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ORGANIC TARGETS 4EU

**Transformation scenarios for boosting organic farming
and organic aquaculture towards the Farm-to-Fork targets**

Deliverable D8.2
Project website

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Summary

Call:	CL6-2021-FARM2FORK-01-01
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Project management:	IFOAM Organics Europe
Person in charge:	Bram Moeskops
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Version:	2.1 – Final version

History of changes

Version 1	18/11/2022	Joaquim Nogueira Cabral (CONSULAI)	1st Draft
Version 1.1	28/11/2022	Ambra De Simone (IFOAM Organics Europe)	Review
Version 2	29/11/2022	Joaquim Nogueira Cabral (CONSULAI)	Changes applied; 2nd Draft
Version 2.1	30/11/2022	Ambra De Simone (IFOAM Organics Europe)	Final version

Executive Summary

With the European Green Deal, the Farm-to-Fork Strategy and the Biodiversity Strategy, the European Union has set the ambitious targets of reaching at least 25% of its agricultural land under organic farming by 2030 and significantly increasing organic aquaculture.

OrganicTargets4EU aims to support the achievement of the organic Farm-to-Fork targets by creating a range of possible scenarios. The project builds on a multi-actor approach with stakeholders involved in all its activities. These include market and production analysis, knowledge and innovation, capacity building and research and innovation investment for organics.

To ensure that the project outcomes make a valuable contribution to the achievement of the Farm-to-Fork Strategy mentioned targets, CONSULAI developed the concept and structure of the project website as a results-oriented platform that takes into consideration the underlined communication and dissemination requirements - as defined by the European Commission - and efficiently engage targeted stakeholders.

While the full website will be implemented by February 2023 (M6), a landing page with the project context and information, project partners logo and the first highlight story is already available at this link. This deliverable reports on the rationale of the full website concept deepening into its structure and components.

1. Introduction

With the Farm-to-Fork Strategy, the European Union has set targets of reaching at least 25% of its agricultural land under organic farming and a significant increase in organic aquaculture by 2030. The overall objective of OrganicTargets4EU project is to support the achievement of these targets.

Based on an assessment of key drivers and lock-ins affecting the development of the organic sector, the project will setup a multi-actor process to create possible scenarios for reaching the targets.

The project is structured into two strands, which run from start to finish:

- **Production and Markets:** The project will analyse where increases in organic farmland can be achieved, and the (socioeconomic) impacts of these increases at the level of primary production, value chains and markets. The project will also provide evidence on the mechanisms that can drive demand for organic food and the impact of changing diets and food waste reduction on mitigating the reduced yields from organic production.
- **Knowledge and Innovation:** The project will work towards an innovation ecosystem fit for achieving the Farm-to-Fork targets, recognising that the scale of the expansion envisaged will require a transformational approach. It will identify knowledge gaps and opportunities to strengthen advisory services, build capacity and stimulate the exchange of scientific and practice-oriented knowledge, build on the CORE Organic network, and increase and coordinate research and innovation investments for the organic sector.

Furthermore, OrganicTargets4EU will facilitate a multi-actor policy dialogue to assess the feasibility of the organic Farm-to-Fork targets and develop policy recommendations for the Common Agricultural Policy (CAP), EU organic regulation, EU and national organic action plans, Horizon Europe, and horizontal legislation on inputs and public procurement. The policy recommendations will cover short-term options (up to 2027), the next policy reform from 2028 onwards, and a horizon scanning post 2030 for the whole next multi-annual financial framework to 2034.

To make a valuable contribution to the achievements of the Farm-to-Fork targets, the project must have the capacity to deliver its outcomes to a range of targeted groups that have or will have a key role in the transition to a more healthy and sustainable food system. These include: individual farmers, aquaculture operators, farmer organisations, aquaculture organisations, input suppliers, organic associations, certification bodies, advisory services and their associations, retailers, food business and their associations,

environmental groups and NGOs, researchers, policy makers and politicians at national and EU level, and funding bodies.

