Del.4.1 – Stakeholders engagement

Deliverable Lead	UCSC
Deliverable due date	2022/30/04
Status	DRAFT
Version	V0.1
Project	SEBASTIEN

Co-financed by the Connecting Europe Facility of the European Union

Agreement: INEA/CEF/ICT/A2020/2373580**Action**: 2020-IT-IA-0234

DOCUMENT INFORMATION

Title	4.1 Stakeholders engagement
Agreement	INEA/CEF/ICT/A2020/2373580
Action	2020-IT-IA-0234
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Deliverable Description	Stakeholders' engagement plan
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Requested deadline	M4
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Introduction

This Deliverable represents the Stakeholder Engagement Plan (SEP), a formal document outlining strategies and actions to communicate with stakeholders interested in a project's results. A SEP identifies potential stakeholders and their interest levels and is continuingly updated to meet stakeholder needs. Under this perspective, this document provides guidelines to engage project stakeholders and achieve their support for the project. The communication strategy and the most relevant keywords to captivate a stakeholder's interest in being part of the project are specified, in order to actively contribute to its success while benefiting from its outcomes.

SEBASTIEN relies on a stakeholder-driven approach to fine tune its products to the requirements of the livestock sector. Stakeholders can be generally distinct as intermediate and end users, where the former can use raw data and transform them into services (broad sense) for the end users. In contrast, the latter represents users who need the data already processed into tools that are ready to use and provide an easily interpretable output. A further distinction can be applied to end users, which might be 'practical users' rather than 'final stakeholders', depending on whether they actually use the tools or they are interested in promoting and/or funding further development of the Service itself.

SEBASTIEN stakeholders can range from the breeders or breeder associations to researchers and governments, up to the wider community, each able to enrich the usability of the SEBASTIEN products by inputting their needs as 'real world' users. Hence, as each stakeholder group will have unique characteristics, needs and motivations, in this document we provide a set of **guidelines** to engage potential stakeholders, provide a set of **keywords** which can be stressed, and suggest the ideal **communication channels** according to a stakeholder type (e.g., manufacturers, practical or end user). Overall, the purpose of the SEBASTIEN SEP is to ensure that a coordinated, comprehensive, and consistent approach is taken to stakeholder engagement.

Stakeholder categories and list

Different categories of stakeholders have been already identified in the proposal stage:

- cattle, sheep and goat farmers and their associations and assisting practitioners: involved in the direct management of the animals and of the hosting environment in both intensive and extensive systems, and responsible for operational (day-by-day) interventions and short term planning of action in the field;
- researchers: stimulated in conducting further investigations thanks to the huge amount of acquired and harmonised data;
- educators/teachers: to disseminate the knowledge acquired in terms of data and approaches potential;
- actors of the food/feed industrial processing: stimulated in the choice of raw material providers also based on their commitment for a smarter and more sustainable farm management;

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- market operators in the sector downstream chain: for awareness raising and promotion about the virtuous production systems possible by deploying next generation tools like modelling, IoT, Big-Data, Artificial Intelligence and Machine Learning;
- entrepreneurs and private investors: to support complementary data collection and ICT-based farms modernization to nourish the generated and additional services following the SEBASTIEN example;
- policy makers at different levels: to which offer good examples and success stories about the value of interoperable and harmonised data to shape and reinforce their decisions and update directives and laws;
- ICT companies, in particular SMEs: inspired to multiply benefits from harmonised data through their further re-use, also adding value by combining new datasets, for the delivering of additional services for the same sector, e.g., by deploying new approaches and implementing new indicators/indices, or for the fine-tuning of the services issued by SEBASTIEN for farmers of different species/breeds, or even for other sectors.

