

eip-agri  
AGRICULTURE & INNOVATION

# COMMUNICATION SURVEY 2017

12 MARCH 2018



## Introduction

Having entered its fifth year of activities, it is time for the EIP-AGRI Network to take the pulse of its communication activities. In this view, the EIP-AGRI Service Point launched a communication survey. The survey is part of the Annual Work Programme 2017-2018. The assignment was to 'prepare and run a stakeholder survey on the EIP-AGRI communication products (including the website)'

The main aim of the survey was to assess whether we are reaching the communication objectives we have set for the EIP-AGRI Network and the Service Point. The responses inform us on future efforts to improve the current suite of communication products for the next operational years.

The **focus** of this communication survey is **on the EIP-AGRI [communication products](#)** and not on other networking activities such as Focus Groups, workshops, etc.

With this survey, we do not question the used communication tools, nor are we looking for new/ other communication tools. We would like to know:

- whether we have reached our [communication objectives](#)
- the quality of the communication tools
- how we can improve the communication products (including the website)
- how information is used (and multiplied)

The survey was held **anonymously** among [key stakeholders](#) who know and have engaged with the EIP-AGRI Network. Overall **the survey has been sent to 7 500 people**. The aim was to have a response of at least 5%, being 375 answers<sup>1</sup>. Personal information from the respondents should enable us to draw conclusions per stakeholders group.

**The survey ran from 28 November 2017 to 15 January 2018. In that period we collected 392 responses, which is a representative sample size for this population. [View the online survey here.](#)**

The survey took the respondents no longer than 10 minutes. We used 'Google Forms' as an online survey tool.

The following **communication products** have been reviewed: newsletter, brochures, factsheets, website (as main repository of information), magazine, press articles and social media.

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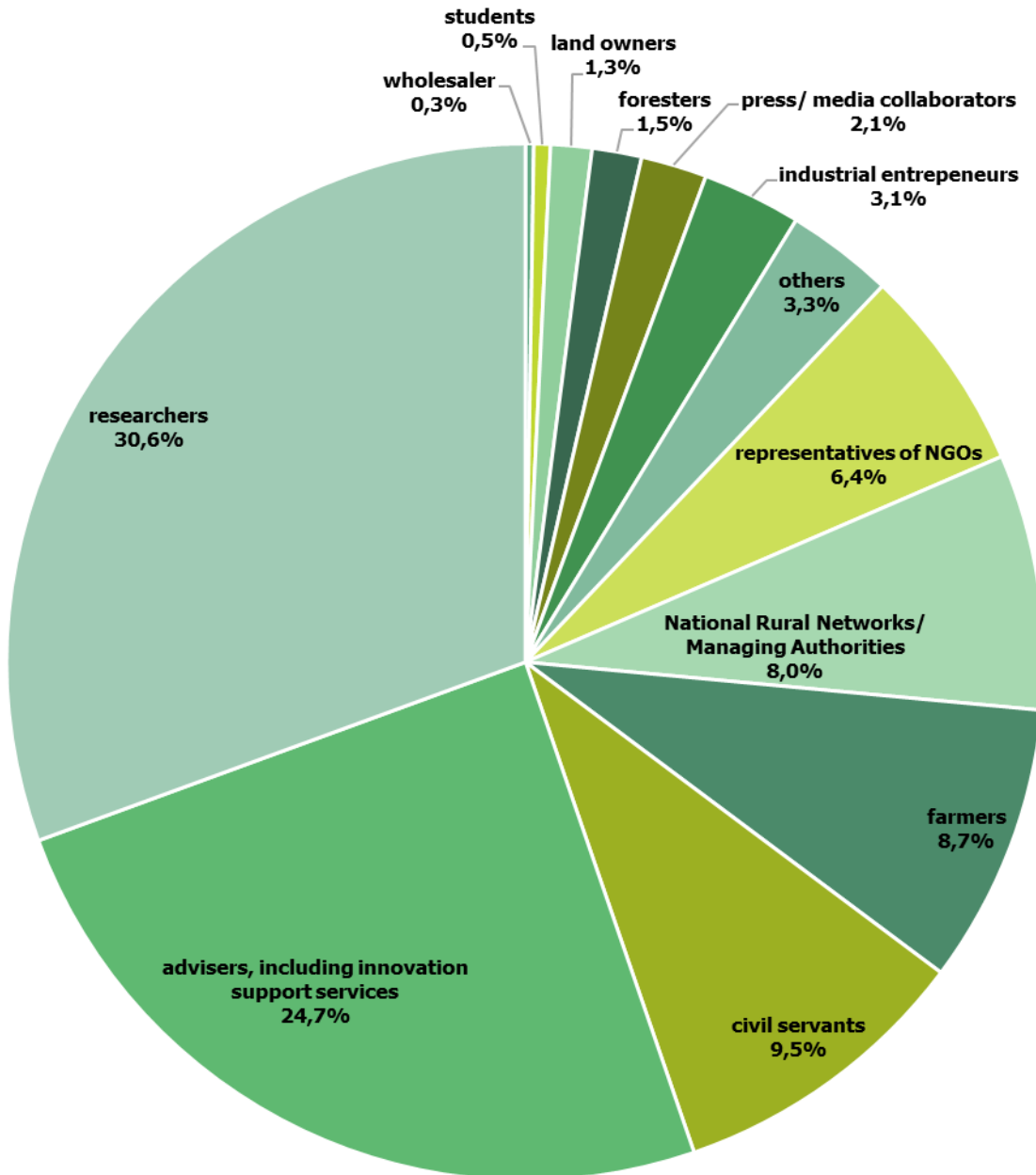
<sup>1</sup> Sample calculator: <https://www.surveymonkey.com/curiosity/how-many-people-do-i-need-to-take-my-survey/>

Population = 7500  
Confidence level = 95%  
Margin of error = 5%  
= 366 sample size

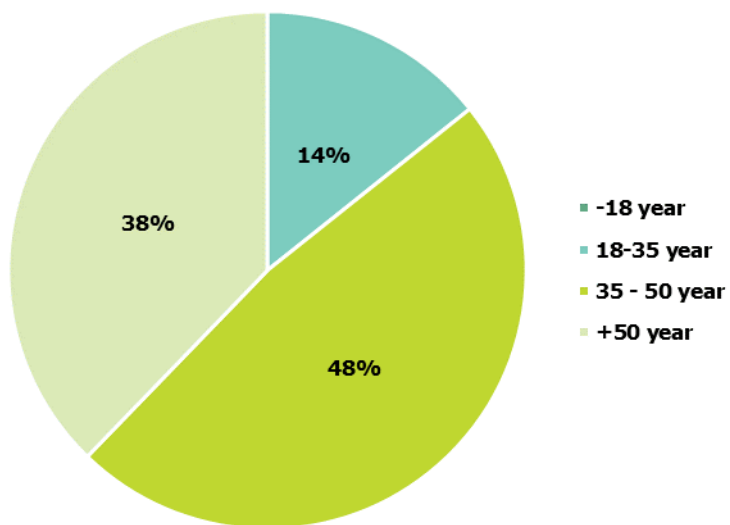
## Results of the survey

### Who are the respondents?

Who are you?



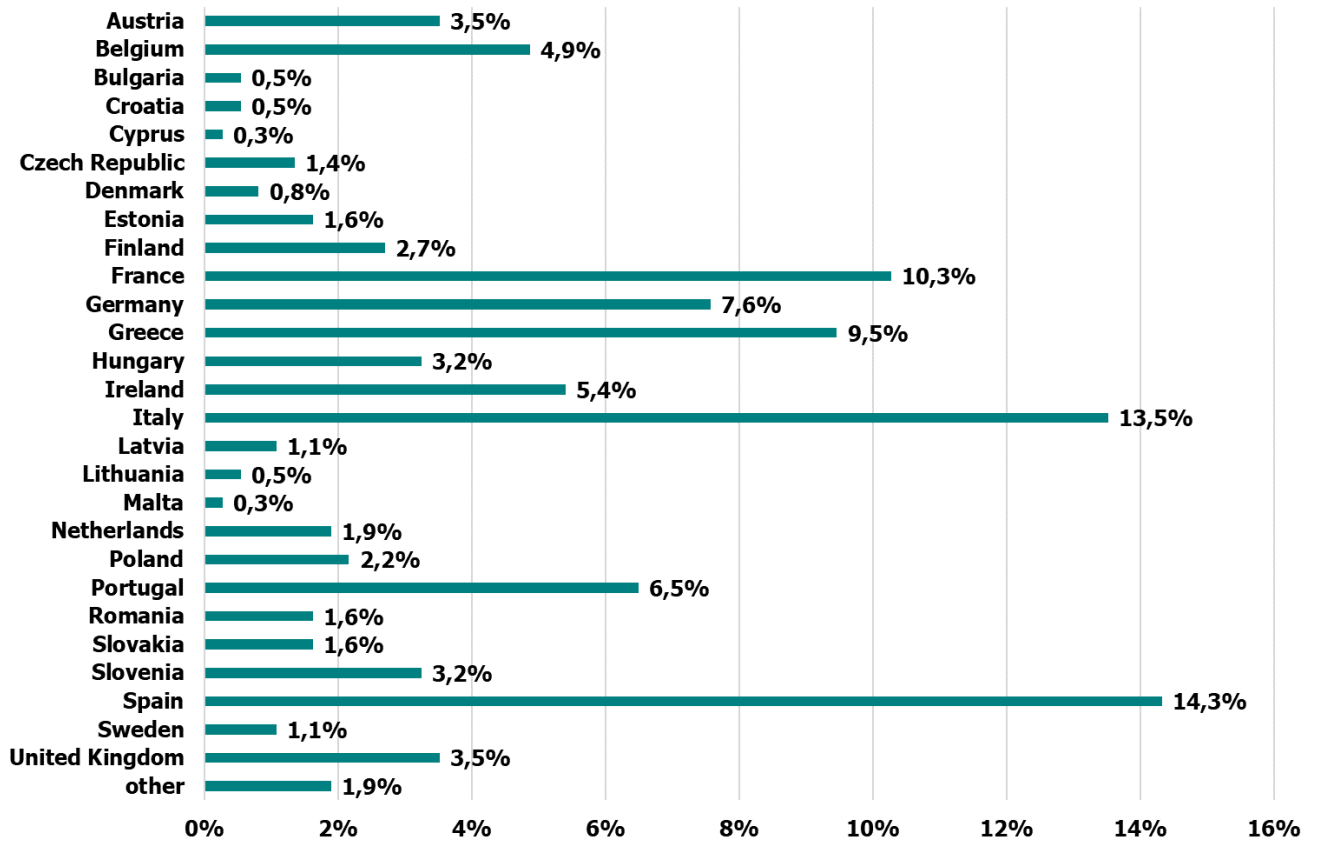
### How old are you? – 392 responses



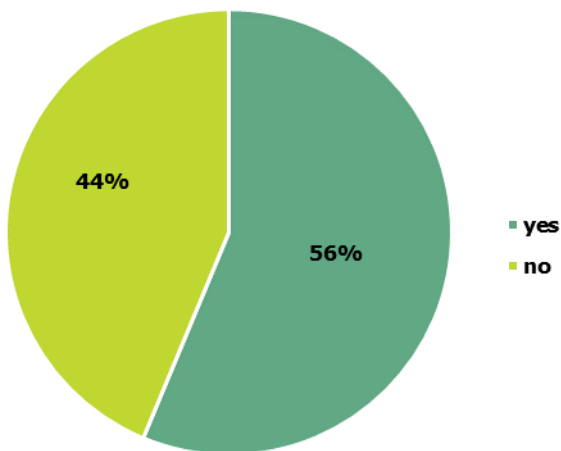
### Which country are you from?

Country	Value	%
Italy	53	13,5%
Spain	50	12,8%
Germany	38	9,7%
Greece	35	8,9%
France	28	7,1%
Portugal	24	6,1%
Belgium	20	5,1%
Ireland	18	4,6%
Hungary	13	3,3%
United Kingdom	13	3,3%
Austria	12	3,1%
Slovenia	12	3,1%
Finland	10	2,6%
Poland	8	2,0%
Netherlands	7	1,8%
Czech Republic	6	1,5%

Estonia	6	1,5%
Slovakia	6	1,5%
Romania	5	1,3%
Latvia	4	1,0%
Sweden	4	1,0%
Denmark	3	0,8%
Bulgaria	2	0,5%
Croatia	2	0,5%
Lithuania	2	0,5%
Cyprus	1	0,3%
Malta	1	0,3%
Switzerland	1	0,3%
other/Israel	1	0,3%
other/Republic of Moldova	1	0,3%
other/Serbia	2	0,5%
other/Serbia-Kosovo and Metohija	1	0,3%



Have you ever participated in one of the EIP-AGRI events (Workshop, Focus Group or Seminar) organised by the European Commission ? – 391 responses



## Opening questions



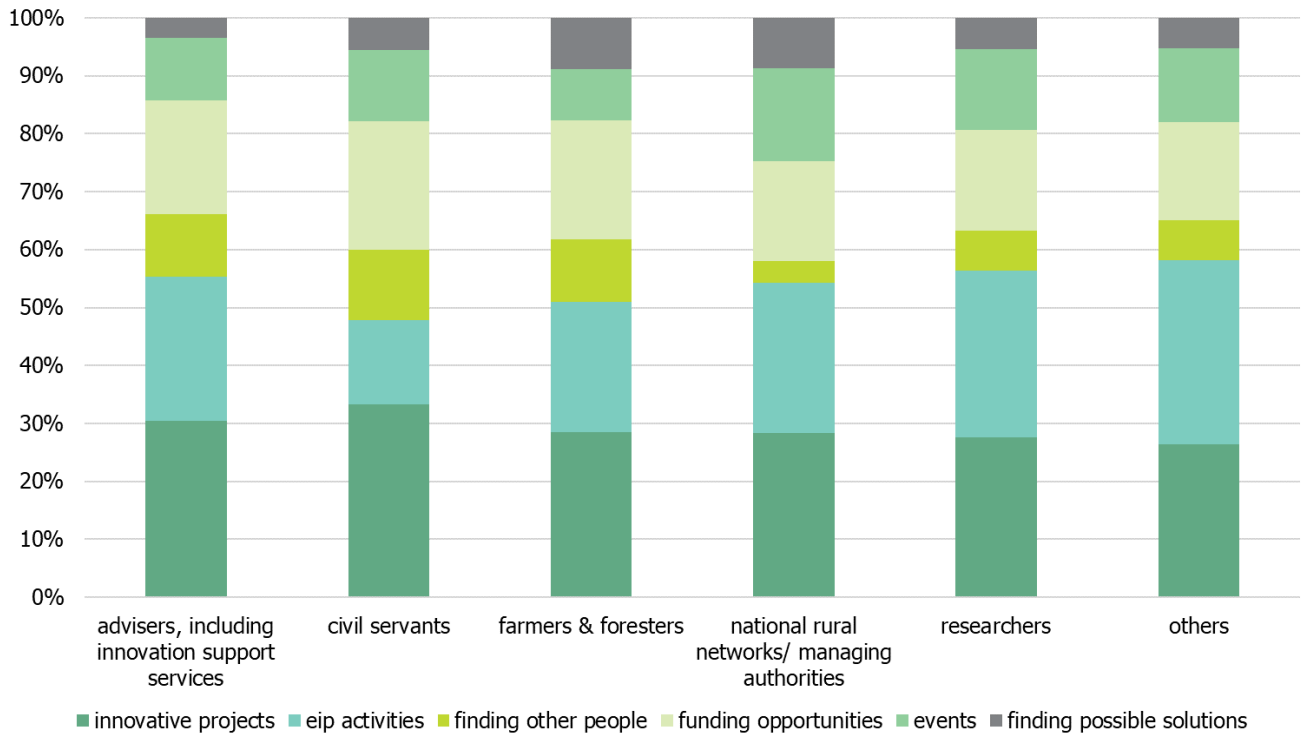
### Main findings

- **Innovative projects, EIP-AGRI activities, funding opportunities and events** related to innovation in agriculture and forestry are considered to be the most interesting content that users look up on the EIP website.
- EIP-AGRI activities, innovative projects, events related to agriculture and innovation, and funding opportunities are also the information which is **most shared** with others.
- Around 16% of the respondents were not aware that they are allowed to use the EIP-AGRI information mentioned in the survey in their own communication activities.
- Another 29% of the respondents were not aware that they can use the EIP-AGRI logo in their communication activities.