The project website aims to maximize the communication and dissemination of the OrganicTargets4EU results, delivering its outcomes under a structural and engaging form. To do so, the website is a results-oriented platform, where results will be displayed with a narrative approach, and relevant information about the project will be communicated, in accordance with the principles of accessibility, structure, and clarity.

This report explains the concept and functions of the project website and presents its structure, which will be fully implemented after technical and scientific validation by the end of February 2023 (M6).

This deliverable also presents first version of the website, the proposed schedule for its development and maintenance and the landing page. The official OrganicTargets4EU landing page is already available through the following link and shows a simplified vision of what the project's platform will be.

2. Concept and Functions

For any communication and dissemination channel to be successful in reaching the targeted stakeholders and effectively delivering key messages, it must be structured under a clear and concise concept, with its own well-defined functions.

The concept and rationale behind the project website lay on a results-based platform that aggregates and provides project outputs, and, at the same time, informs and engages the targeted stakeholders. It fulfils the communication and dissemination functions described by the European Commission - where dissemination focuses on sharing knowledge and results (free of charge) for others to use, and communication focuses on informing, promoting, and communicating activities and results.

The OrganicTargets4EU website:

- Fulfils the **dissemination function** by making available the results produced within the project, including public deliverables or milestones, in an accessible, structured, and clear way. The project results are a common good, contributing to an increase in knowledge exchange, strengthening an ecosystem of research and innovation, and therefore maximizing the expected impact in achieving the Farm-to-Fork targets.

- Fulfils the **communication function** by updating information, highlights, news, events, and important project achievements (which can be a form of communicating results), considered relevant to the targeted stakeholders. The purpose of this function is to engage and inform, raise awareness for the activities developed in a funded project, and share success stories of a multi-actor European collaboration.

Based on the above considerations, the details of the concept, and functions of the OrganicTargets4EU project website are shown in Table 1.

Table 1. OrganicTargets4EU Website – Concept and Functions

Concept		
Results-oriented platform that aggregates and provides project outputs, while informing and engaging with targeted stakeholders.		
Function	**Purpose**	**Covered Topics**
Dissemination	• Make the project results a common good • Contribute to an increase in knowledge exchange, and a strength in research and innovation • Maximize the expected project impact	• Project results
Communication	• Engage and inform • Raise awareness • Share the success stories of a multi-actor EU collaboration	• Project information • News and highlights • Events dissemination • Important achievements

3. Structure

3.1. Key Aspects

The structure of the website is designed, under a narrative framework to fulfil the following values:

- **Accessibility:** Following a three-click rule, whereby a targeted group should have access to the desired information with just three mouse clicks from the Homepage.
- **Structure:** Following a simplistic approach of as few pages as possible, while ensuring that each one clusters topics on a user-friendly form.
- **Clarity:** Avoiding long or complex sentences and visual noise.

The website foresees to cover the following pages: Home Page, About, Highlights, Outcomes (including a section for public deliverables and project achievements), Contacts and Privacy Policy.

The platform will follow a narrative or storytelling approach, where the experience within it will be similar to a journey.

The experience, or the journey, begins on the Home Page. Here, the target groups are confronted with a *360º view* of the project. This view is divided into sections arranged according to the narrative rationale that the whole platform aims to follow. Each section is always accompanied by a trigger, a link or button designed to awaken an intention in the stakeholder and a consequent action or behaviour: the continuation of their journey to another page.