After confirming the above categories, all SEBASTIEN participants have been asked to populate a longlist of potential stakeholders, starting with those within their professional networks. Stakeholders already involved in SEBASTIEN associated projects, such as Highlander (*High performance computing supporting smart land services*, founded by CEF), LEO (*Livestock Environmental Opendata*, a project led by AIA) and Scala-Medi (*Improving sustainability and quality of Sheep and Chicken production by leveraging the Adaptation of LocAl breeds in the MEDiterranean*, funded by PRIMA EU program), were also included. For each item suggested, specifics of the stakeholder type, person to contact within the stakeholder organisation and proponent were required. We used the longlist to broadly cover stakeholders types and identify the best candidate to be involved in the next project steps, in particular to evaluate and select the best indices and indicators useful to feed the SEBASTIEN services. The stakeholder longlist is available as Appendix A 1. Importantly, 'champions' will be selected among those Stakeholders agreeing to contribute to SEBASTIEN. These champions will be regularly stimulated for feedback towards consolidated tools fitting to their needs, in terms of maximisation of their practicality and verification of their usefulness.

Stakeholder engagement

The Stakeholder engagement plan is built as a table, enabling a SEBASTIEN member to quickly browse which communication channels and key messages might be most suited given the target audience (stakeholder type; Table 1). Upon agreement of the stakeholder to be involved in SEBASTIEN, an email that formally proposes the collaboration will be sent. The stakeholder will be required to reply in the form of an acceptance email to confirm the will to contribute. If required by the Stakeholder, a partnership agreement might be issued to further formalise the Stakeholder engagement on the project, with detailed information on data sharing and accessibility.

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Table 1. Stakeholder engagement plan, featuring a summary of keywords and communication channels tuned to each stakeholder type.

Target audience	Key messages (ad-hoc points to stress)	Communication channel(s)
Farmers	• extension services • technical advice • herd/flock management tools • means for certifications (env/quality/traceability)	• email • face to face • conference call • phone call
Technical personnel (vets /consultants)	• management tools (decision making aid)	• email
Breeders Association	• genetic improvement • new phenotypes	• email • leaflet/flyers
Researchers	• improved understanding biol/physiol	• email • leaflet/flyers
Actors of food processing (industrial/HORECA)	• quality environmentally friendly raw materials • means for certifications (env/quality/traceability)	• email • leaflet/flyers
Market operators	• product added value • means for certifications (env/quality/traceability)	• email • leaflet/flyers
Private investors / Public funding agencies	• innovation • social value	• email • leaflet/flyers
Policy makers	• public health • decision making tools (CAP policies) • food safety /security • social sustainability	• email • leaflet/flyers
ICT companies, SME	• sensors / big data • new services • IoT	• email • leaflet/flyers
Consumers	• environmental sustainability (antibiotics load) • animal welfare • food safety	• email • leaflet/flyers

The guidelines

A summary of SEBASTIEN aims and products has been produced and tailored for promoting the project. These guidelines use a clear and concise text to provide an agile overview on SEBASTIEN, highlighting why SEBASTIEN is necessary, what it will achieve and how one can participate and benefit. Such content will be delivered as a leaflet and is included in the project website (https://www.sebastien-project.eu/). The leaflet will be distributed in livestock fairs, exhibitions and events (e.g., Fiera Agricola di Verona, Agriumbria, Fiera Agricola Zootecnica Italiana -FAZI-Montichiari) as a means to publicise SEBASTIEN whilst engaging putative stakeholders. The website will be suggested as a landing point on the first contact to putative stakeholders to allow the beforehand evaluation of SEBASTIEN. More direct means of contact where specific details can be discussed (e.g., in person or virtual meeting, phone call) will follow. The leaflet is available as Appendix A 2.

Expected outcomes

The engagement plan and the further selection step will result in a highly motivated and multi-faceted stakeholder team able to provide suggestions and information to help tune the products and meet customer and end-user requirements in a broader sense.

Appendix

A 1. Stakeholders longlist

The stakeholders longlist was populated with putative stakeholders chosen to represent all the stakeholder types (e.g., farmers, breeder associations, SME). It provides the starting point to contact stakeholders. The longlist will also serve to monitor the stakeholder recruitment process.