### Which EIP-AGRI Network topics do you find the most interesting? Please select up to three options – 392 responses

	Percentage	Value
Innovative projects (examples, cases studies, inspirational ideas)	76.3	299
EIP-AGRI activities (such as Focus Groups, workshops, seminars)	69.9	274
Funding opportunities	49.5	194
Events related to innovation in agriculture and forestry	33.2	130
Finding other people working on innovation	22.7	89
Finding possible solutions for the problems, bottlenecks that you are facing	14.5	57
Other, please specify		- Support - Presenting solutions - Dissemination of my project results

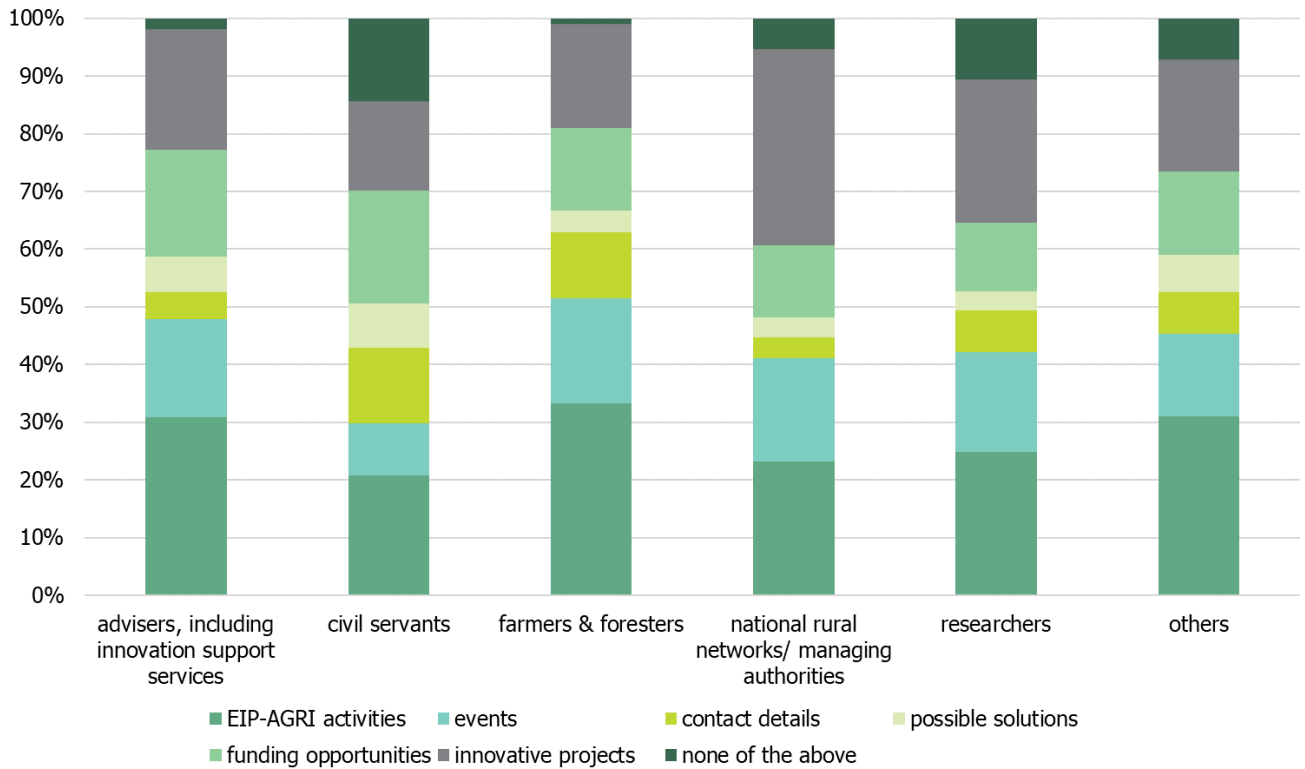
**Which EIP-AGRI Network topics do you find the most interesting?  
per stakeholder type**



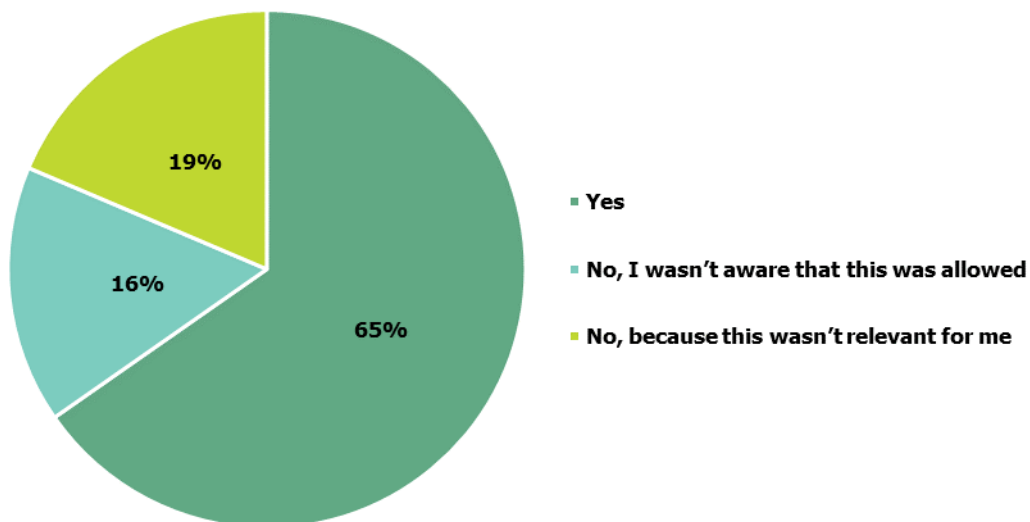
**Have you ever shared any of the following information on EIP-AGRI with others? Please select up to three options – 392 responses**

	Value	Percentage
EIP-AGRI activities (such as Focus Groups, workshops, seminars)	232	59.2
Innovative projects	182	46.4
Events related to agriculture and innovation	135	34.4
Funding opportunities	127	32.4
Possible solutions for problems, bottlenecks	42	10.7
Information/contact details of people working on innovation	63	16.1
None of the above	54	13.8
Other, please specify	- link to register for EIP-AGRI newsletter - factsheets	

**Have you ever shared any of the following information EIP-AGRI with others?  
per stakeholder type**

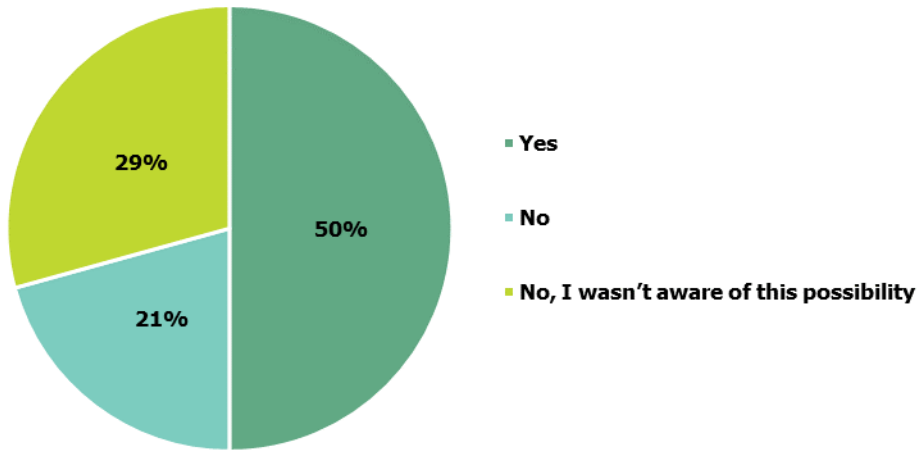


**Have you ever used any of the EIP-AGRI information mentioned in question 2 in your own communication activities? – 392 responses**





**Do you use the EIP-AGRI logo when sharing EIP-AGRI information through your own communication channels? – 256 responses**



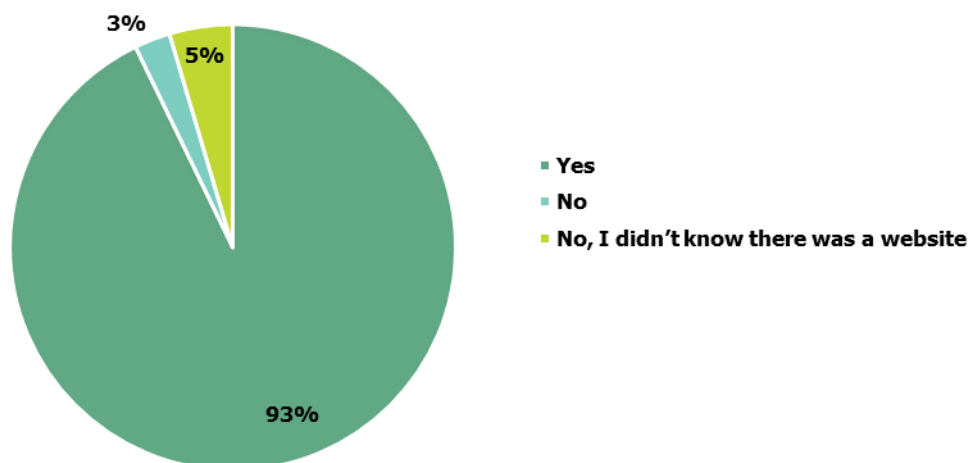
## Website



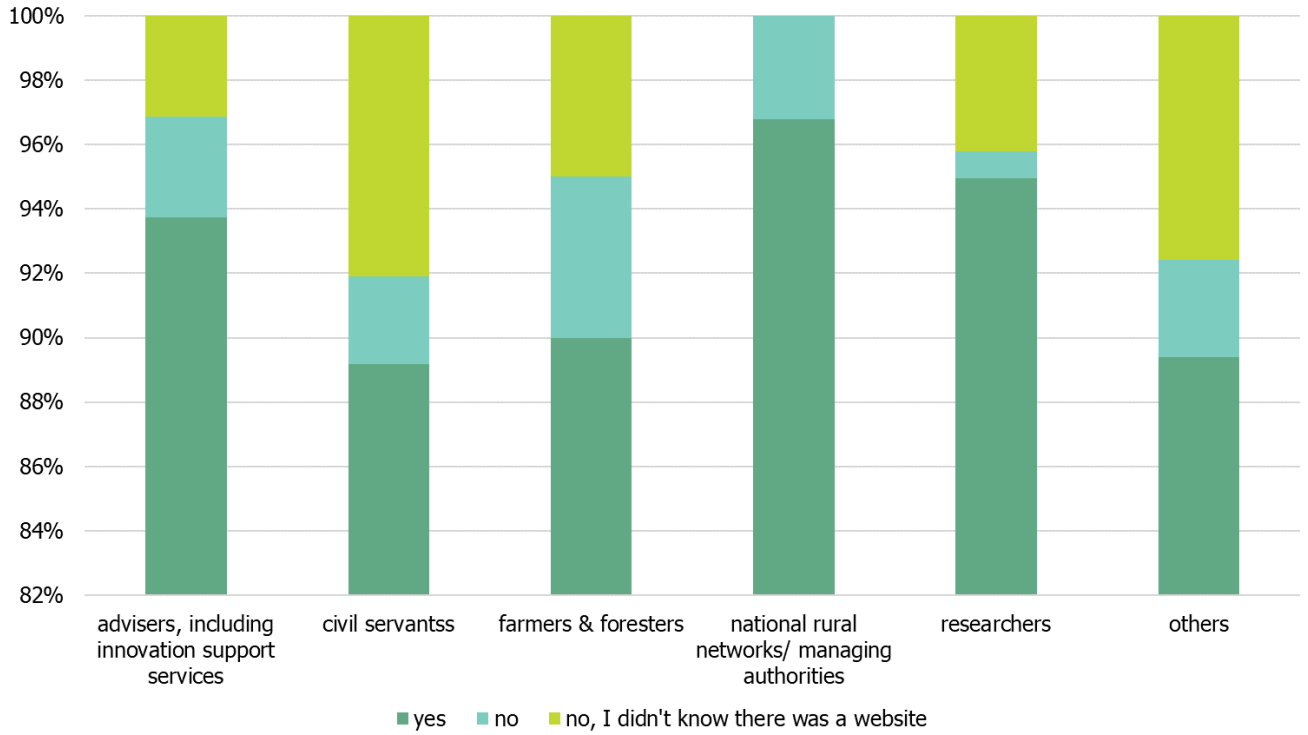
### Main findings

- Close to **93%** of the respondents have already visited the EIP-AGRI website
- 43% visit the website **monthly** and 38% less than once per month
- The quality of the website in general is considered **good** by around 40% of the respondents and **very good** by 46%
- 80,2% of the respondents declared that they can **easily find** information on the EIP-AGRI website
- On average 73% of the respondents consider the EIP-AGRI website to be the **one-stop-shop** for agriculture and forestry innovation in the EU
- 89% consider the website's content **to the point and easy to understand**
- Generally the EIP-AGRI website is used to search and **find** solutions or inspiring ideas but is used less to **share own problems, ideas**, etc.
- Around 82% of the respondents share information found on the EIP-AGRI website with others
- 25% of the survey respondents declared not to be registered to the EIP-AGRI website