Some of the possibilities to continue the journey that a target group may have departing from the Home Page, according to their intentions, can be seen in Figure 1.
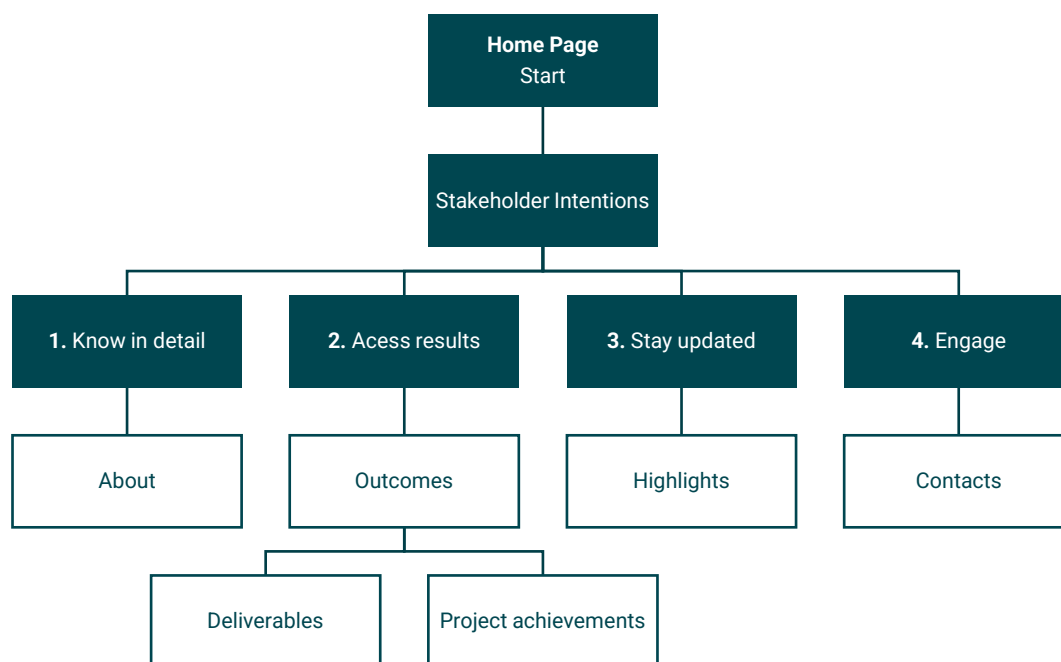
Figure 1. OrganicTargets4EU Website − Intentions and Paths

On the pages: About, Outcomes, Highlights and Contacts, fewer triggers will be displayed, to make the target groups prolong their journey on the project website (internal trigger), or to continue it on external platforms (external trigger). These pages will also be divided into sections.

The connection to the Privacy Policy page and to the European Commission website will be transversal to all pages.

3.2. Home Page

The Home Page presents a *360°* view of the project, containing thereby elements that appear on all the other pages. However, these elements are displayed on the Home Page in a comprehensive and simplified perspective, creating an intention on the target group to explore them in detail. This intention is converted into an action or behaviour through triggers, a link or a button redirecting to the page that allows the target group to explore the intended element in detail.

The main functions and purposes that the Home Page fulfils are:

- **Dissemination:**
    - Make the project results a common good
    - Contribute to an increase in knowledge exchange, and a strength in research and innovation
    - Maximize the expected project impact

- **Communication:**
    - Engage and inform
    - Raise awareness
    - Share success stories

The narrative approach, displaying a *360°* view of the project responds to the following questions and sub-questions:

- **Why?**
    - Which social, economic, and environmental context led to the creation of the OrganicTargets4EU?
    - What are the main aims and objectives of OrganicTargets4EU?

- **What?**
    - What is OrganicTargets4EU?
    - What does OrganicTargets4EU do?
- **How?**
    - How does OrganicTargets4EU achieves its objectives?
    - How does OrganicTargets4EU operates?

- **When?**
    - What is the time window in which OrganicTargets4EU will operate?
    - What is the impact of OrganicTargets4EU over time?

- **Who**
  - Who is involved in the OrganicTargets4EU ecosystem?
  - Who will OrganicTargets4EU impact?

The structure of the Home Page can be observed in the Table 2.

