A10. Keywords

Max. 5 keywords to describe the project activity.

Multicriteria assessment, communication, interdisciplinary, integrated development, credibility

A11. Short project description/summary on objectives, activities, and expected results, both in Danish and English language (max 1500 characters, incl. spaces for both languages)

Projektet skal udarbejde analyser, metoder og prototyper til multikriteriel vurdering, som kan hjælpe økologiske aktører og interessenter til at udvikle, dokumentere og kommunikere afbalancerede helhedsvurderinger af effekterne af økologiske fødevaresystemer på samfund og natur. Projektet vil udføre tværvidenskabelige analyser af eksisterende metoder til multikriteriel vurdering og kommunikation; skabe en ramme for hvordan metoderne kan udvikles til brug for økologiske fødevaresystemer og kobles til de økologiske principper; samt teste prototyper i praksis. Dette skal understøtte en integreret udvikling af produktionen med principperne for øje, bidrage til en åben og troværdig kommunikation om økologiens fordele, og dermed underbygge økologiens langsigtede vækst.

This project will provide analyses, methods and prototypes of multicriteria assessment, to help organic actors and stakeholders develop, document and communicate balanced overall assessments of the effects of organic food systems on society and nature. The project will carry out interdisciplinary analyses of existing methods for multicriteria assessment and communication; establish a framework for how to develop such methods for organic food systems and relate them to the organic principles; and test prototypes in practice. This shall help sustain an integrated development of the organic production, contribute to open and credible communication about the benefits of organics, and thereby support long term growth.

A12. Project description

(All parts of A12 must be filled out. Use "Garamond" as font, and font size 12, single spaced)

A12.1 The project objectives (2-3 lines).

To analyse and test how new methods of multicriteria assessment can help document and communicate balanced overall assessments of effects of organic food systems on society and nature, and thereby support integrated development, open and credible communication, and long term growth of the organic production.

A12.2 The background and idea (hypotheses) incl. the national and international "state of art" and incl. references relevant for the section (max. ¾ page).

According to the recent Danish knowledge synthesis "Development, growth and integrity in the Danish organic sector," the potential for continued growth of the organic market depends not only on further technological and organisational development, but also on securing the integrity and credibility of the organic alternative through continued improvement in line with the organic principles and increased synergy with societal goals and consumer concerns about health, animal welfare and the environment. (ICROFS-rapport nr. 1/2008). The overall idea of this project is that the development of a tailored framework for multicriteria assessment of organic food systems can help organic actors and stakeholders conduct, document and communicate comprehensive and balanced assessments of a range of ecosystem services and other effects on society and nature. A key hypothesis is that this can contribute to open and credible communication about the benefits of organics, serve as a policy tool, and support the integrated development of organic production in relation to the organic principles – and thereby improve the potential of the organic alternative to help solve current societal challenges and support long term growth of the organic market.

Some of the effects of organic agriculture can be measured and assessed in quantitative terms. For others only qualitative assessments are available. Attempting to evaluate all aspects of organic farming in monetary terms would be empirically demanding and in some cases theoretically problematic. Multi-criteria analysis offers an alternative approach in terms of techniques for structuring and solving decision problems characterised by multiple, noncommensurate and possibly conflicting criteria (Bogetoft, P. & P. Pruzan, 1997, "Planning with Multiple Criteria," CBS Press). From the body of techniques available, the project will construct and apply an analytical framework adapted to the problems posed by assessments of the varied aspects of organic food systems.

From a communication perspective the challenges are normative transparency and complexity handling. Actors and stakeholders may attach different weights and values to different effects and the ability to handle complex information differs. There is therefore a need to work explicitly with the plurality of normative criteria within the formalized framework offered by multicriteria analysis. Furthermore, communication strategies are multiple and there is a fragmentation of information. Modern societies are media-saturated, and the media have to be taken into consideration when credibility and trust are constructed and negotiated.

These two perspectives – the technical and economic assessment perspective and the contextual communication perspective – will be combined to pursue the project's objectives. A multiperspective approach, which works explicitly with the different aspects of organic agriculture exposed by different scientific disciplines, is required to facilitate the interdisciplinary work and to enable the participation of a diverse range of organic actors and stakeholders in the project.