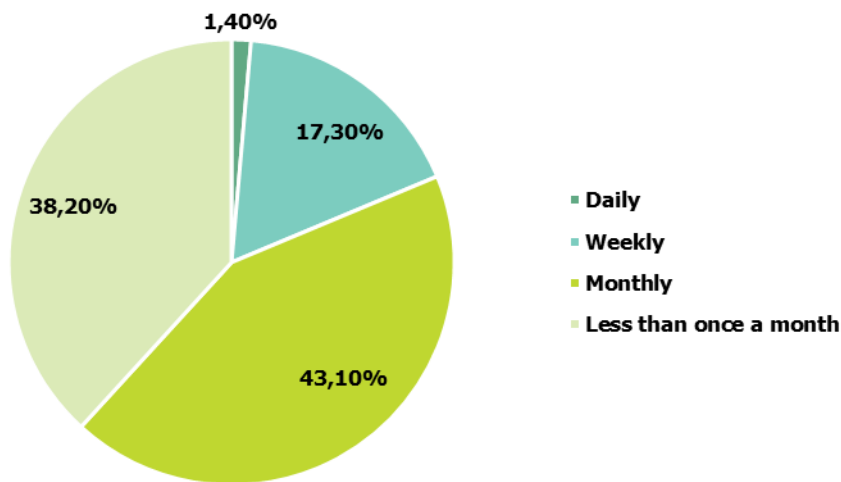
### Have you ever visited the EIP-AGRI website? – 392 responses



**Have you ever visited the EIP-AGRI website?  
per stakeholder type**



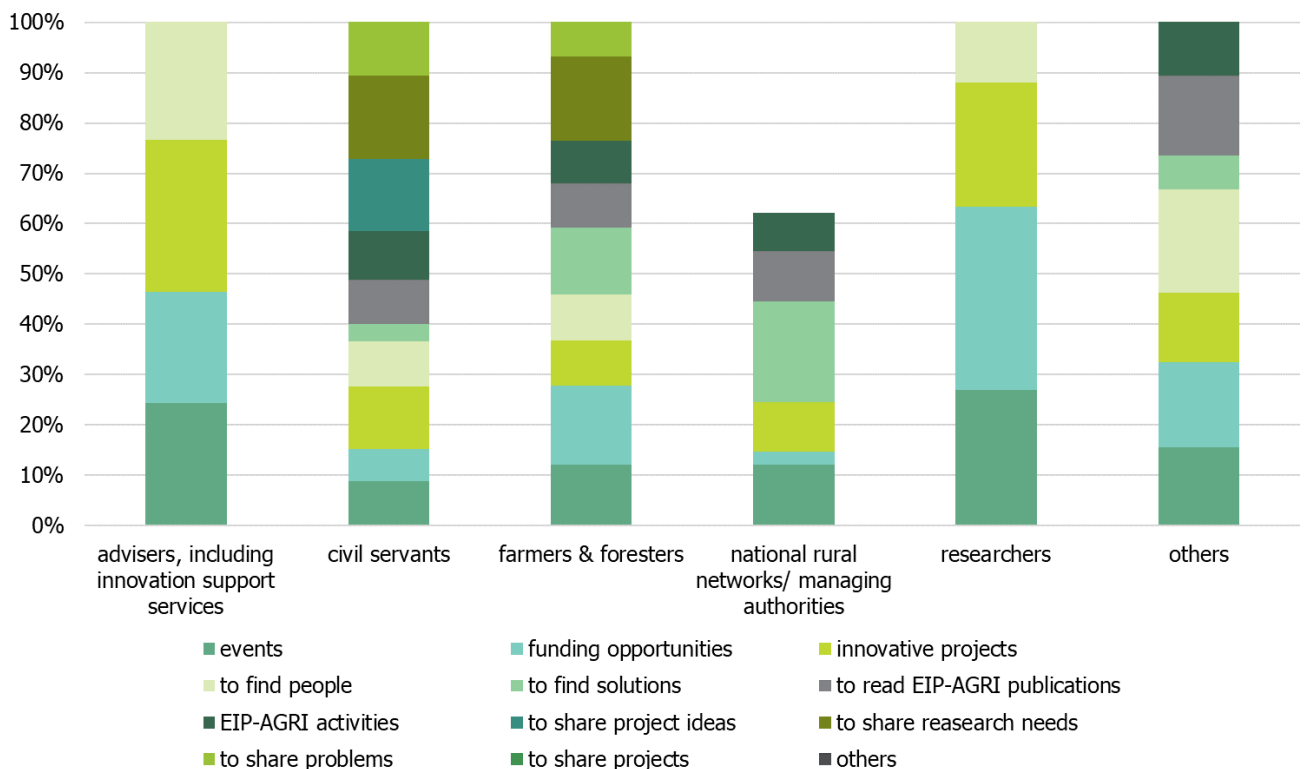
**How often do you visit the website? – 364 responses**



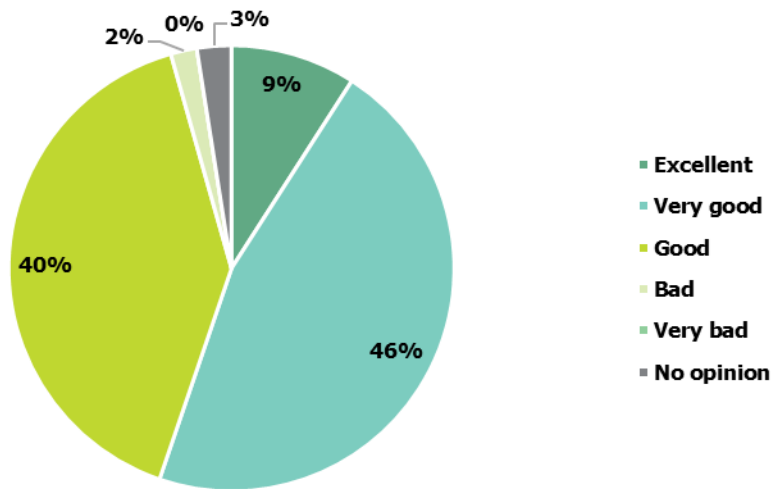
**I use the website mainly for the following purposes. Please select up to three options – 364 responses**

	<b>Value</b>	<b>Percentage</b>
To read the EIP-AGRI publications (such as brochures, factsheets,...)	252	69.2
To stay up to date on EIP-AGRI activities (such as Focus Groups, workshops, seminars)	237	65.1
To find events related to agriculture and innovation in Europe	148	40.7
To find interesting innovative projects (examples, case studies, inspirational ideas)	123	33.8
To find funding opportunities	77	21.2
To find other people working on innovation	44	12.1
To find solutions for problems or bottlenecks	30	8.2
To share the projects I am working on	17	4.7
To share my project ideas	7	1.9
To share my research needs	6	1.6
To share problems I am facing	5	1.4
Other	<ul style="list-style-type: none"> <li>- To get more information on some topic which is mentioned in the newsletter</li> <li>- To review info from Focus Groups</li> <li>- To inform myself prior to an application</li> <li>- To have a look at the EIP-AGRI database</li> </ul>	

**I use the website mainly for the following purposes. Please select up to 3 options per stakeholder type**

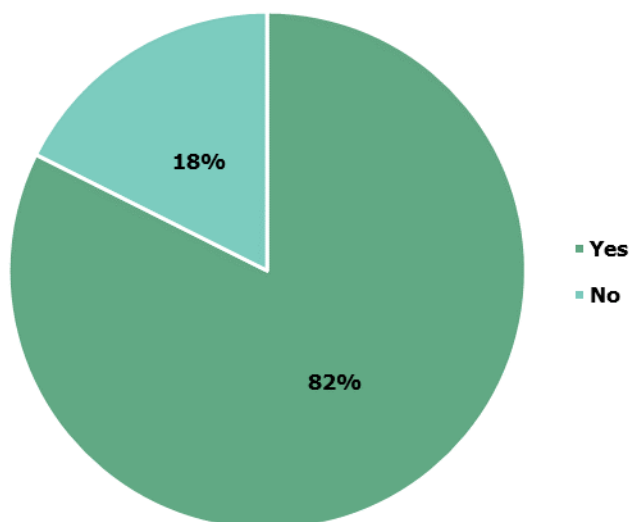


### In general, I find the quality of the EIP-AGRI website – 364 responses



Quick quality check website	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
1. I can find relevant information on the website	0,8%	3,6%	58,5%	34,9%	2,2%
2. I can easily find the information I'm looking for	0,8%	15,1%	61,5%	18,7%	3,8%
3. I consider the EIP-AGRI website to be the one-stop-shop for innovation in agriculture and forestry in the EU	3,3%	23,1%	45,1%	18,7%	9,9%
4. The content of the website is to the point and easy to understand	0,3%	10,7%	56,9%	28,3%	3,8%
5. I like the website layout	1,4%	8,5%	54,7%	31,0%	4,4%

**Have you ever shared information you found on the EIP-AGRI website with others? – 364 responses**

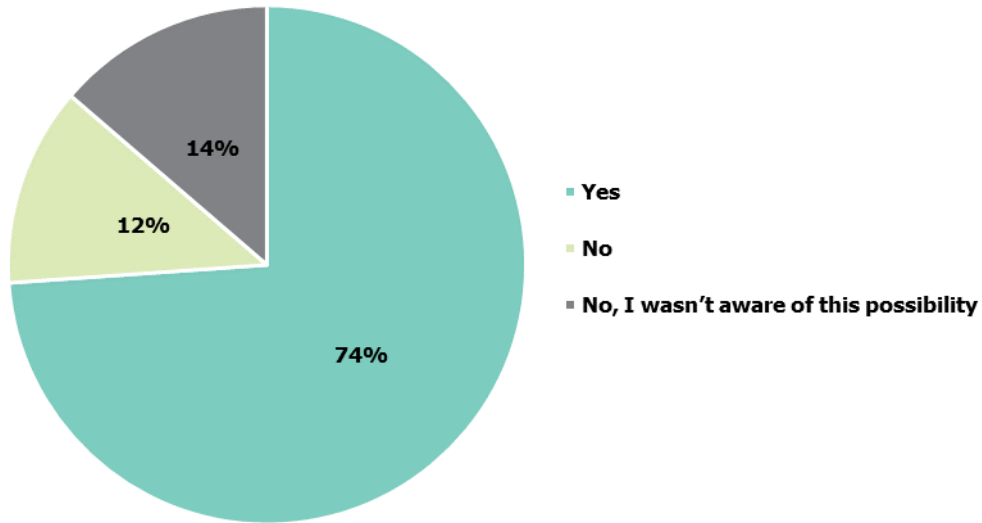


**Please specify the reason(s) why you have never shared information that you found on the EIP-AGRI website – 38 responses**

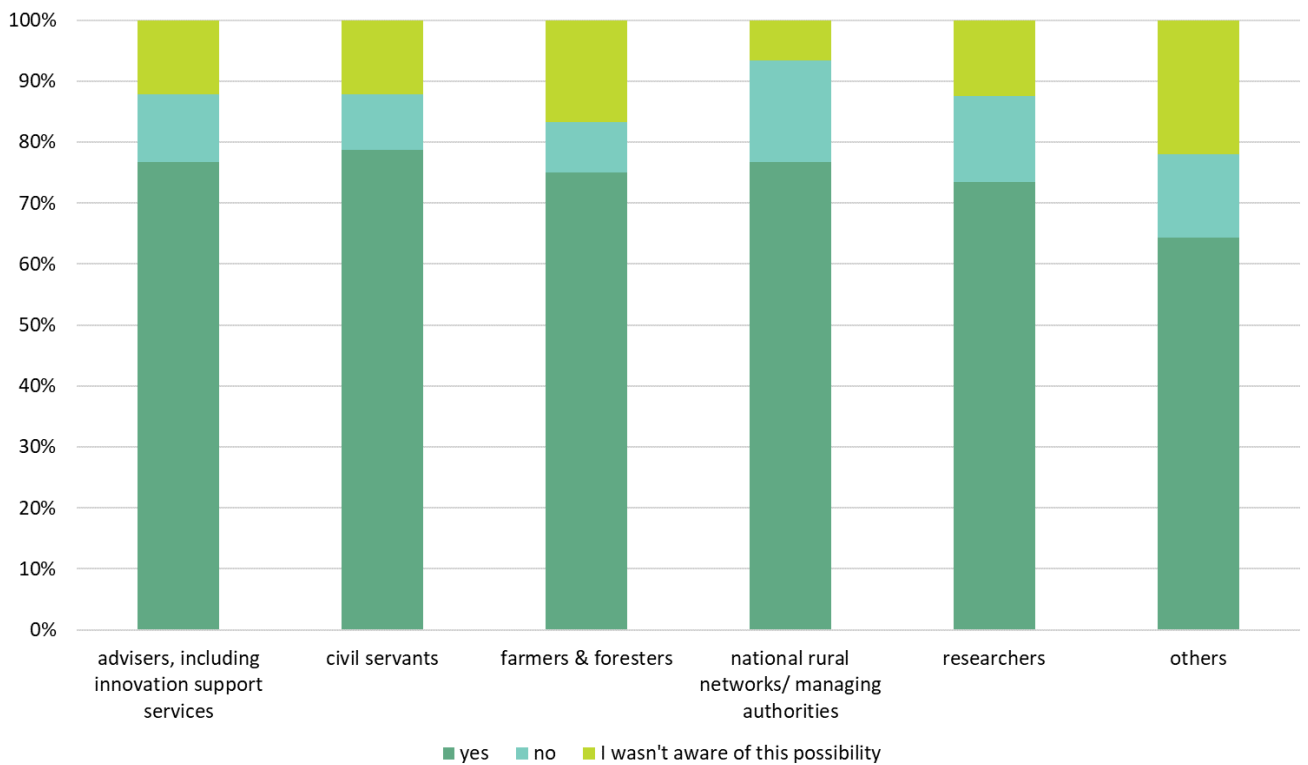
All answers to this question can be found in [Annex 1](#)