Table 2. OrganicTargets4EU Website – Home Page Structure

Section	Description	Intention/Trigger (link or button)
1	• Project Logo • Sentence that answers the question: Which social, economic, and environmental context led to the creation of the OrganicTargets4EU?	**Intention:** Engage **Trigger (link or button):** Contacts Page
2	• Paragraphs that answer the question: What are the main aims and objectives of OrganicTargets4EU?	**Intention:** Know in detail **Trigger (link or button):** About Page
3	• Paragraph that answers the question: What is OrganicTargets4EU?	**Intention:** Know in detail **Trigger (link or button):** About Page
4	• Bullet points with icons that answer the question: What does OrganicTargets4EU do?	**Intention:** Access results **Trigger (link or button):** Outcomes Page
5	• Bullet points with icons that answer the question: How does OrganicTargets4EU achieves its purpose?	**Intention:** Access results **Trigger (link or button):** Outcomes Page
6	• Scheme that answers the question: How does OrganicTargets4EU operates?	**Intention:** Know in detail **Trigger (link or button):** About Page
7	• Paragraph that answers the questions: What will be the time window in which OrganicTargets4EU will operate? What will be the impact of OrganicTargets4EU over time?	**Intention:** Know in detail **Trigger (link or button):** About Page
8	• Partners Logos that answers the question: Who is involved in the OrganicTargets4EU ecosystem?	**Intention:** Know in detail **Trigger (link or button):** About Page
9	• Bullet points with icons that answer the question: Who will OrganicTargets4EU impact?	**Intention:** Know in detail **Trigger (link or button):** About Page
10	• Recent Highlights	**Intention:** Stay updated **Trigger (link or button):** Highlights Page

| 11 | • Newsletter Form | **Intention:** Engage
Trigger (link or button): Contacts Page |
| 12 | • Privacy Policy
• European Commission: Flag and Disclaimer | **Trigger (link or button):** Privacy Policy Page and European Commission Website |

3.3. About Page

The main functions and purposes of the About page are:

- **Communication:**
    - Engage and inform about the project
    - Inform about project partners

As mentioned previously, the function of the page About - as on the pages Outcomes, Highlights and Contacts - is to extend the journey on the project's website or to give continuity on external platforms. Therefore, this page has an expository focus, with a smaller number of triggers when compared to the Home Page.

The structure of the About Page can be observed in the Table 3.

Table 3. OrganicTargets4EU Website – About Page Structure

Section	Description	Trigger (link or button)
1	• Set of paragraphs that answers the questions in detail: Which social, economic, and environmental context led to the creation of the OrganicTargets4EU? What does OrganicTargets4EU do? What will be the time window in which OrganicTargets4EU will operate? • Detailed scheme answering the question in detail: How does OrganicTargets4EU operates? • Bullet points with icons detailing OrganicTargets4EU key objectives	**Trigger (link or button):** Contacts Page (internal)

Section	Description	Trigger (link or button)
2	• Logos and map that answers the question: Who is involved in the OrganicTargets4EU ecosystem?	**Trigger (link or button):** Partners Websites (external)
3	• Privacy Policy • European Commission: Flag and Disclaimer	**Trigger (link or button):** Privacy Policy Page and European Commission Website

3.4. Outcomes Page

The main functions and purposes of the Outcomes Page are:

- **Communication:**
  - Share the success of a multi-actor EU collaboration.

- **Dissemination:**
  - Make the project results a common good.
  - Contribute to an increase in knowledge exchange, and a strength in research and innovation.
  - Maximize the expected project impact.

The Outcomes Page is a fully results-oriented page following transversal principles and presenting results, deliverables, and milestones of the project in an accessible, structured, and clear way.

The Outcomes Page is designed to present first a trigger, which leads to a sub-page (Deliverables Sub-Page), that allows the target group to access a list of all public deliverables and to consult them. Providing next another trigger, leading to another sub-page (Projects achievements) that allows the target group to access a list of relevant milestones and/or accomplishment and to consult them.

After these two sections, bullet-points with icons will be presented, representing all the expected results of the project. By clicking on a certain icon or bullet-point, a pop-up will appear listing all the materials produced within the selected result (practice abstracts for policy-makers, digital country factsheets, short videos, articles, scientific papers), with the possibility of accessing each one.

The structure of the Outcomes Page can be observed in the Table 4.