A12.3 The projects contribution to solving important challenges for the organic food, agriculture and aquaculture sectors and the general political goals regarding food, agribusiness and environment as expressed in the governments Green Growth programme. Including an explanation of the projects focus on respectively the entire product/value chain or selected parts here of (e.g. primary production, processing, trade and transport) – max. ½ page.

Organic production meets or aims to meet many of key challenges laid out by the Green Growth programme (sustainable plant and livestock production, CO2 neutrality, competitive organic production and increased creation of value) and the goals and intentions in the Common Agricultural Policy (food security, environmental protection, animal welfare and rural development). But still organic food production is considered a niche market strategy by many, and not a tool to fulfil the overall goals for Danish and European agriculture. By developing new methods and tools to assess and communicate the varied effects of organic production in a comprehensive way, this project has the double aims to make organic producers better able to live up to the organic principles and to make it easier for politicians, officials and ordinary consumers and citizens to see and evaluate the different contributions offered by organic food systems as a whole.

To mobilise the full potential of organic agriculture it is essential that positive expectations are repeatedly confirmed and criticism is met. Organic agriculture has been studied intensively in research studies (e.g. biodiversity, nutrient flows and consumer reactions), and much information is accessible. Nevertheless, it is complicated to judge how different and often conflicting results should be evaluated. The methods for multicriteria assessment and communication of organic food production that are developed in this project, will also be evaluated as a policy tool and as a tool for disseminating a better and deeper understanding of the potential and actual performance of organic agriculture. This will form a base for more successful marketing and commercial development of the whole organic food sector.

The project addresses the whole organic production system and the entire value chain. The focus is on the complicated challenge: that in order to pave the way for a growing importance of organic food production,

the organic actors have to document and communicate complex and sometimes intangible benefits, such as ecosystem services, environmental and landscape protection, sustainable food supply, health and food safety, rural development and employment. A broad understanding and acceptance of this is an important means to qualify the dialogue with citizens and policymakers, and thereby support the further development of the organic food production methods and the further implementation of organic agriculture as a part of the measures to meet overall societal goals.

A12.4 The projects innovative value, relevance and effect including the specific barriers and development potential for the organic sector the project will solve and/or support (max. ½ page).
Organic farmers are perfectly aware of the importance of consumers' trust in their production methods. There are many initiatives from farmers, producers, organizations and advisers to improve the production methods in accordance with the principles of organic agriculture and the expectations from society and consumers. But it is always a challenge to select the most important or promising field of innovation. The methods developed and tested in this project will doubtlessly supply organic producers with a tool for better innovation choices and a new and more effective way of communicating the benefits provided by organic production in terms of private goods as well as positive externalities.

As a special focus, the project will select and evaluate the most promising methods of multicriteria assessment and methods to communicate complex assessments. The potential of these methods will be evaluated by testing the methods on different target groups in the organic sector. It is expected that the project will create new knowledge and offer new possibilities that are relevant to the Danish government with regard to the employment of organic agriculture as a measure to fulfil societal goals, and the development of appropriate regulation in relation to nature protection schemes, water directives and other societal goals. It is also expected that the project will create new ways of communicating the varied benefits of organic food systems to a broad range of stakeholders, and thereby provide a tool to potentially consolidate and increase the general trust and positive expectations of organic food production.

By involving scientists and advisers from other countries working with similar assessment approaches, Danish organic agriculture will benefit from international knowledge and will expectedly be able to strengthen its competitiveness through the results from this project.

A12.5 Description of activities, methods and expected results divided into work packages with clear denotion of which activity the applicant consider to be either Research, Development or Demonstration. The coherence between work packages must be clearly described and the relation between activities and the tables with milestones and deliverables must be logical and consistent. Moreover, the primary target groups should be clearly identified with a description of how these will be met by the project (max. 1 page per WP and max. 3 pages in total).
WP 1. Project management and integration of WP's (Research, WP leader: Hugo F. Alrøe) is described in section A 12.9 Project organisation and management.