Main reason	Similar answers
not relevant	16
not inspiring	6
no time	5
other EIP-AGRI tools to share	2
didn't find what I was looking for	1
language	1
Lack of connection between EU and national/regional authorities	1

Have you registered to the EIP-AGRI website? – 364 responses



Have you registered to the EIP-AGRI website?  
per stakeholder type

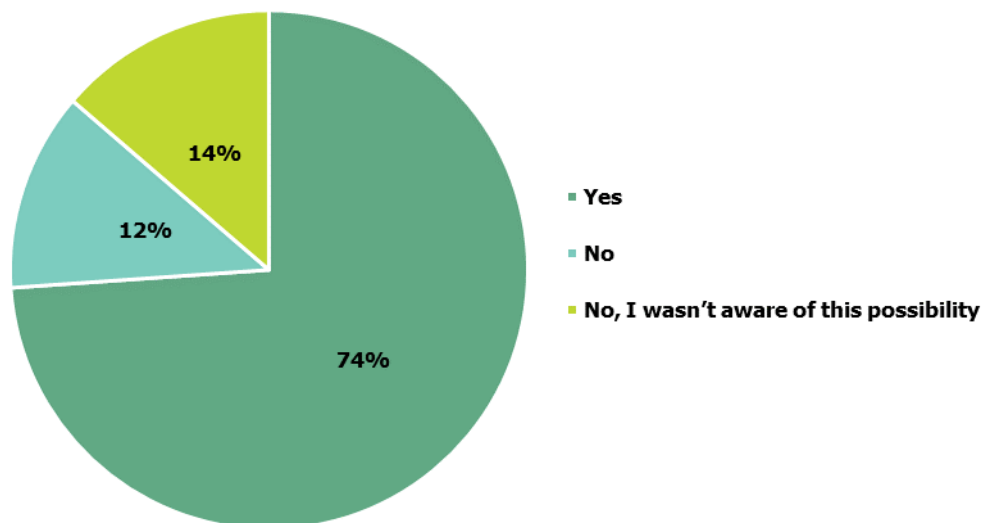


### Why haven't you registered to the EIP-AGRI website? – 33 responses

All answers to this question can be found in [Annex 2](#)

Main reason	Similar answers
No need	7
Not relevant	6
I wasn't able to	4
I don't know why	3
Not aware	3
Don't want to share	2
Enough from newsletter	2
I will register now	2
No time	2

### Have you ever shared your problems, ideas, needs with the EIP-AGRI Network through the EIP-AGRI website? – 364 responses



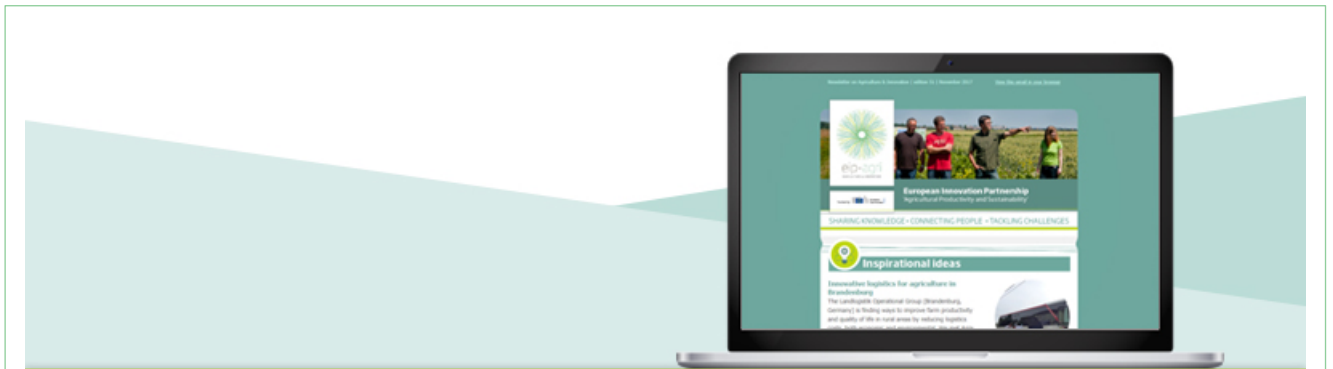


## What do you think is missing on the website, or what would you like to see improved? – 149 responses

All answers to this question can be found in [Annex 3](#)

Suggestions	Similar suggestions
More user-friendly	34
Topic proposals	26
Language	17
Improve meeting point	13
Improve Thematic Networks (TN) and Operational Groups (OG) sections	12
Improve links with national EIP-AGRI network	5
Improve search function	3
More/ better pictures, videos	3
More keywords	2
Possibility to register to EIP-AGRI activities	1
Create more awareness about website	1
Fix technical problems: accessing the website	1
Blogger section to share info and meet people working on the same topic	1
Improve content	1
Improve possibility to share information on projects	1
Set up a Q&A section	1

## Newsletter



### Main findings

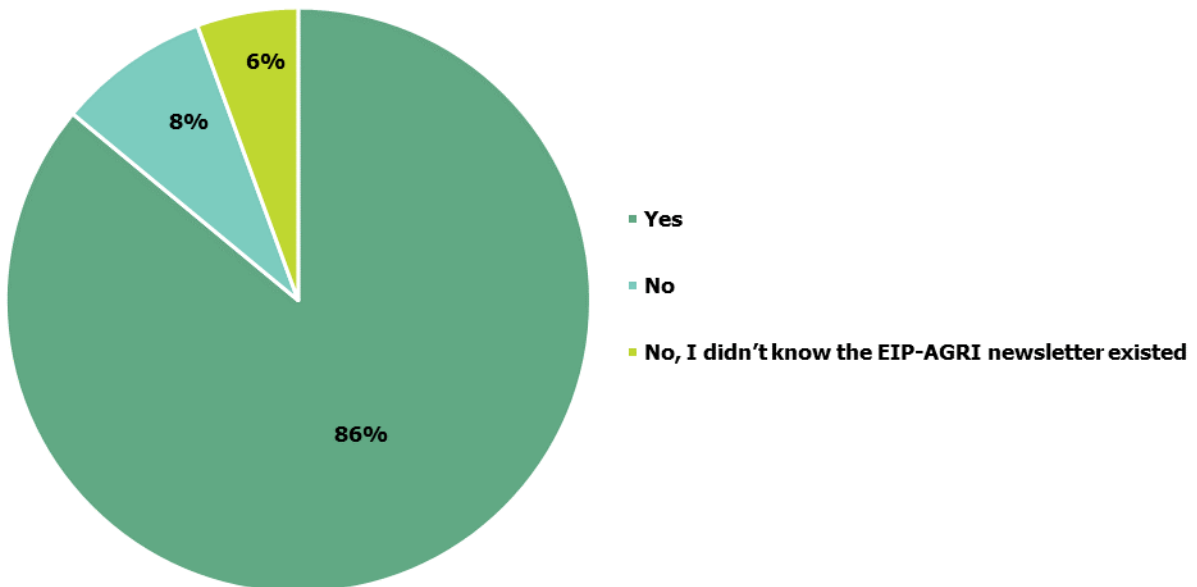
- **86%** of respondents have subscribed to the EIP-AGRI newsletter
- Close to **97%** consider the quality of the newsletter good, very good to excellent

+90% agree or strongly agree that:

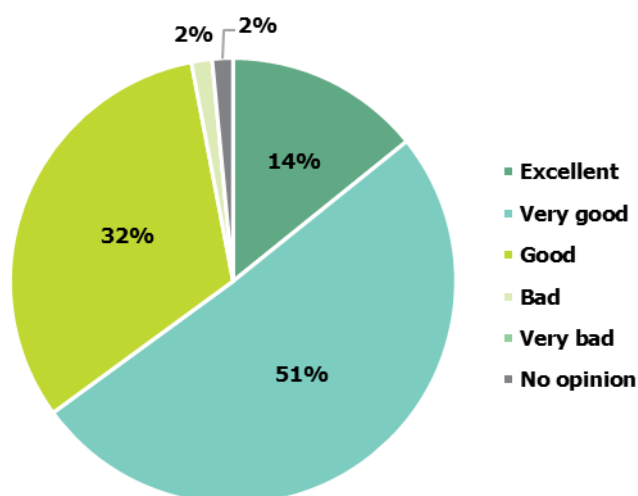
- The newsletter contains relevant information
- The inspirational ideas / examples of innovative projects are very interesting

According to the answer given by 17% of the respondents, the newsletter could play a better role in informing about relevant funding opportunities.

### Have you subscribed to the monthly EIP-AGRI newsletter?



### In general, I consider the quality of the EIP-AGRI newsletter – 337 responses



Quick quality check newsletter	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The newsletter contains relevant information for me	0,9%	3,0%	65,0%	30,9%	0,3%
I find the inspirational ideas / examples of innovative projects very interesting	0,0%	6,2%	62,3%	29,4%	2,1%
The newsletter informs me on relevant funding opportunities	0,9%	16,3%	54,6%	21,4%	6,8%
The information is to the point	0,3%	8,0%	62,0%	24,9%	4,7%
The newsletter is easy to understand	0,6%	5,3%	49,9%	41,8%	2,4%
I like the newsletter layout	0,9%	6,8%	51,9%	36,2%	4,2%

### Have you ever shared any of the following information from the EIP-AGRI newsletter? Please select up to three options – 337 responses

	Value	Percentage
EIP-AGRI activities (such as Focus Groups, workshops, seminars)	166	49.3
Innovative projects	133	39.5
The entire newsletter	125	37.1
Events related to agriculture and innovation	91	27
Funding opportunities	82	24.3
Videos	18	5.3
None of the above	51	15.1

## Is there anything you would like to see in the newsletter that is currently missing? – 76 responses

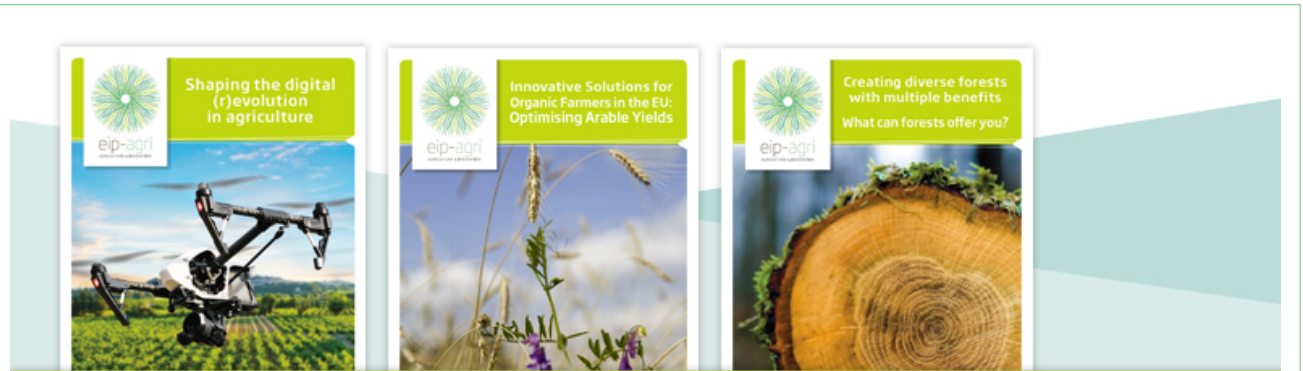
All answers to this question can be found in [Annex 4](#)

Suggestions	Similar suggestions
More examples and inspirational projects and OGs (especially from Central and Eastern Europe, Western Balkans)	7
More info on activities/opportunities from regional/national activities in Rural Development Programmes (RDP) and innovation/ Direct info from Managing Authorities (MA)	6
Partner search function / networking	6
More funding opportunities (including research funding)	4
More videos	3
Translation (Slovak, Czech, French, all national languages)	3
Specific themes (packaging, climate change, help with getting the proposal approved)	3
Linkage between Operational Groups and Horizon 2020 projects	2
Follow-up stories on successful innovation / impact of OGs	2
Thematic Networks	1
Announcing the workshops in advance and a chance to apply for workshops of my choice	1

### Other useful comment:

The newsletter looks good and the content is relevant but to go into more detail often requires numerous clicks and/or downloading a PDF (not good for mobile either).