Table 4. OrganicTargets4EU Website – Outcomes Page Structure

Section	Description	Trigger (link or button)
1	• Deliverables	**Trigger (link or button):** Deliverables Sub-Page (with access)
2	• Project achievements	**Trigger (link or button):** Milestones Sub-Page (with access)
3	• Bullet points with icons for each of the expect results that the project will produce, with a brief description	**Trigger (link or button):** List of materials produced within the selected result (with access)
4	• Privacy Policy • European Commission: Flag and Disclaimer	**Trigger:** Privacy Policy Page and European Commission Website

3.5. Highlights Page

The main functions and purposes that the Highlights Page are:

- **Communication:**
    - Engage and inform.
    - Share the success stories of a multi-actor EU collaboration.

- **Dissemination:**
    - Maximize the expected project impact.

The Highlights Page will follow a blog typology, where during the lifetime of the project several articles will be published, covering topics such as project information, highlights, news, events, collaborations, newsletters, and important achievements.

This content will be categorised by topic and the page will have a search functionality, allowing the target group to search for an article or a set of articles on a specific theme.

The structure of the Outcomes Page can be observed in Table 5.

Table 5. OrganicTargets4EU Website – Highlights Page Structure

Section	Description	Trigger (link or button)
1	• Search function	**Trigger:** Contacts (internal)
2	• Articles following a blog typology	
3	• Privacy Policy • European Commission: Flag and Disclaimer	**Trigger:** Privacy Policy Page and European Commission Website

3.6. Contacts Page

The main functions and purposes that the Contacts Page should fulfil are:

- **Communication:**
    - Engage and inform.

- **Dissemination:**
    - Maximize the expected project impact.

The Contacts Page focusses on engaging stakeholders by getting them to subscribe to the OrganicTargets4EU Newsletter, or by getting them to contact either:

- OrganicTargets4EU Coordinator and Manager (IFOAM Organics Europe)
- OrganicTargets4EU Communications Officer (CONSULAI)

The structure of the Contacts Page can be observed in Table 6.

Table 6. OrganicTargets4EU Websits − Contacts Page Structure

Section	Description	Call to Action
1	• Newsletter	**Continuity Trigger:** Newsletter subscription form
2	• Project contacts	**Continuity Trigger:** E-mail to the Coordinator or Manager (IFOAM EU), or to the Communications Officer (CONSULAI)
3	• Privacy Policy • European Commission: Flag and Disclaimer	**Trigger:** Privacy Policy Page and European Commission Website

3.7. Privacy Policy

The Privacy Policy will be developed in cooperation with the project coordinator IFOAM Organics Europe and revised by the appointed external ethics advisor. The Privacy Policy is aligned with the principles of the General Data Protection Regulation (GDPR) of the European Union. This Policy aims in the first instance to safeguard stakeholder data and shall comply with topics such as: scope and responsibility for data processing, purposes of the treatment and legal basis, recipients, cookies, international data transfers, shelf life and user rights.

4. Development and Maintenance Schedule

The development of the OrganicTargets4EU platform will be based on 10 Stages, distributed between month 3 (M3) and month 6 (M6) and maintained throughout the project lifespan by CONSULAI. IFOAM Organics Europe will ensure continuity of the project website up to 3 years after the end of the project. The detailed schedule can be found in Table 7.

Table 7. OrganicTargets4EU Website − Development Schedule

Stage	Description	Month	Responsibility and Involvement
1. Landing Page	Simplified version of the platform, developed in an embryonic phase, which meets the objective of raise awareness.	**M3**	• CONSULAI • IFOAM EU