WP 2. ANALYSIS OF THE OPTIONS FOR multicriteria assessment and communication (Research, WP leader: Jeppe Læssøe)
The aim of this WP is to review research on existing approaches to multicriteria assessment and communication of complex issues in order to draw out general experiences as well as important differences that can improve multicriteria assessment and communication in the field of organic farming. This will provide the theoretical background for WP 3 and 4.
Key questions to be addressed:

* What can be learned from different approaches to multicriteria assessment in other areas, which can inform and qualify overall assessments in relation to the comprehensive and varied principles of organic agriculture?
* How to balance between the wish for a better tool for comprehensive assessment and knowledge concerning how people experience and handle complex information?
* What lessons can be learned from existing methods used to reduce complexity in communication in comparable settings and specifically in relation to organic agriculture (like the Danish organic label)?
* How is credibility and trust constructed in the value chains of organic food production, and what are the potentials for more nuanced assessments; particularly in light of the increasing complexities caused by 1) globalisation and differentiation of food chains, 2) expansion of media and communication channels, and 3) efforts to include additional considerations for nature and society in the certifications of organic agriculture?
WP2 will be organized as a number of separate reviews that will provide the basis for a joint workshop. This workshop will create space for dialogue crossing the different approaches and disciplines. Based on this dialogue, and time for collaboration afterwards, a joint report will be conducted to scaffold WP3, coordinated by the WP leader.
Task 2.1 (Research): Review of existing methods of multicriteria assessment and critical evaluation of the potential and limits of these for the present purpose in this project. (FOI, JPM)
Task 2.2 (Research): Analysis of the normative aspects in existing methods of multicriteria assessment compared to the normative principles and expectations of organic agriculture. (JPM)
Task 2.3 (Research): Review of research on how individuals handle complex information and the implied problems and potentials in relation to efforts to reduce complexity by means of multicriteria assessment and communication as this has been done in e.g. risk assessments, eco-labelling and education for sustainability. (DPU, JPM)
Task 2.4 (Research): Review of research on the possibilities for creating and maintaining credibility and trust in relation to the increasing complexity in the assessment of sustainable and organic agriculture. (ISEK)
Task 2.5 (Research): Review of research on the construction of credibility and trust in the media and among media users, mapping of existing discourses of trust and credibility in contemporary media and among consumers in relation to more comprehensive assessments of organic food systems. (IMV)
Task 2.6 (Research): Cross-cutting evaluation and integration of the different approaches and communication of a joint working report to WP 3 and 4. (DPU, JPM, FOI, ISEK, IMV)

WP 3. COMMON FRAMEWORK FOR DEVELOPMENT OF METHODS FOR multicriteria assessment and communication (Research and Development, WP leader: Hugo F. Alrøe, JPM)
None of the existing approaches to provide overall assessments of the effects on society and nature have been developed in relation to organic agriculture specifically. The purpose of this WP is therefore to rethink and develop such tools in relation to organic food systems and the goals laid down in the organic principles (IFOAM 2005, EEC Regulation No 834/2007).
Key questions to be addressed:
* How to establish a balance between using quantitative and precise assessments where available and avoiding that what is easy to measure gains disproportionate weight in the overall assessment framework?
* How to establish effective communication of complex multicriteria assessments of the effects of organic food systems?
WP 3 will 1) collect experiences from international applications of multicriteria assessment tools in relation to agriculture and food and evaluate their ability to convey the potentials and effects of organic agriculture, and 2) review methods to communicate complex assessments by way of visualisation and other means, as the two main ingredients to create a common framework for multicriteria assessment and communication that can be demonstrated and tested in WP 4. To further qualify the framework and ensure the national and international relevance to the organic sector, the WP will investigate the importance of scientific, cultural, actor and media differences to making and communicating overall assessments of the effects of organic agriculture and develop communication best practices.

Task 3.1 (Research): Collecting and evaluating national and international evidence-based experiences and best practices in applying multicriteria assessment in relation to sustainable and organic agriculture. (JPM, VfL)
Task 3.2 (Research): Collecting and evaluating national and international experiences on methods of communicating complex assessments by way of visualisation, ecosystem services mapping, and other means. (ISEK, DPU, JPM, AH)
Task 3.3 (Research): Actor network analysis to provide a more comprehensive mapping and understanding of the organic actors as a basis for multicriteria assessment and communication. (JPM)
Task 3.4 (Research): Analysis of one or two media cases on organic value chains with place-specific origins (Thise and other) to provide a more comprehensive and in-depth understanding of how to communicate a multicriteria assessment to the media. (IMV, Thise)
Task 3.5 (Development): Development of communication best practices for how to create and maintain trust and credibility in Danish organic food systems. (ISEK)
Task 3.6 (Development): Development of a common framework for conducting and communicating multicriteria assessments based on the theory in WP 2 and the other tasks in WP 3. (JPM, VfL, AH, ISEK, IMV, DPU)