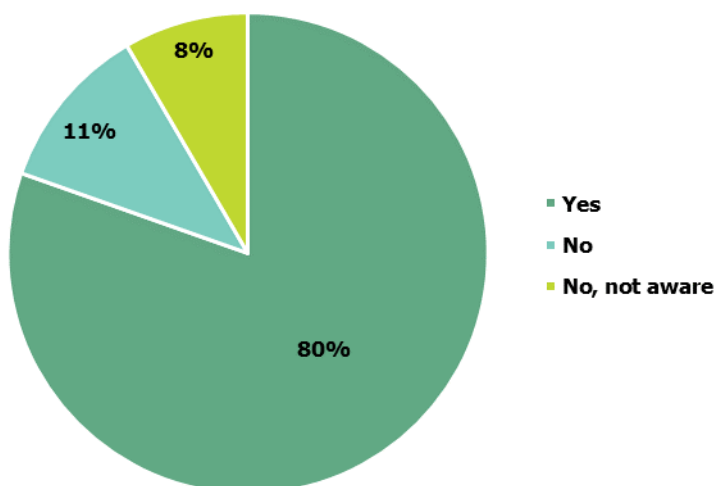
## Brochures



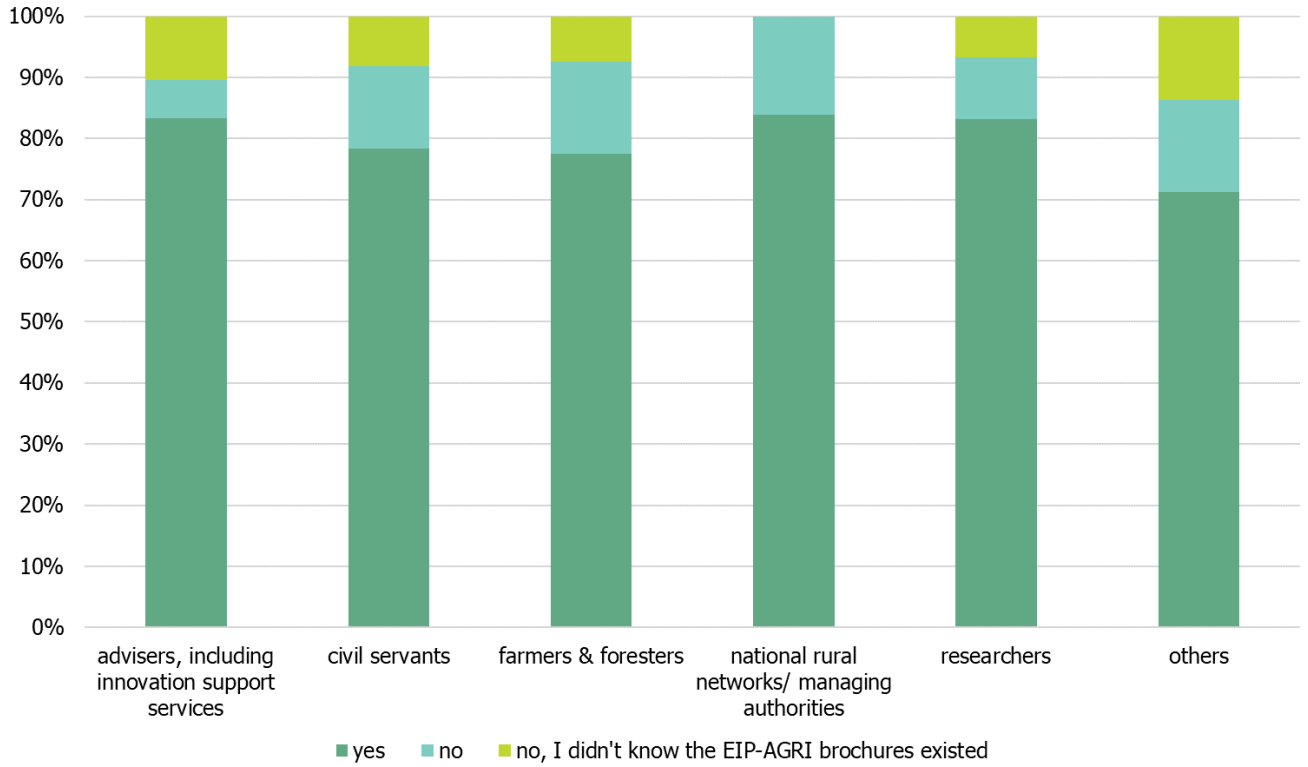
### Main findings

- Around **80%** of the respondents have read an EIP-AGRI brochure
- **97%** consider the quality of the brochures in general good, very good to excellent
- +90% agree or strongly agree that:
  - The topics of the brochures are relevant
  - The examples provided in the brochures are inspiring and improve understanding
  - The infographics provide a good summary of the brochure content
  - The content of the brochures is to the point
  - The brochures are easy to understand
  - The layout of the brochures is attractive

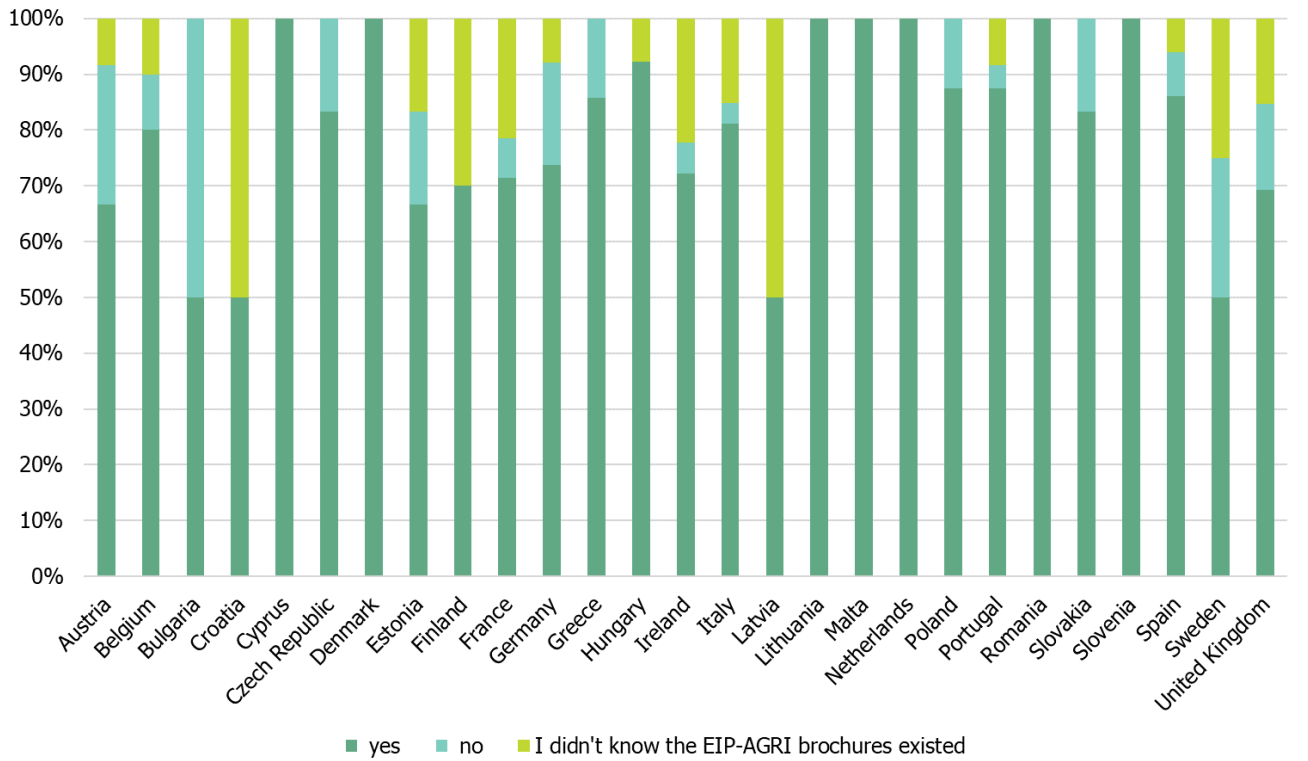
### Have you ever read any of the EIP-AGRI brochures? – 392 responses



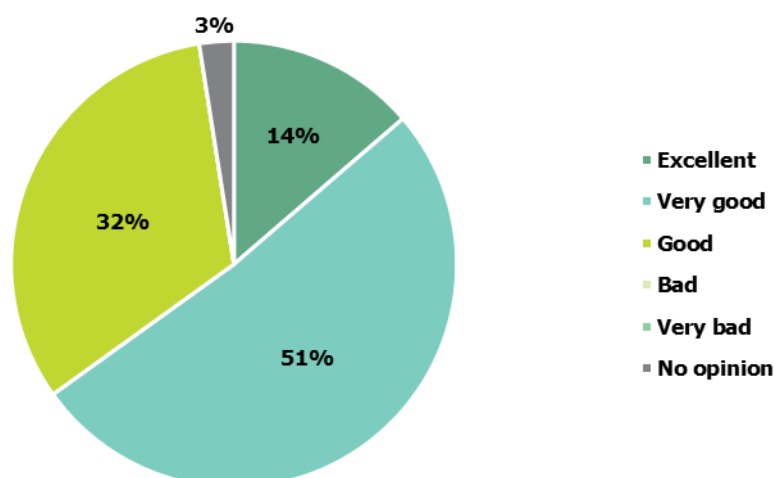
### Have you ever read any of the EIP-AGRI brochures? per stakeholder type



### Have you ever read any of the EIP-AGRI brochures? per country



### In general, I find the quality of the EIP-AGRI brochures – 315 responses



Quick quality check brochures	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The topics of the brochures are relevant	0,0%	1,9%	60,3%	35,6%	2,2%
The examples provided in the brochures are inspiring and improve understanding	0,0%	4,1%	62,2%	30,8%	2,9%
The infographics provide a good summary of the brochure content	0,0%	1,9%	46,7%	46,3%	5,1%
The content of the brochures is to the point	0,0%	5,7%	59,7%	30,8%	3,8%
The brochures are easy to understand	0,0%	4,1%	51,1%	41,6%	3,2%
I like the layout of the brochures	0,0%	4,1%	50,5%	40,3%	5,1%

### Is there anything you would like to see in the brochures that is currently missing? What topic would you like to find in the brochures? Or do you have any other recommendation to improve them? – 62 responses

All answers to this question can be found in [Annex 5](#)

Suggestions	Similar suggestions
Topic proposals	21
Language	6
More in-depth details	5
Improve distribution	1
Involve farmers more	1
More brochures	1
Link with national EIP-AGRI networks	1
Technical improvement: image editing: images can be rotated simultaneously with machine translation	1

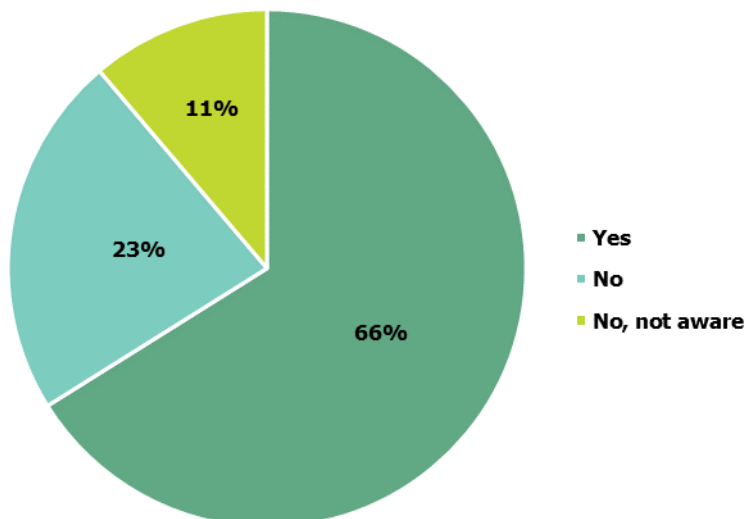
## Factsheets



### Main findings

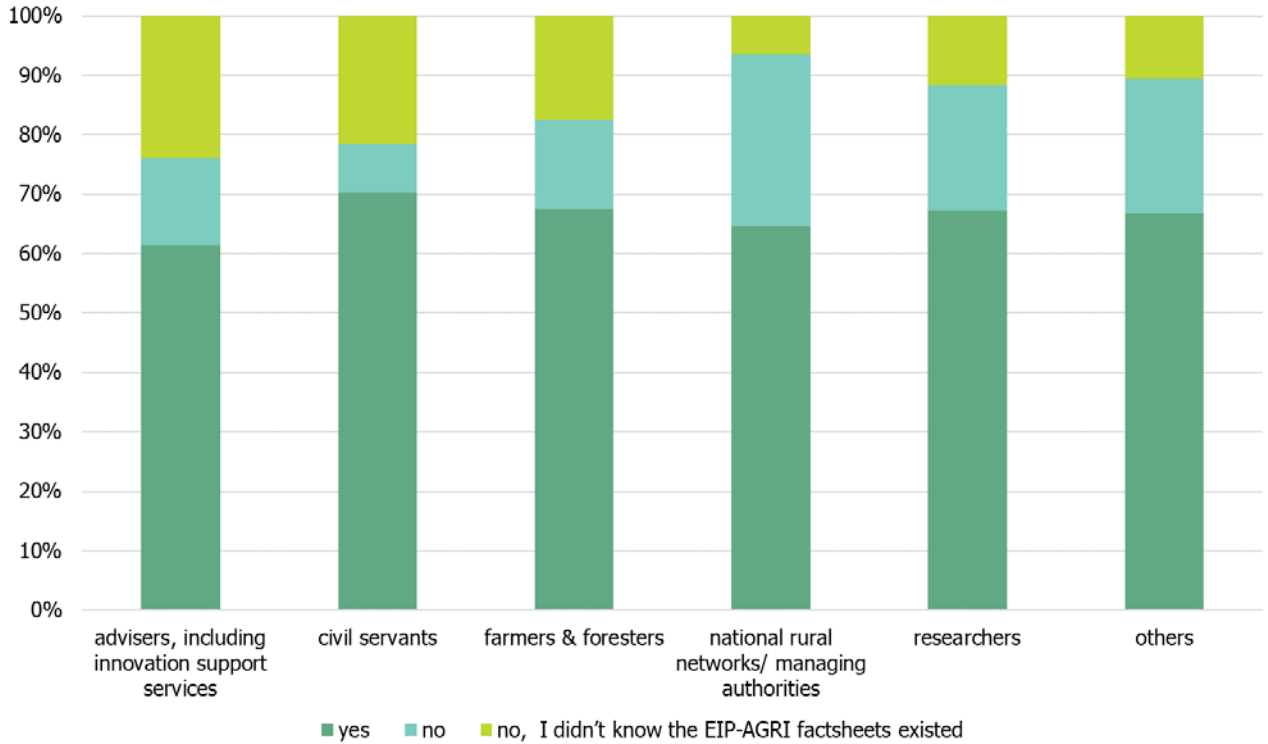
- **66%** of the respondents have read an EIP-AGRI factsheet
  - **96%** consider the quality of the factsheets in general good, very good to excellent
- +90% agree or strongly agree that:
- The topics of the factsheets are relevant
  - The factsheets provide a good summary of the topic (Focus Groups, events, etc.)
  - The content of the factsheets is to the point
  - The factsheets are easy to understand
  - The factsheet layout is attractive