Stage	Description	Month	Responsibility and Involvement
2. Highlights Page	Adding a Highlights section to the landing page to begin at an early stage to cover project information, highlights, news, events, collaborations, and important achievements.	**M3**	• CONSULAI • ICROFS
3. Privacy Policy	Development of a Privacy Policy aligned with the principles of the General Data Protection Regulation (GDPR) of the European Union.	**M4**	• CONSULAI • IFOAM EU • Ethics Advisor
3. 360º View Brainstorm	Document to draft the best answers to the topics: Why? What? How? When? Who?	**M4**	• CONSULAI • Work Package 8 • Work Package Leaders
4. Programming and Structuring	Begin to structure in back-office the final version of the platform, in WordPress format.	**M4**	• CONSULAI
5. Home Page, About and Contacts 1st Draft	Based on the document developed at Stage 3, and on the structure developed in Stage 4, a 1st Draft of the Home and About Page will be submitted for validation. A 1st Draft for the Contacts Page will also be presented at this stage.	**M5**	• CONSULAI • Work Package 8 • Work Package Leaders
6. Merge with MVP	Merge the Home and About Page, developed for the final version of the platform, with the Highlights Page from the landing page.	**M5**	• CONSULAI
7. Optimize	Optimization of the structure covering 4 Pages (Home, About, Highlights and Contacts), and adaptation for desktop and mobile	**M5**	• CONSULAI
8. Outcomes Page 1st Draft	Development of an Outcomes Page structure, and submit it for validation	**M5**	• CONSULAI • Work Package 8 • Work Package Leaders
9. Launch	Launch of a 4 Pages OrganicTargets4EU Platform	**M6**	• CONSULAI
10. Outcomes Page Launch	Launch of the Outcomes Page, making the OrganicTargets4EU Platform fully structured	**M6**	• CONSULAI

Regarding the maintenance of the platform:

- The **Highlights Page** will be updated as there is new project information, news, events, collaborations, important achievements to report or newsletters come out (The periodicity will be detailed in the Deliverable 8.1. First version of the Communication, Dissemination and Exploitation Plan, planned for month 6).

- The **Outcomes Page** will start to be updated from month 8 (M8) onwards as new outcomes are produced and processed by Work Package 8 to fit the website formats. These updates will always be made in strict collaboration with the partners responsible to produce the results. (This schedule will be detailed in the Deliverable 8.1. First version of the Communication, Dissemination and Exploitation Plan, planned for the month 6).

- The **Privacy Policy** will be updated whenever there are legal updates.

5. Landing Page

The landing page was produced to inform the target groups about the start of the project and create awareness.

While the full project website will be finalised and implemented by February 2023 (M6), whose concept, functions and structure are explained in this report, the landing page was launched in November 2022 (M3) to communicate the start of the project and the first highlights.

The landing page is a simplified version of the platform intended for OrganicTargets4EU, developed for desktop, tablet, and mobile formats. It follows the graphic line designed for the project, and the principles of accessibility, structure, and clarity (Figure 2).

This version contains two pages: the **(a) Home Page** which follows a structure divided into 4 sections, and the **(b) Highlights Page** which follows a common but simplified typology of a blog.

- **(a) Home Page:** A simplified version with information about the context and objective of the project.
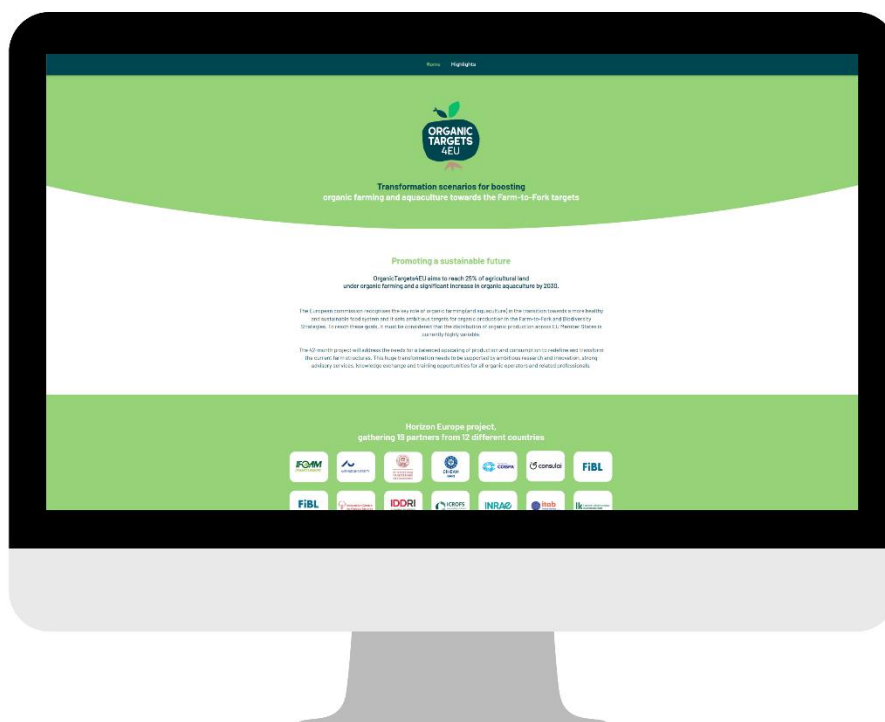
Figure 2. OrganicTargets4EU – Landing Page Home Page

