



Transnational communication strategy of REFRAME – Towards a regional Food Frame

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Background

The objectives of the REFRAME project is to develop/reestablish local infrastructures of food production, food processing, food consumption and profiling of rural communities. In the project, we refer to this as RFF's (Regional Food Frames). The potential benefits are many, among which can be mentioned i) increase in rural communities of economic value added in the many steps from field to fork, ii) increase in local occupation and in-migration of highly qualified individuals, iii) diversification of food qualities based on production adapted to local conditions and traditions and, hence, iv) development of principles of more sustainable food production.

The REFRAME project cannot make this happen within the project period on a scale of any significance. The impact of the project therefore relates not only to develop methods to stimulate and demonstrating the feasibility of the REFRAME approach in regional living laboratories but also to promote that the approach is considered and pursued in other communities in Europe as well as in the rest of the world. Trans- and international communication is instrumental in complying with these ambitions.

Objectives

Transnational communication serves two main purposes:

- Sharing knowledge of activities and experiences within the consortium and with stakeholders of activities in each partner country in order to learn from each other and improve regional activities to maximize the effect in each of the living laboratories.
- Dissemination beyond the consortium partners of the perspectives of the REFRAME approach, the information on methods of intervention to stimulate the development of local infrastructures and the evaluation of such interventions in terms of effects on development in local communities and development in food production.

Learning lab activities (WP4) and transnational communication (WP2) should lean on each other, and a strong synergy between the two activities should be developed.

Target groups of transnational communication

- All members of consortium partners for knowledge sharing within the consortium
- Stakeholders of regional/local activities of consortium partners such as municipal staffs, food producers and networks of food producers, public and private procurement. Partners in each of the partner countries are targeting these groups but the information given is orchestrated transnationally.
- Policy and decision makers at municipal, regional, national and European/international levels. The purpose is to disseminate the learnings and perspectives of the REFRAME approach in order to direct support to activities in compliance with the REFRAME approach such as supporting at a community level the policy making, economic support for development of specialized functions, etc.
- The international community of socio-agro-economical applied and basic research. The objectives are to present perspectives, best practice, methods of intervention and evaluation of such interventions. The purpose is to develop an international appreciation of the perspectives of the REFRAME approach. Targeting the international community of socio-agro-economical applied and basic research is also done in order to leave a track record of the REFRAME activities, thereby promoting that our experiences is integrated in further socio-agro-economical elaborations on the REFRAME approach.
 - Overall indicators: We aim at 8 articles concerning REFRAME. Denmark offers to write at least two of these. Groningen can write two articles as well. For the overall results we aim at two evaluations.

Matters to communicate transnationally

- Best practice cases. These activities are reported by all consortium partners and submitted to the Online Resource Center.
- Business cases of developing local food infrastructures. This is done by consortium partners to justify at community levels the investment in developing regional food frames.
- Principles of intervention. Interventions by consortium partners can be either operational in developing a specialized function to resolve bottlenecks in developing regional food frames or they

can be stimulatory, promoting that individual business actors in the communities develop and implement such specialized functions.

- Validation studies (effects) of specific interventions and specialized functions. This is done at the level of best practice cases and it is done comparatively for interventions of a similar nature.

Online Resource Center (Work Package 4):

The Online Resource Center makes our Best Practices as business models, smart specializations, cooperative initiatives, regional food policies etc, available to partners and the general public. The Online Resource Center includes also regional validation studies since the RFF actually lift their cases to be best practices through own experience.

Based on the best practices published in the Online Resource Centre we will write two evaluations of the REFRAME approach: one after 2 years and one at project end. This task is part of Work Package 2.

The REFRAME transnational and regional communication efforts aim at sharing best practices and disseminating results. Furthermore, the Reframe transnational and regional communication efforts help in raising awareness about the potential of a regional food frame.

The ORC will be an integrated part of the REFRAME project webpage. Each regional pilot will be presented with a summary of the mapping activity. Reports presenting best practices will be available for download under the following headlines:

1. Specialization strategies from SMEs (SSS's) – such as business models, logistics and ICT-solutions that companies use to enhance their sales on a regional market.
2. Food Policy in favor of regional food – such as public food policies, public procurement, corporative policies that favors regional food production and short food chains
3. Regional cooperation and market structure – such as Regional cooperation arrangements (RCA), Regional food agencies (RFA), Regional food contracts (RFC) to scale up and match urban food demand and regional supplies.
4. Learning and increased awareness for change – such as stimulation of networks, activities to raise awareness, new educational material and teaching strategies that in a long-term builds capacity in our societies for change.

Main transnational communication channels

- Project workshops and learning labs – one in Gothenburg in April 2017, one in Belgium in November 2017, one in Denmark in May 2018, one more in 2018 and one final workshop in 2019.
- Regional Food festivals and other types of marketing and other events. REFRAME workshops will be arranged as affiliated activities to such events where large numbers of potential stake holders traditionally gather.
- Project web page and web pages of beneficiaries
- Online Resource Center (ORC)
- Social media
- Films, posters, information materials for national stakeholders
- Newsletters and/or press releases

- Presentations at conferences, workshops etc. for the academic community and decision makers at local, national and European/international levels.
- Publications in socio-agro-economical journals of the REFRAME approach
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