WP 4. EVALUATION OF STAKEHOLDERS' PERCEPTION AND ACCEPTANCE OF multicriteria assessment and communication methods (Research and Development, WP leader: Tove Christensen, FOI)
In this WP the possible effects of new methods for multicriteria assessment and communication are evaluated in selected cases with groups of stakeholders, including organic farmers, food processing and marketing companies, consumers and public authorities. A prototype of a multicriteria assessment and communication method based on the framework developed in WP3 is presented to organic farmers and processors to evaluate how the method can be adapted to measure and communicate the most important features of organic production and how it can be integrated in the daily activities as a useful tool for the ongoing innovation of organic practices. During a test period the adapted method is tried out on a group of farms and a few processing companies. At the end of the test period the data from the production is presented to a group of consumers and wholesale persons to monitor their reaction on the information from the new method. Moreover, the information from the test period is presented to officials and politicians on both municipal, regional and state level and their reactions related to the value of organic production as a measure for meeting political goals are monitored.
A representative group of citizens are selected to evaluate their reactions on the new form of presentation of the performance of organic production. Journalist will be a special group as communication to and through the media is of central importance. A survey will analyse their perceptions of the presented information from the new method of assessment and communication. The survey will be evaluated to analyse if the new method gives a better understanding, a greater interest and a deeper trust in organic production methods compared to the information the respondents have gained earlier.
Task 4.1 (Development): Prototype development, presentation and testing of a new method for multicriteria assessment and communication in cooperation with selected farmers and processors, including pre- and post-interviews and evaluation of the experiences. (VfL, ØL, DPU, AH, JPM, FOI, Thise)
Task 4.2 (Development): Monitoring and evaluating the reactions from officials and politicians on information communicated by the new method. A special focus will be to test if multicriteria assessment can be used as the basis for a new support scheme for organic farming and a flexible means of compensating organic farmers for additional practices above and beyond the organic standard on issues such as climate, animal welfare and nature. The model will strengthen organic farming performance in these areas and create positive results that can be communicated to political decision makers and consumers, raising the interest and support for organic farming and food products. In addition methods to communicate regionalized results via for example maps are tested, including international experiences and results. (VfL, ØL, FOI, JPM)
Task 4.3 (Research): A representative consumer survey is conducted in order to evaluate perceptions of the different criteria applied in the multicriteria analysis. The point of departure will be a comprehensive review of exiting studies of consumers' perceptions and preferences in relation to organic food production. The present

survey will focus on characteristics which are not well documented including the complicated aspects of organic production and greenhouse gas emissions. Identification of the focus areas will take place in collaboration with stakeholders in the organic sector. Thereby existing knowledge can be extended in such a way that it can be applied to strengthen the communication with consumers. (FOI, ØL).
Task 4.4 (Development): A qualitative (observation and individual interviews) science and technology study of how selected consumers of organic core products respond to selected criteria for assessment for place of origin, robust production and perceived quality of products (Thise and other). (IMV, Thise)

WP 5. COMMUNICATION AND DISSEMINATION OF PROJECT RESULTS (Research and Demonstration, WP Leader: Peter Kastberg, ISEK)
The purpose of this WP is to establish and maintain an effective innovation chain for research, development and demonstration. Firstly, to support the dissemination of the assessment and communication methods and other results that are produced by the project, among organic actors and stakeholders as an instrument for stimulation of the organic market and for a robust and trustworthy development of organic production and food systems. Secondly, as a way to ensure the scientific quality of the project results, the WP will support and coordinate the scientific communication from the project activities on relevant conferences. Moreover, the WP will organize two international project-customized conferences to advance the communication with project-relevant research communities. Thirdly, the WP will offer to coordinate a cross-cutting dialogue within the Organic RDD programme on the opportunities for using multicriteria assessment and communication tools to incorporate broader assessments of the effects of organic production and food chains into the research and to facilitate participation and communication with organic actors and stakeholders on the development of organic food systems. The aims are to strengthen the other projects in their individual objectives and to provide valuable challenges to the MULTI-TRUST project by confronting it with a wider range of problems and contexts concerning the overall assessment of the effects of organic agriculture.
Task 5.1 (Demonstration): Setting up a project homepage with relevant information to the various target groups and stakeholder communities and continuously updating it as an important basis for the dissemination of project results and for continuous dialogue with the various stakeholder communities (JPM, FOI, ISEK, DPU, IMV, VfL, ØL).
Task 5.2 (Demonstration): Dissemination and communication of project results with a broad range of organic actors and stakeholders through a series of public meetings/workshops (VfL, ØL, JPM).
Task 5.3 (Research): Coordination of scientific publications and scientific communications in field oriented and disciplinary conferences (i.e. Organic World Conferences 2011 and 2014, IFSA 2012, and other conferences on organic and sustainable agriculture, business communication, food economy, etc.). (ISEK)
Task 5.4 (Research): Organize a project-customized conference series consisting of two international and interdisciplinary conferences designed to communicate project findings as well as to boost dialogue with project-relevant scientific communities worldwide. To ensure optimal feedback to the projects research the conference series is designed to mirror the project progression, i.e., the first conference will be on "Conceptualizations & Research Design", the second will be on "Analyses & Implications."(ISEK, JPM, FOI, DPU, IMV, VfL, ØL)
Task 5.5 (Research): Organize a midterm Organic RDD cross-programme workshop where the preliminary results of the MULTI-TRUST project are put into play, with follow-up collaboration with projects where the potential for synergy is high. (JPM, DPU)