Have you ever read any of the EIP-AGRI factsheets? – 392 responses

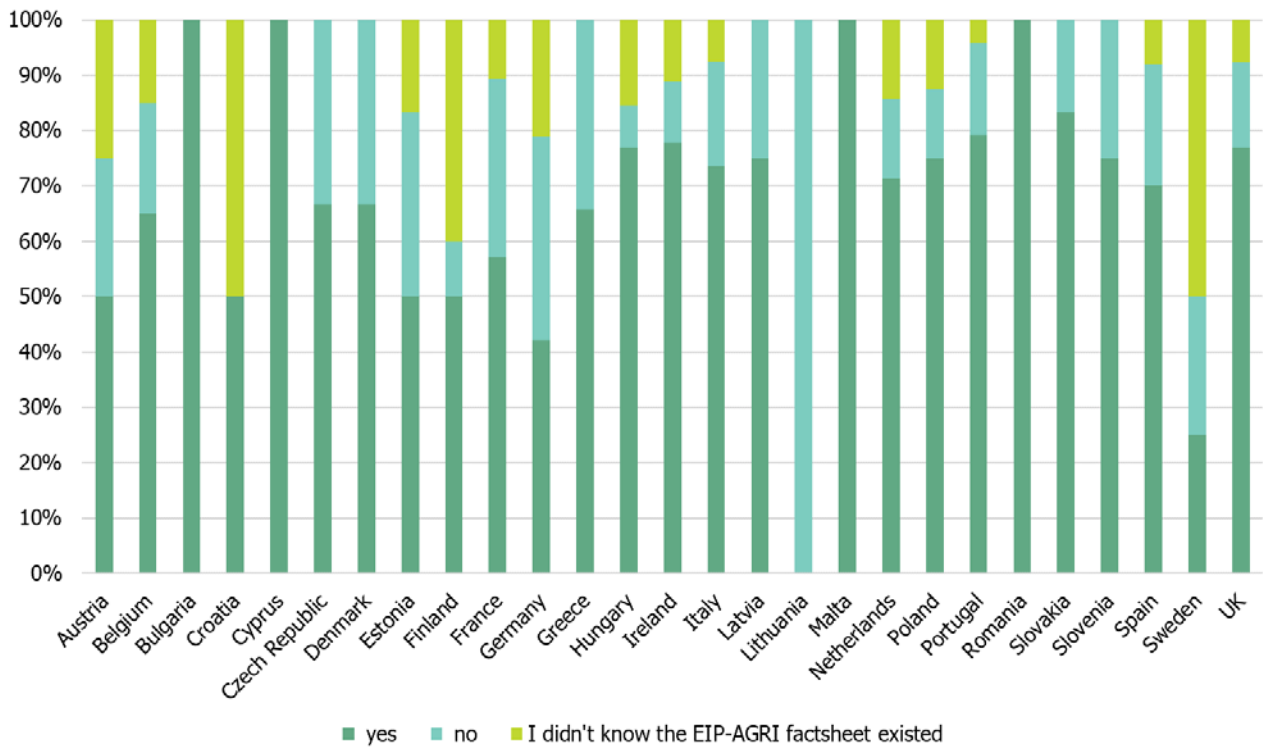




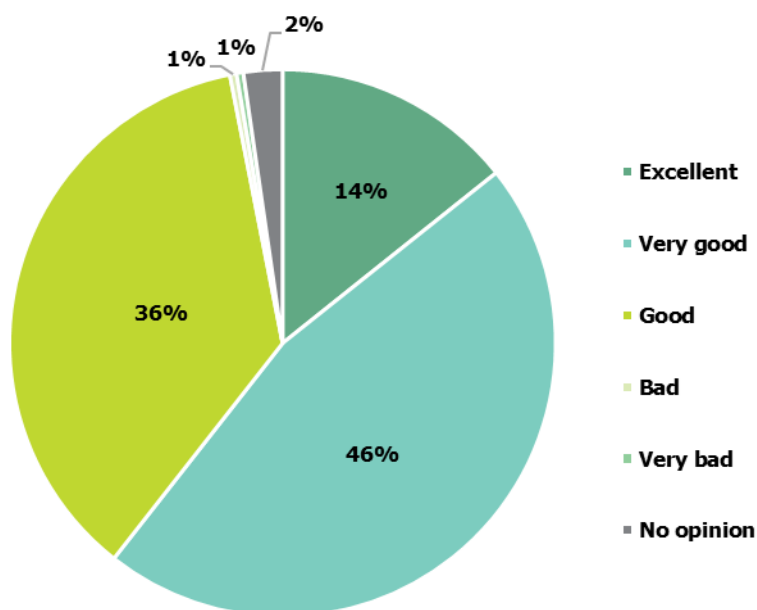
**Have you ever read any of the EIP-AGRI factsheets?  
per stakeholder type**



**Have you ever read any of the EIP-AGRI factsheets?  
per country**



### In general, I find the quality of the EIP-AGRI factsheets – 259 responses




Quick quality check factsheets	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The topics of the factsheets are relevant	0,0%	1,2%	61,0%	36,3%	1,5%
The factsheets provide a good summary of the topic (Focus Groups, events, etc.)	0,4%	2,7%	56,8%	37,8%	2,3%
The factsheets help me to easily find more information on the topic	0,4%	7,3%	53,7%	34,4%	4,2%
The content of the factsheets is to the point	0,4%	4,6%	59,1%	32,4%	3,5%
The factsheets are easy to understand	0,4%	3,9%	54,4%	39,4%	1,9%
I like the factsheet layout	0,4%	3,5%	53,3%	37,8%	5,0%

### Would you like to share any recommendations to improve the factsheets and make them more useful for you? – 42 responses

All answers to this question can be found in [Annex 6](#)

Suggestions	Similar suggestions
Language	5
More in-depth details	5
Topic suggestion	4
Replace by videos	1
Bad content	1

## Magazine



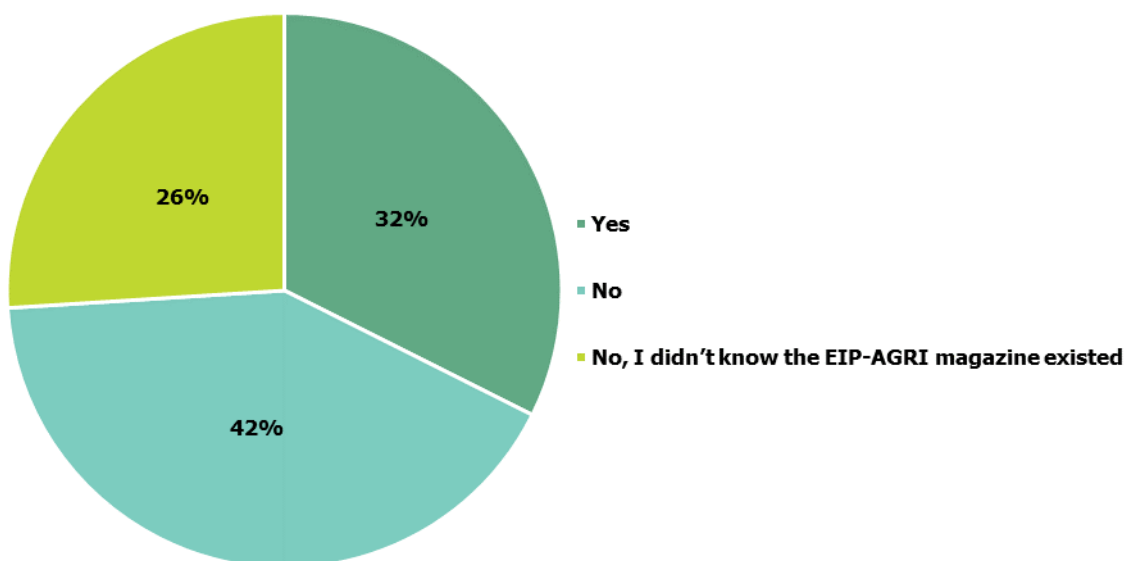
### Main findings

- Only **42%** of the respondents have read the EIP-AGRI magazine
- **98%** of them consider the quality of the magazine in general good, very good to excellent

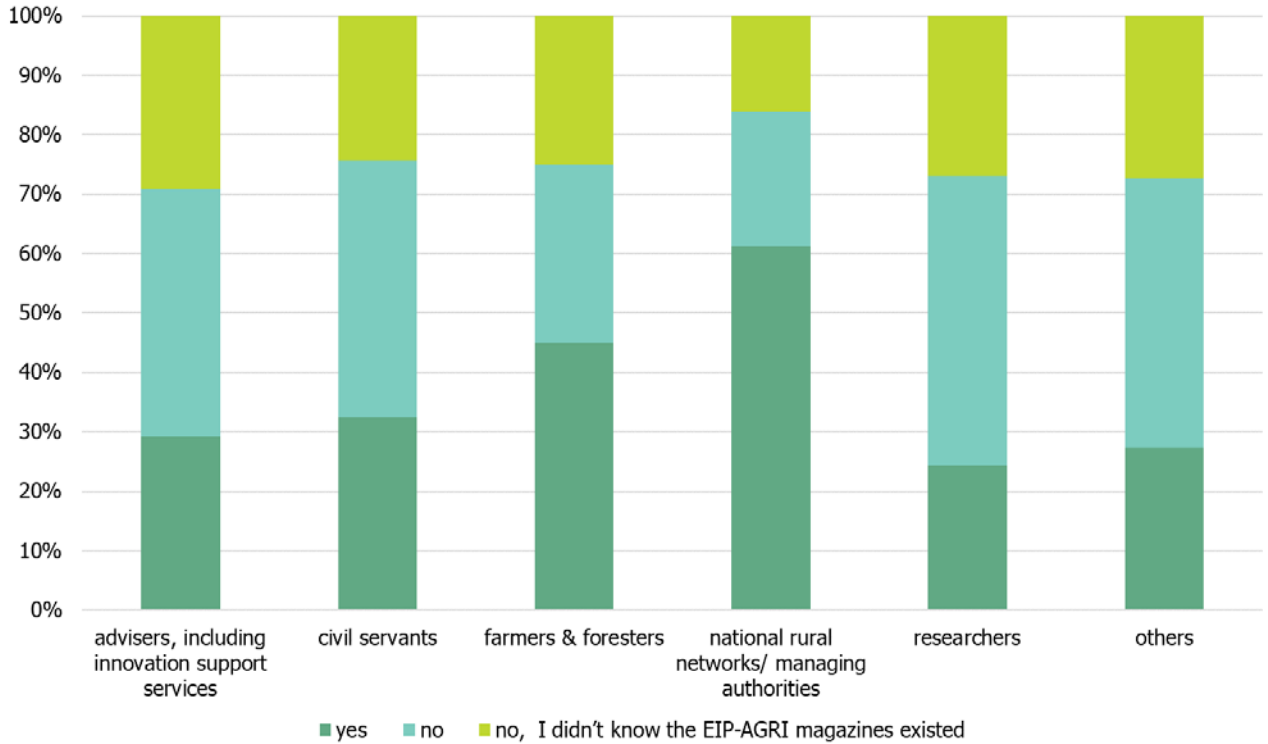
+90% agree or strongly agree that

- The topics of the magazine articles are relevant to them
- The magazine gives a good overview of what is going on in agricultural innovation in the EU
- The content of the magazine is to the point
- The content of the magazine is easy to understand
- The magazine layout is attractive

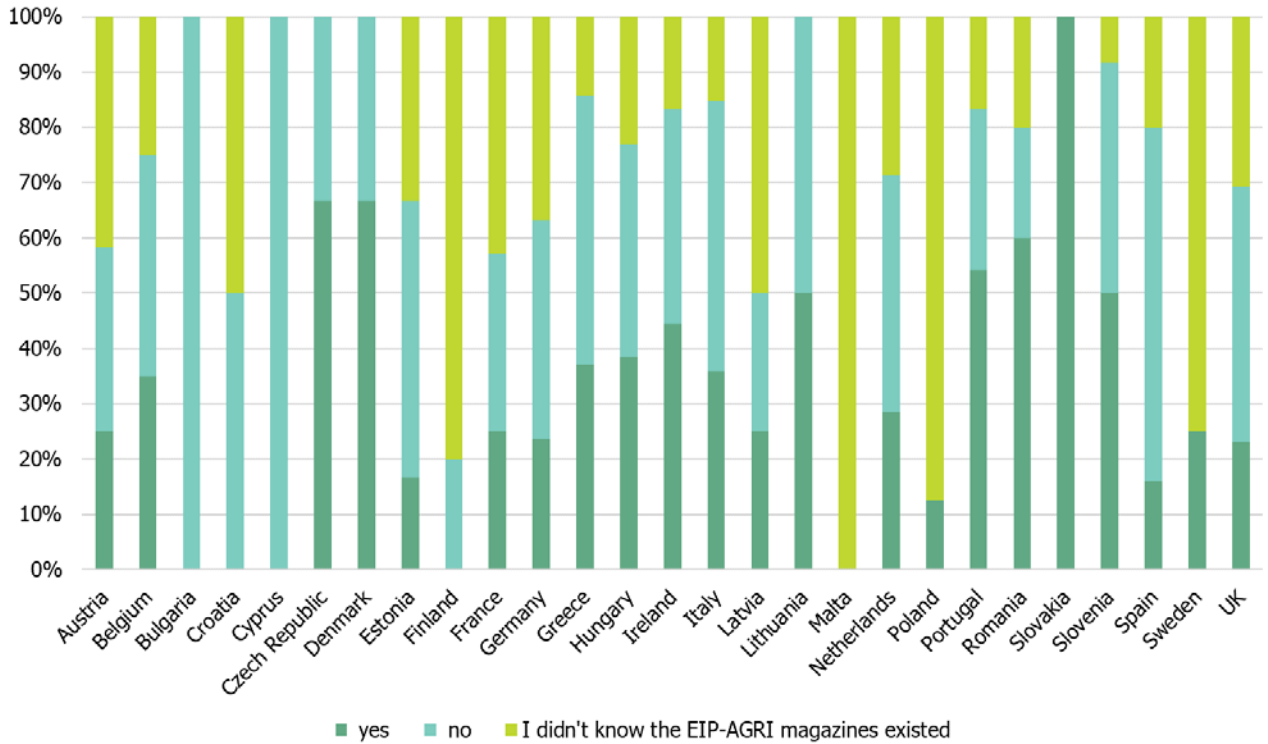
Have you ever read any of the yearly EIP-AGRI magazines 'Agrinnovation'? – 392 responses