Stakeholder ID	Category
AGRIS	Researchers
ANAFBIJ	Breeders Association
UNIMI	Researchers
DQA	Actors of the food/feed industrial processing
Slow food	Market operators
FAO	Policy makers
IAEA	Policy makers
EFFAB	Breeders Association

EAAP	Policy makers
UNIPD	Researchers
ANARE	Breeders Association
ANAPRI	Breeders Association
ANABORAVA	Breeders Association
Ass Pastorizia	Breeders Association
3A - Ass. Assegnatari Arborea	Actors of the food/feed industrial processing
Carni sostenibili	Actors of the food/feed industrial processing
Industrie LAGREEN	Entrepreneurs/private investors
UNIPA	Researchers
Esselunga	Market operators
Consulenti	Entrepreneurs/private investors
Consorzio Grana Padano	Actors of the food/feed industrial processing
Consorzio Parmigiano Reggiano	Actors of the food/feed industrial processing
ASPA	Researchers
CAO Sardegna	Actors of the food/feed industrial processing
ASSOLATTE	Actors of the food/feed industrial processing
ASSOCARNI	Actors of the food/feed industrial processing
Invernizzi	Actors of the food/feed industrial processing
CCBI	Actors of the food/feed industrial processing
Latteria Soresina	Actors of the food/feed industrial processing
Ass. consumatori	Actors of the food/feed industrial processing
IZSS	Researchers
IZSVe	Researchers
CREA IZ	Researchers
West Systems	Entrepreneurs/private investors
ANABORAPI	Breeders Association
FAO	Policy makers
ANABIC	Breeders Association
SCR	Entrepreneurs/private investors
IDEAS ENGINEERING	Entrepreneurs/private investors
ANACLI	Breeders Association
ARAS	Policy makers
Azienda Agricola Pratoleva	Breeders
Azienda Agricola Mariotti	Breeders

IZSUM	Researchers
CREA Monterotondo	Researchers
Unipg	Researchers
ASSONAPA	Breeders Association
ISMEA	Policy makers
IZSLT	Researchers
EFSA (european food safety authority)	Policy makers
ANAREAI	Breeders Association
Zootecnica Viterbese	Market operators
Orobix	ICT companies, SME

A 2. Guidelines/leaflet

The guidelines represent a summary of the aims and products of SEBASTIEN and will be used in the stakeholder engagement process.

IL PROGETTO

Le produzioni animali producono oltre il 33% delle proteine alimentari del pianeta. Nel nostro Paese le produzioni zootecniche si traducono in una ampia gamma di prodotti DOP e IGP di riconosciuta qualità a livello internazionale. I cambiamenti climatici hanno avuto ed avranno un impatto sempre più importante sugli allevamenti zootecnici influenzando produzioni, salute e fertilità degli animali. Allo stesso tempo gli allevamenti sono fonti di gas serra, alla base del riscaldamento globale. È pertanto necessario sviluppare strategie che aiutino l'intero settore zootecnico a prendere le decisioni migliori per adattarsi a tali cambiamenti e mitigarne gli effetti. Ad esempio: quali decisioni devono essere prese per evitare il calo di produzione e problemi riproduttivi causati da temperature troppo elevate? Oppure, quali strategie devono essere adottate per evitare il pascolamento in aree dove potrebbero emergere nuovi patogeni?

Il progetto SEBASTIEN (Smarter livEstock Breeding through Advanced Services Tailoring Innovative and multi-sourcE data to users' Needs) risponderà a queste domande implementando nuovi sistemi e servizi.

I partner

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UNIVERSITÀ CATTOLICA del Sacro Cuore

SEBASTIEN Project
Coordinator: Fondazione Centro Euro-Mediterraneo sui Cambiamenti Climatici (CMCC)
Topic: Public Open Data (PCD) – Type of action: CEF-TC-2020-2
Duration: 33 months - Starting date: Jan 2021
Total budget: € 1,138,553,18 – Total EC Contribution: € 1,016,914,19
Agreement number: INEA/CEF/ICT/A2020/2373580
Action No: 2020-IT-IA-0234

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SEBASTIEN

Smarter livEstock Breeding through Advanced Services Tailoring Innovative and multi-sourcE data to users' Needs

