DISTAL	Research Thematic Group	<ul style="list-style-type: none"> • UNIBO_GTA (University thematic group) • DISTAL_GTI (Informal thematic group) <p>Multidisciplinary research groups about topical subjects to favour the participation to the European research calls.</p>	<ul style="list-style-type: none"> - GTA Agrifood - GTI Aquaculture 	
UNIBO/DISTAL	Exchange of PhD students.	<ul style="list-style-type: none"> • Participation to international exchange 	- Internship abroad	- Erasmus+ Mobility for





	International internship programmes for students	programmes for students and researchers.		<p>traineeships; Erasmus+ Programme " Sara Lab Project" Consortium ; Vulcanus Programme Europe-Japan; Erasmus+ Programme " Sara Lab Project" Consortium</p>
			- Studying abroad	- Erasmus+ Study; Overseas; Field Work; PhD fellows; Visiting Fellows.
(UNIBO)/DISTAL	Agreements for visiting professors, researcher,	<ul style="list-style-type: none"> DISTAL researchers develop relationships with National and International Universities, Academies and Research Institutes providing research, teaching and study exchange of personnel 	<ul style="list-style-type: none"> Memorandum of understanding between the Universities Visiting Professor 	
DISTAL (https://distal.unibo.it/it)	Communication Committee	<ul style="list-style-type: none"> Group of volunteer researchers and technicians with the aim of communicating and promoting Dept. research and activities 	<ul style="list-style-type: none"> Monthly newsletter Departmental website Dissemination events 	





ANNEX 2

Activity 2. – Wide network for collaboration in research and innovations with agri-food business sector

AUA and UNIBO templates

Agricultural University of Athens (AUA) / Department of Agricultural Economics and Rural Development (AERD)

<u>Level</u> (University/ Department)	<u>Operational lines</u>	<u>Contents</u>	<u>Application</u>
AUA	Innovation Transfer Office	Training, education, organization of workshops, forums, seminars, technology transfer	<ul style="list-style-type: none"> - Training/educating academic community (including students) to business and innovation topics - Organizing workshops, forums, seminars, competitions on innovation and business ideas - Facilitating creation of spin-offs
AUA	Public engagement	<ul style="list-style-type: none"> • Societal engagement • Extraversion • Lifelong learning center 	<ul style="list-style-type: none"> - Schoolchildren visits - Educational programs for lifelong learning

University of Bologna (UNIBO) / Department of Food and Agricultural Sciences (DISTAL)

<u>Level</u> (University/ Faculty/ Department)	<u>Operational lines</u>	<u>Contents</u>	<u>Application</u>
UNIBO/DISTAL	Research for business	<ul style="list-style-type: none"> • Collaboration between UNIBO/DISTAL and agribusiness units through various form of cooperation. 	<ul style="list-style-type: none"> - Patents, licences and intellectual property rights - Laboratory analysis - Commissioned research project • CIRI-agri-food: The Interdepartmental Centre for Agro-Food Industrial Research coordinates research and professional training activities, aimed at strengthening relations with industry. In CIRI can take part any person also from other departments interested in food research. http://www.agroalimentare.unibo.it/en





			<ul style="list-style-type: none"> • Academic Spin-off: for innovative businesses (e.g ERGO Consulting in the agricultural economics) https://site.unibo.it/idea/en https://site.unibo.it/idea/en/our-innovative-businesses-start-ups-and-spin-offs/ergo-consulting-srl
UNIBO	PhD programme degree with industries	<ul style="list-style-type: none"> • Industry can fund a grant or a research project to develop a medium-long term research area, acquiring innovative and highly qualified skills 	<ul style="list-style-type: none"> - https://www.unibo.it/en/teaching/phd/phd-programme-degree-with-firms-and-bodies
UNIBO/DISTAL	Joint participation in competitive calls	<ul style="list-style-type: none"> • Research and innovation projects developed together by researchers and industries at a Regional, National, European and International level 	<ul style="list-style-type: none"> - Italian Short food chains involved as case studies in H2020 Smartchain project
DISTAL	Joint events with companies	Dissemination of Information and networking events, roundtables, workshops, challenges	<ul style="list-style-type: none"> - Open DISTAL: yearly event. DISTAL is open to agro-industrial companies and organizations in the field of agriculture, food and environment with debates and workshops on topical issues.
UNIBO/DISTAL	Public engagement	<ul style="list-style-type: none"> • Relationships with the public society through programmes of education, teaching and initiatives for the dissemination of science and knowledge. 	<ul style="list-style-type: none"> - Teacher training - Museums visit for children - Course about urban horticulture for citizens