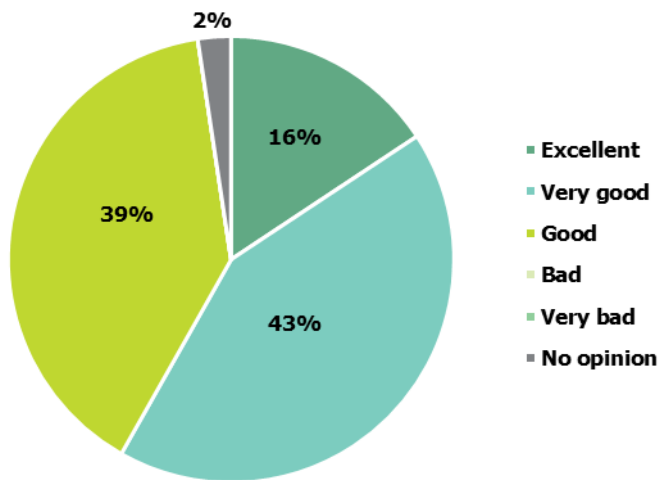
**Have you ever read any of the yearly EIP-AGRI magazines 'Agrinnovation'? - per stakeholder type**



**Have you ever read any of the yearly EIP-AGRI magazines 'Agrinnovation'? per country**



### In general, I find the quality of the EIP-AGRI magazine – 127 responses



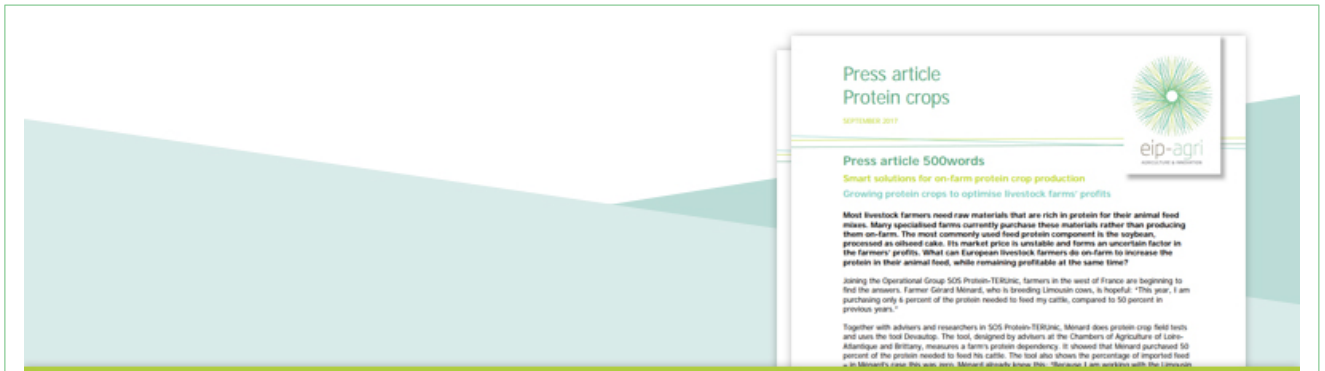
Magazine quick quality check	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The topics of the magazine articles are relevant to me	0,0%	2,4%	66,1%	27,6%	3,9%
The magazine gives a good overview of what is going on in agricultural innovation in the EU	0,0%	5,5%	56,7%	35,4%	2,4%
The content of the magazine is to the point	0,0%	3,9%	59,8%	31,5%	4,7%
The content of the magazine is easy to understand	0,0%	2,4%	52,0%	42,5%	3,1%
I like the layout of the magazine	0,0%	1,6%	50,4%	44,9%	3,1%

### Is there anything you would like to see in the magazine that is currently missing? Or do you have any recommendation to improve it and make it more useful for you? – 19 responses

All answers to this question can be found in [Annex 7](#)

Suggestion	Similar suggestions
Language	4
Topic proposals	4
More in-depth details	1

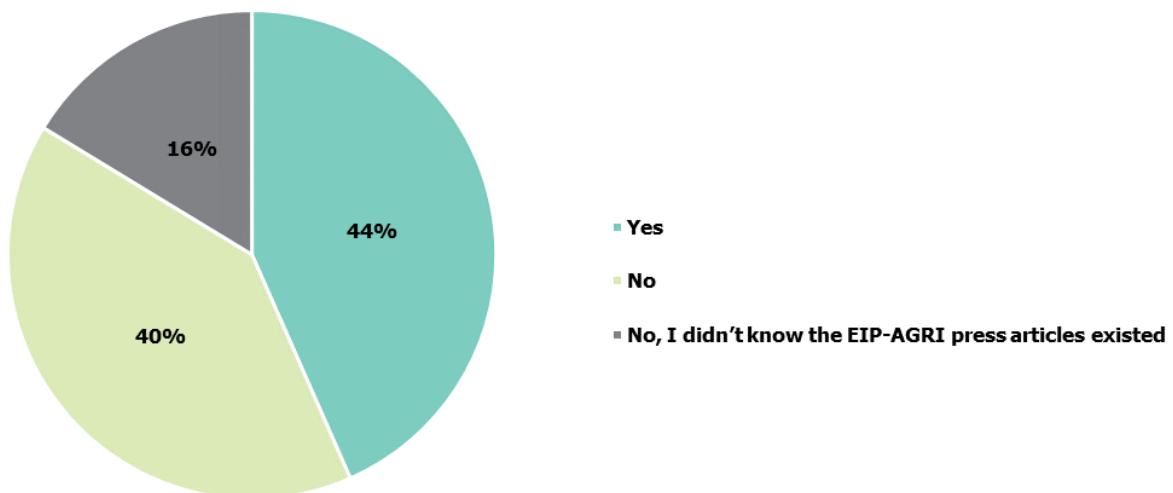
## Press articles



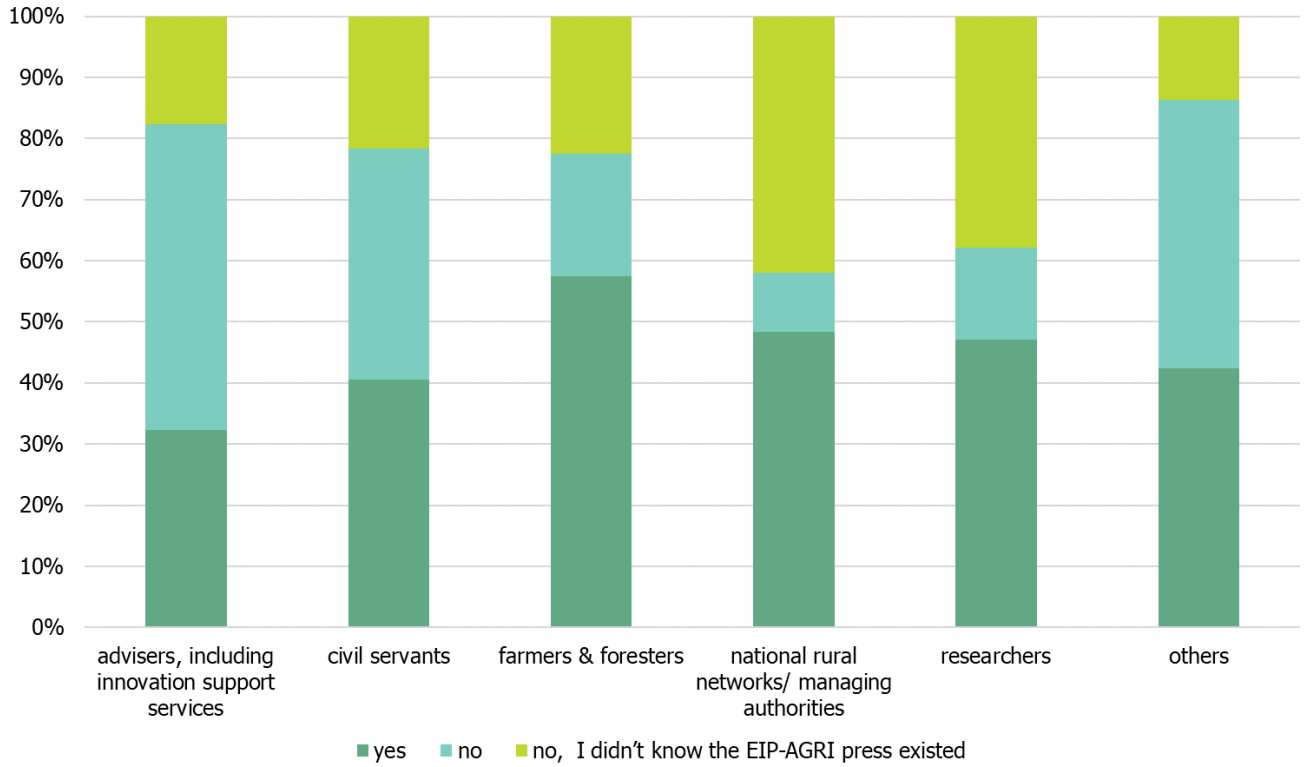
### Main findings

- Only **44%** of the respondents have read EIP-AGRI press articles
  - **95%** among them consider the quality of the press articles in general good, very good to excellent
- +90% agree or strongly agree that
- The topics of the press articles are relevant
  - The content of the press articles is to the point
  - The press articles are easy to understand

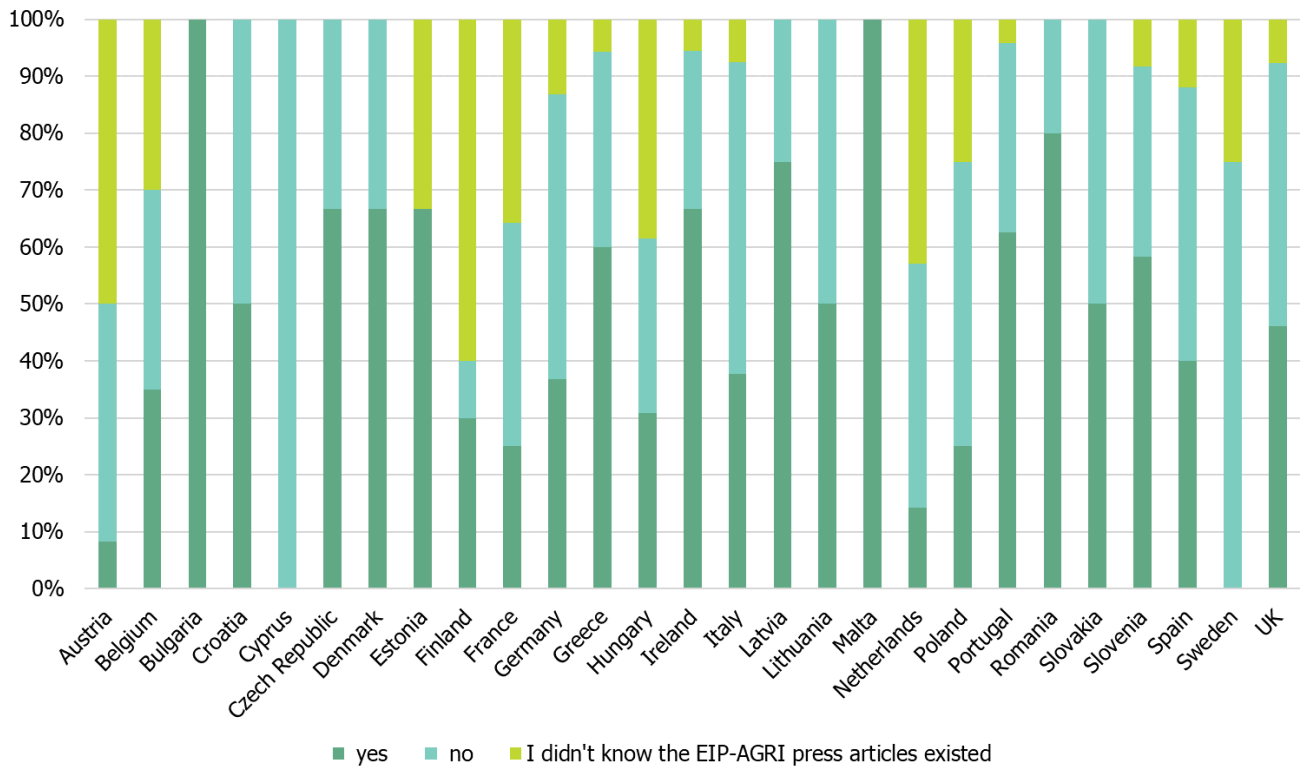
### Have you ever read any of the EIP-AGRI press articles? – 392 responses



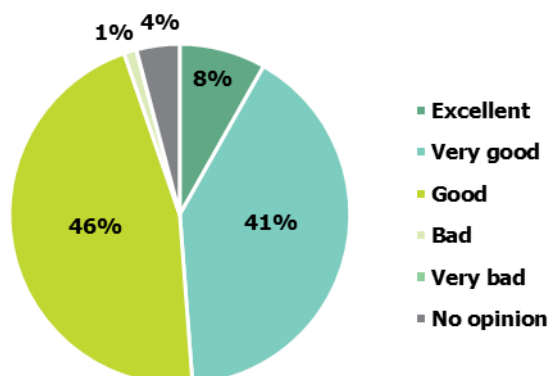
**Have you ever read any of the EIP-AGRI press articles?  
per stakeholder type**



**Have you ever read any of the EIP-AGRI press articles?  
per country**



### In general, I find the quality of the EIP-AGRI press articles – 170 responses



Quick quality check press articles	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The topics of the press articles are relevant	0,0%	3,5%	68,2%	23,5%	4,7%
The background information (including pictures) is useful for my own information or communication purposes	0,0%	8,2%	65,9%	21,8%	4,1%
The content of the press articles is to the point	0,0%	5,3%	71,2%	19,4%	4,1%
The press articles are easy to understand	0,0%	4,7%	64,1%	28,2%	2,9%

### How would you improve the press articles? – 27 responses

All answers to this question can be found in [Annex 8](#)

Suggestions	Similar suggestions
Keep them short	2
Topic suggestion	4
Provide in other languages	3
More in-depth details	1
Improve distribution	1