A cosa serve

SEBASTIEN svilupperà un Sistema di Supporto alle Decisioni (DSS, Decision Support System) per aumentare l'efficienza e la sostenibilità del sistema zootecnico italiano e supportare allevatori ed operatori della filiera delle produzioni animali con strumenti che li aiutino ad effettuare scelte mirate e consapevoli, evitare perdite economiche e che forniscano supporto tecnico alle aziende. Verranno sviluppate quattro applicazioni gratuite, utilizzabili come app o su browser web, che consentiranno di:

1. Stimare l'acattamento delle diverse specie e razze zootecniche al cambiamento delle condizioni ambientali ed identificare le più adatte alle condizioni climatiche estreme che si verificheranno nei prossimi anni nelle diverse zone d'Italia. Questa applicazione supporterà la pianificazione a lungo termine della composizione di mandrie e greggi;
2. Fornire un sistema di previsione/allarme che consenta agli allevatori di mettere in campo azioni per contrastare condizioni ambientali pericolose (come l'aumento della temperatura) che possano influire sulla produttività, la riproduzione e il comportamento degli animali, in particolare per gli allevamenti al pascolo, mitigando perdite nel breve e nel lungo periodo;
3. Guidare gli allevatori nella scelta dei pascoli migliori. Questa applicazione eviterà il sovra-pascolamento e i conseguenti problemi sul territorio;
4. Monitorare la presenza e lo sviluppo di parassiti e patogeni. L'applicazione fornirà mappe di incidenza, sia correnti che previste in funzione dei cambiamenti climatici, di parassiti e patogeni di interesse zootecnico e dei loro vettori. L'applicazione consentirà agli allevatori e agli enti governativi di mettere in atto azioni tempestive per preservare la salute degli animali e dell'uomo (zoonosi).

Le sue applicazioni

Le applicazioni prodotte da SEBASTIEN utilizzeranno grandi moli di dati pubblici, di diversa natura, armonizzati ed analizzati usando le più moderne tecniche di analisi quali i metodi di intelligenza artificiale. Il progetto SEBASTIEN svilupperà indicatori sentinella integrando dati ambientali, meteorologici, riproduttivi e di produzione, ottenuti anche tramite l'utilizzo di sensori a basso costo. La novità principale è che gli indicatori saranno creati su misura per diverse categorie di utenti finali, in modo da consentire agli allevatori, alle aziende, agli enti governativi e altri operatori del settore agro-alimentare zootecnico di poter fronteggiare le loro necessità o problemi lavorativi quotidiani in modo rapido e efficiente.

Le opportunità

SEBASTIEN vi offre l'opportunità di partecipare allo sviluppo di questi indicatori. Il vostro vantaggio sarà nello sviluppo da parte del progetto di strumenti di cui avete veramente bisogno. D'altro canto, Sebastien avrà il vantaggio di utilizzare la vostra competenza, professionalità e soprattutto esperienza per generare strumenti di cui potranno beneficiare tutte le entità collegate al settore zootecnico italiano nei prossimi anni. Sulla base delle vostre esigenze e indicazioni potrete guidare la selezione degli indicatori e lo sviluppo degli strumenti. Questi ultimi verranno testati da voi in anteprima, in modo da usufruire fin da subito dei loro benefici. Le proposte e le esigenze verranno valutate tramite questionari e incontri. In particolare, verranno organizzati quattro incontri con voi ogni 6 mesi per:

- presentare il progetto e gli indicatori selezionati sulla base delle conoscenze scientifiche e fare una prima discussione con gli utenti finali per la selezione degli indicatori da testare;
- identificare gli indicatori da testare, sulla base dei suggerimenti degli utenti finali;
- presentare e discutere i risultati di un primo test, su scala ridotta, degli indicatori selezionati;
- presentare e discutere i risultati del test su larga scala degli indicatori selezionati.

Gli utenti che vorranno collaborare al successo di SEBASTIEN appariranno con nomi, acronimi e loghi sul sito web del progetto (www.sebastien-project.eu) oltre che venir menzionati nella sezione dei ringraziamenti delle pubblicazioni scientifiche collegate al progetto.

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