- **Home Page Section 1:** Banner with the menu, the project logo, and the project's name (Figure 3).
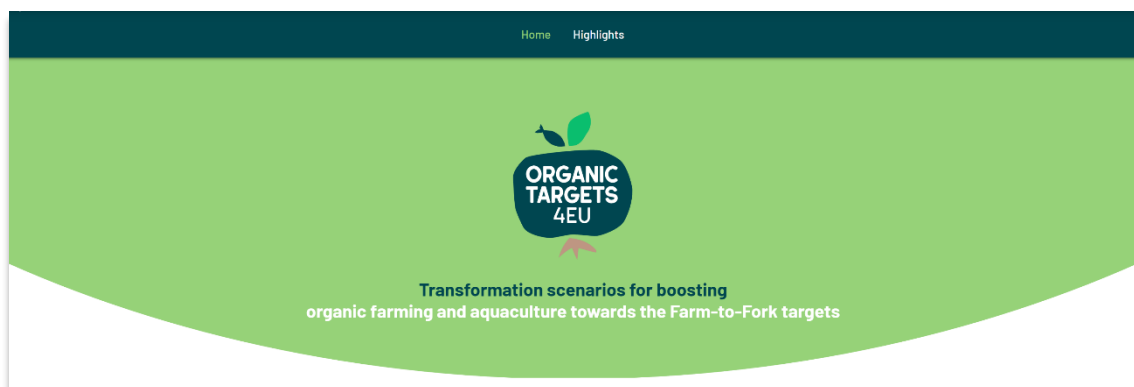

Figure 3. OrganicTargets4EU – Landing Page Home Page Section 1

- **Home Page Section 2:** Set of paragraphs focused on answering the questions (Figure 4):

  - **What is OrganicTargets4EU purpose?** To promote a sustainable future.
  - **Why does OrganicTargets4EU exists?** To reach 25% of agricultural land under organic farming and a significant increase in organic aquaculture by 2030.

Promoting a sustainable future

OrganicTargets4EU aims to reach 25% of agricultural land
under organic farming and a significant increase in organic aquaculture by 2030.

The European commission recognises the key role of organic farming (and aquaculture) in the transition towards a more healthy and sustainable food system and it sets ambitious targets for organic production in the Farm-to-Fork and Biodiversity Strategies. To reach these goals, it must be considered that the distribution of organic production across EU Member States is currently highly variable.