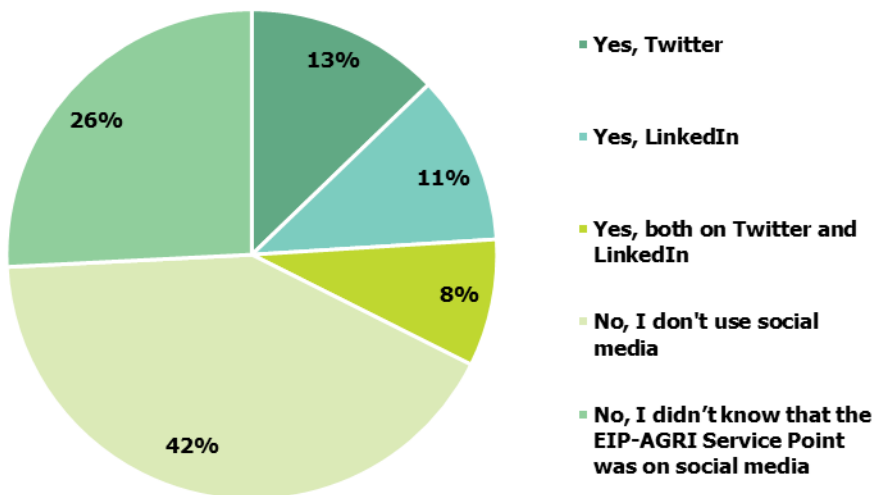
## Social media



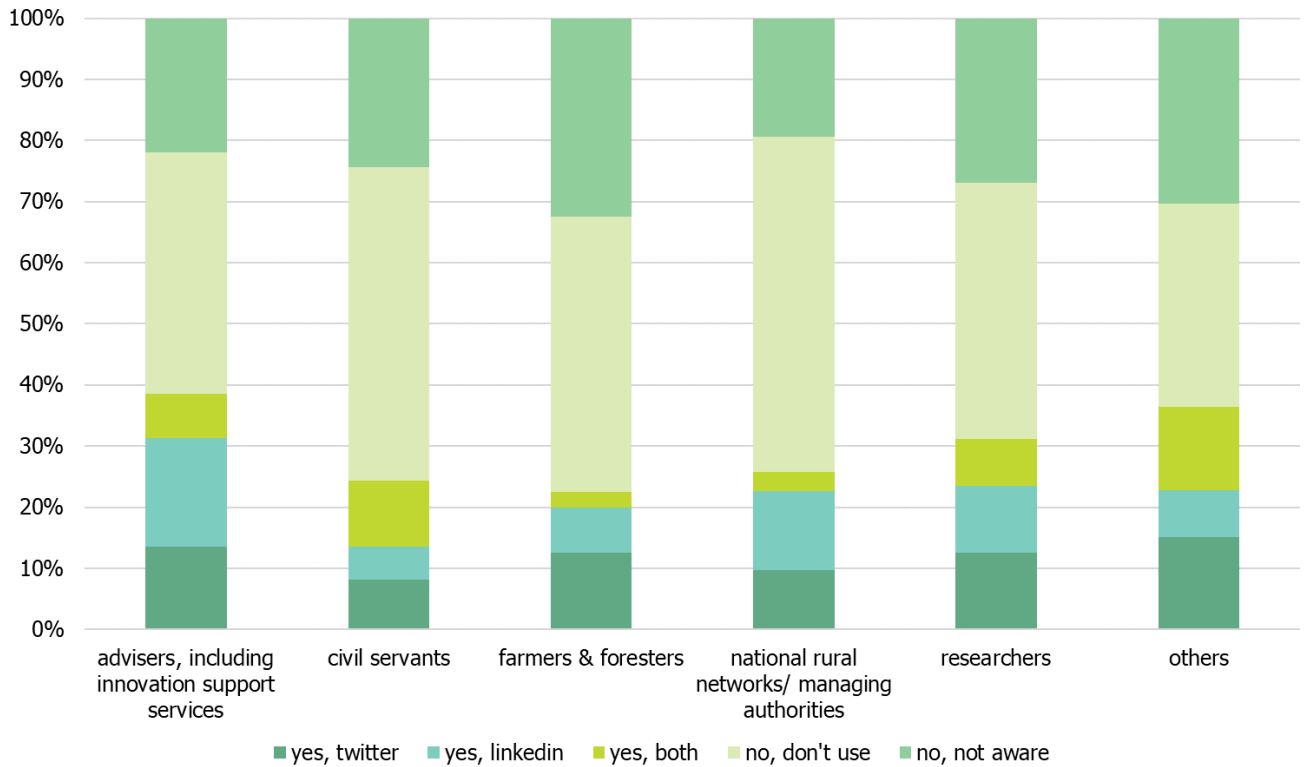
### Main findings

- Only **32%** of the respondents follow EIP-AGRI on Twitter and/or LinkedIn
- **42%** don't use social media and **26%** didn't know the EIP-AGRI Service Point is on social media
- **92%** consider the quality of the social media in general good, very good to excellent
- Quick quality check of social media shows good to very good appreciation (+80%), but slightly less than the other communication tools (+90%).

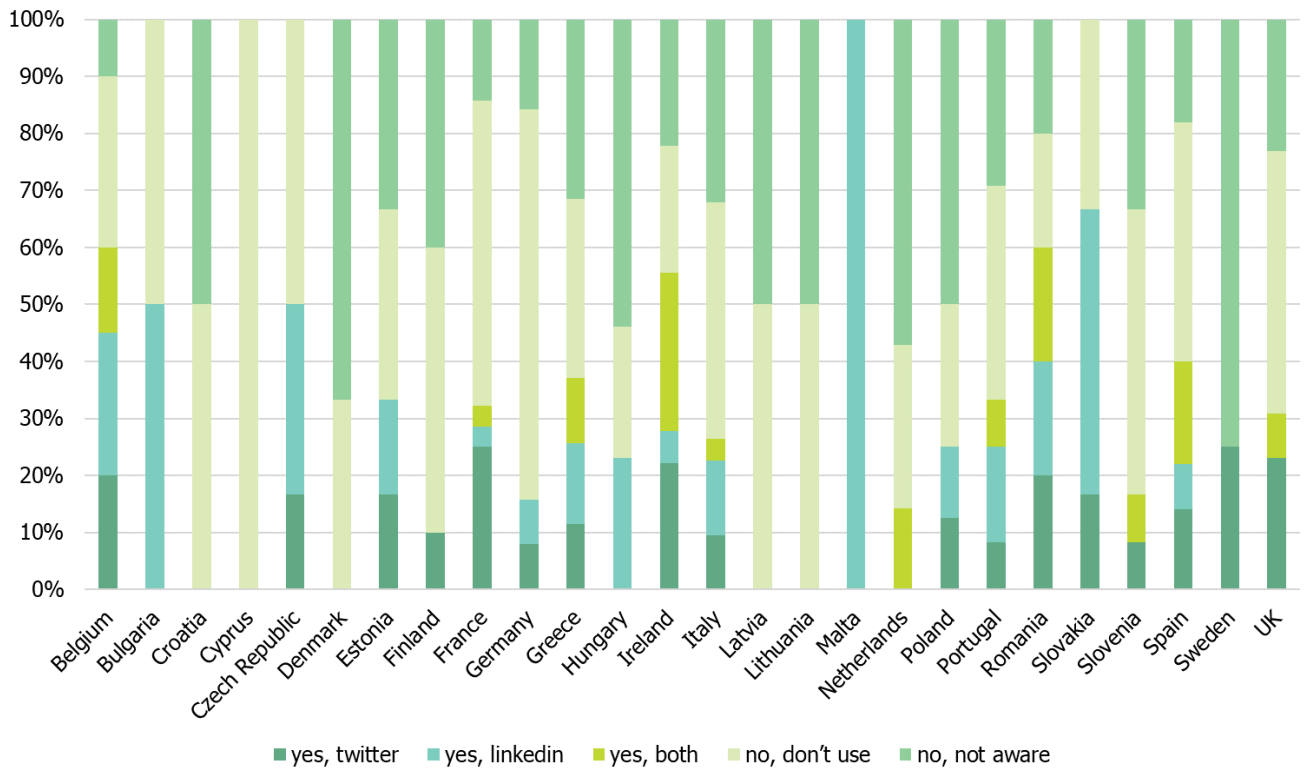
### Do you follow the EIP-AGRI Service Point on Twitter and/or LinkedIn? – 392 responses



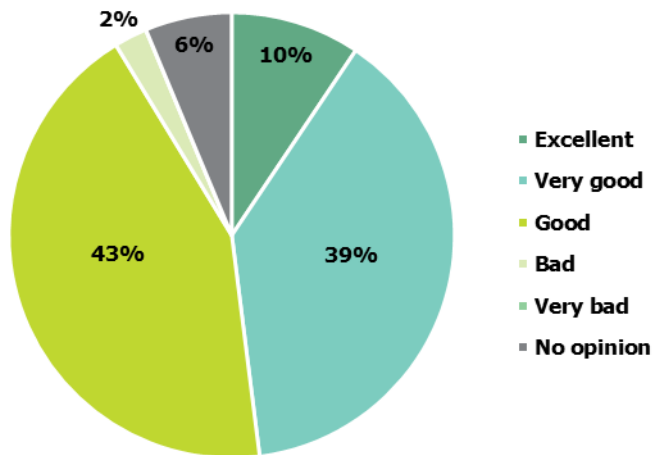
**Do you follow the EIP-AGRI Service Point on Twitter and/ or LinkedIn?  
per stakeholder type**



**Do you follow the EIP-AGRI Service Point on Twitter and/ or LinkedIn?  
per country**



**In general, I find the quality of the content shared through the EIP-AGRI social media channels – 127 responses**



Quick quality check social media	Strongly disagree	Disagree	Agree	Strongly agree	Don't know
The social media tweets/posts are relevant	0,8%	4,7%	53,5%	29,9%	11,0%
I want to know more when I see an update from the EIP-AGRI Service Point	1,6%	2,4%	52,8%	33,1%	10,2%
The tweets/posts are clear and easy to understand	0,8%	7,1%	46,5%	38,6%	7,1%
The pictures posted are attractive	3,9%	1,6%	47,2%	36,2%	11,0%
The tweets/posts keep me informed on what's going on in the EIP-AGRI Network	0,8%	5,5%	49,6%	34,6%	9,4%

## Final questions



### Main findings

- The **website** and the **newsletter** are considered the most important communication tools
- Interestingly 22% of the respondents cannot tell which EIP-AGRI communication tool is the best one to find other people or to share their problems or ideas

### Which is the best EIP-AGRI communication tool for you to...

	WEB	SOCIAL	NEWS LETTER	MAG	BROCH	PRESS	FACT	DON'T KNOW
<b>Find other people</b>	39,8%	19,4%	12,8%	1,0%	1,3%	1,0%	2,0%	22,7%
<b>Share ideas/problems/solutions</b>	33,9%	10,2%	18,4%	4,6%	2,8%	2,0%	5,9%	22,2%
<b>Find information on funding opportunities</b>	40,6%	2,0%	39,0%	1,3%	5,1%	2,8%	1,5%	7,7%
<b>Find information on events</b>	35,7%	9,7%	45,2%	1,0%	1,8%	1,3%	1,0%	4,3%
<b>Find information on innovative projects</b>	37,5%	3,3%	35,7%	6,4%	6,6%	3,3%	2,8%	4,3%
<b>Know what's happening in the EIP-AGRI Network</b>	33,7%	11,5%	44,4%	2,0%	1,5%	1,3%	1,0%	4,6%

**Help us to help you: Is there anything you would like to add to help us improve the sharing of information in the EIP-AGRI Network? – 87 responses**

All answers to this question can be found in [Annex 9](#)

Suggestions	Similar suggestions
Topic proposal	14
Language	6
Create more awareness among specific stakeholder types and/or countries	5
Reach other/additional types of stakeholders	5
Cross-link with other projects	5
Improve EIP-AGRI activities	5
Better distribution	4
Give voice to participants in workshops/focus groups	4
More support with their daily work	3
More user-friendly	3
Newsletter improvements	3
Organise more events	2
Agricultural vocabulary	1
Cross-information of all the tools you release	1
Improve dissemination of EIP-AGRI activities	1
Improve quality	1
More in-depth details	1
More practical	1

## Annex

### Key stakeholders

The key stakeholders of the EIP-AGRI **at EU level** can be defined as

- Agricultural networks, organisations & **farmers, foresters**
- Applied and fundamental **research**
- Innovation support services, agri-consultants, **advisers**
- RDP Managing Authorities and National Rural Networks

The survey will be disseminated via the following distribution lists:

- EIP-AGRI mailing list subscribers (newsletter – newsflash – press articles)
- EIP-AGRI website registered users
- Stakeholders who have joined one of the EIP-AGRI activities (seminars, workshops and Focus Groups)
- AgPress platform (managed by DG AGRI ) to reach journalists (our 'multipliers') working in the agricultural domain

### Communication objectives

The EIP-AGRI Service Point aims to reach all stakeholders and guides them through four phases.

<b>AWARENESS phase</b>	The stakeholders are aware of the opportunities offered under the EIP-AGRI framework – in particular those offered under the Rural Development policy and Horizon 2020 but to a certain extent also under other EU policies, as well as national and private opportunities.
<b>ENGAGEMENT phase</b>	The stakeholders use the opportunities specified under point 1 and manage to find other stakeholders in a particular field of innovation.
<b>COMMITMENT phase</b>	The stakeholders share and solve their ideas, research needs, knowledge and issues through networking and collaboration (using EIP-AGRI tools). A community of innovation actors and practitioners is formed.
<b>OWNERSHIP phase</b>	The stakeholders become ambassadors of the EIP-AGRI and encourage others to participate. They should be sharing and communicating through the network without being prompted, thus helping the network grow, effectively connecting people and catalysing innovation.

The communication objectives of the EIP-AGRI link directly to these four phases.

#### AWARENESS phase

1. Stakeholders know the EIP-AGRI Network and the activities
2. Stakeholders know important innovative projects
3. Stakeholders know the different funding opportunities

#### ENGAGEMENT phase

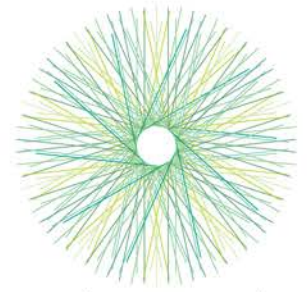
4. Stakeholders use the EIP-AGRI Network and come to the activities
5. Stakeholders use the different funding opportunities
6. Stakeholders find other stakeholders

**COMMITMENT phase**

7. Stakeholders feel important to the network
8. Stakeholders are proud to be part of the network
9. Stakeholders use the EIP-AGRI logo when communicating on the network
10. Stakeholders regularly share information on activities / innovative projects via the EIP-AGRI Network
11. Network members share relevant bottlenecks and problems

**OWNERSHIP phase**

12. Stakeholders are recommending the network to peers



eip-agri  
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