The 42-month project will address the needs for a balanced upscaling of production and consumption to redefine and transform the current farm structures. This huge transformation needs to be supported by ambitious research and innovation, strong advisory services, knowledge exchange and training opportunities for all organic operators and related professionals.
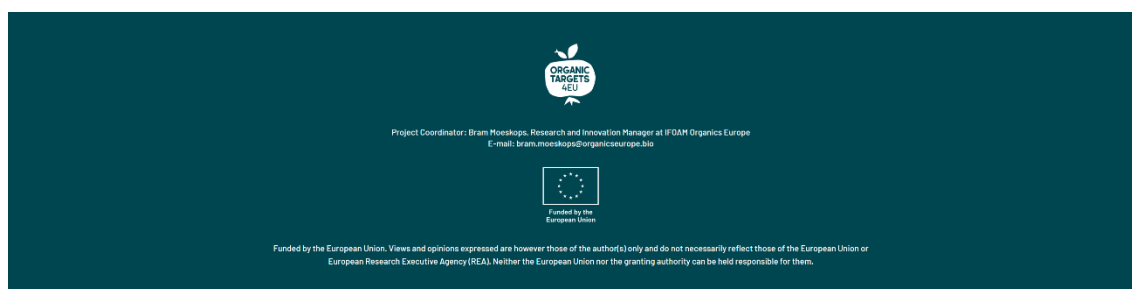
Figure 4. OrganicTargets4EU – Landing Page Home Page Section 2

- **Home Page Section 3:** Set of elements aimed at answering the questions (Figure 5):
  - **What is OrganicTargets4EU?** A Horizon Europe project, gathering 19 partners from 12 different countries.
  - **Who is involved in the OrganicTargets4EU ecosystem?** Partners Logos.

**Horizon Europe project,
gathering 19 partners from 12 different countries**

Figure 5. OrganicTargets4EU – Landing Page Home Page Section 3

- **Home Page Section 4:** Banner with the project logo, contacts, European Commission logo and contacts (Figure 6).

Figure 6. OrganicTargets4EU – Landing Page Home Page Section 4

(b) Highlights: A page that includes the highlight "Boosting organic farming and aquaculture to reach the Farm-to-Fork targets", a press release covering the beginning of the project and the Kick-off-Meeting held in Budapest on October 2022 (Figure 7).
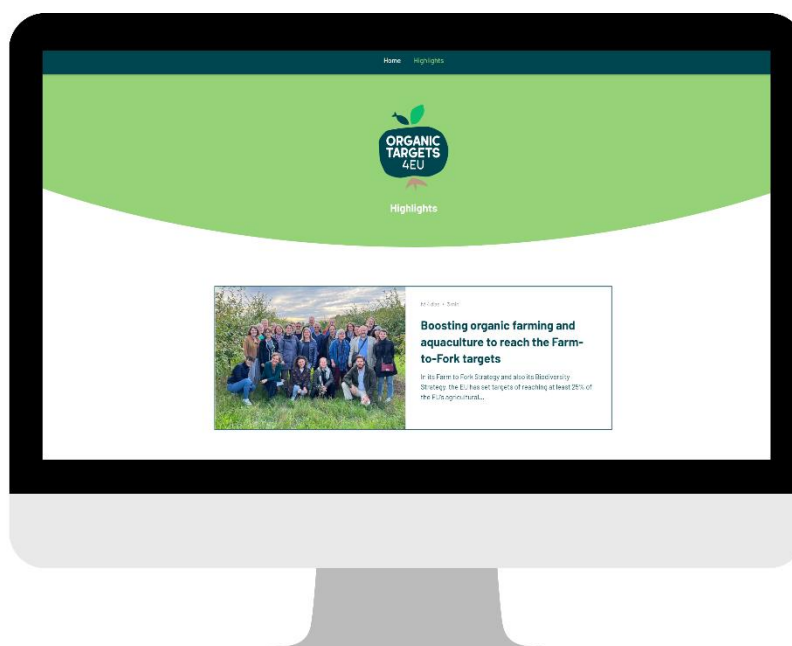
Figure 7. OrganicTargets4EU – Landing Page Home Page Section 5

6. Conclusions

In accordance with the grant agreement, CONSULAI developed the concept and structure of the OrganicTargets4EU project website by November 2022 (M3) which will technically revised, further improved and ready to be fully implemented by February 2022 (M6).

CONSULAI also developed and launched the landing page of the website by November 2022 (M3). The landing page is a simplified version of the website and contains information about the project, project partners, contacts and the first highlights publishing the article "Boosting organic farming and aquaculture to reach the Farm-to-Fork targets".

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