A12.6 Description of how it will be ensured that the project results can be implemented in practice and perhaps commercialized (max. ½ page).

The project will develop a test version or prototype of a new method to assess and communicate a set of the most important aspects of organic agriculture. The prototype will be based on scientific knowledge and international experiences on multicriteria assessment and communication and should therefore have a high potential to offer a really new approach for the organic sector and stakeholder groups. Besides this, the project involves most of the important players in the relevant scientific fields and in the organic production

system, as well as experienced professionals in modern visualization technologies. This will ensure good and quick information to all important stakeholders involved in the organic production chain. By involving farmers, advisers, public authorities and companies in the concrete testing of the prototype it will be secured that the method will be adapted as well as possible to the practical needs.

If the project succeeds in developing and demonstrating methods for multicriteria assessment and communication that effectively improve the possibilities to assess and communicate a broad range of effects of organic food systems, actors in the organic sector will surely try to commercialize it. Since the challenge dealt with in this project is common to organic agriculture in most countries, the new method will also have potential for commercialization on an international level.

A12.7 Description of possibilities for a general utilisation of the results (max. ½ page).

Multicriteria assessment is explicitly requested in focus area 2 of the Organic RDD programme, "Focused development of organic farming systems for nature, environmental protection and rural development." However, the MULTI-TRUST project is a cross-cutting project, and the elaborate and interdisciplinary analyses of multicriteria assessment and communication methods and the methods and tools developed in the project will be useful in relation to all the six focus areas of the programme. This project therefore offers to organize a midterm Organic RDD cross-programme workshop on the potential for making and communicating comprehensive and balanced assessments of the effects of organic food systems. In the workshop the preliminary results of the MULTI-TRUST project are put into play and challenged by the perspectives of the other projects in the programme. Follow-up collaboration is expected with projects where the potential for synergy is high, to provide mutual benefits to the projects and added value to the programme.

The results of the project will primarily be targeted on utilization in relation to organic agriculture, but they will also draw from and contribute to the more general efforts to find appropriate ways to assess and communicate complex issues related to sustainable development. An obvious first step from the specific focus of the project toward a more general utilization would be to extend the focus from organic agriculture to agriculture in general. A comprehensive understanding of the effects of agricultural production - not only organic agriculture - is important for future agricultural policy and for the food market. Having one common way to assess the effects of different agricultural production methods will also make it easier to compare the effects of organic food systems with other production systems. Many issues will be the same for agriculture in general and the ideas and methods for visualization that are developed in the project would probably be applicable in this broader field as well.

A12.8 Description of the coherence between the research, development and demonstration activities in the project, including involvement of relevant users of the results (max. ½ page).

The MULTI-TRUST project has project partners as well as international partners from universities, advisory services and companies and agreed collaborations with regions and municipalities in Denmark. This has allowed the partners to plan a deeply integrated project where all partners are involved in research, development and demonstration activities, and this provides an excellent basis for securing the coherence across the different types of activities. Biannual project management meetings and biannual project workshops will underpin cross-disciplinary, cross-partner and cross-WP collaboration, and the project workshops have themes that support this collaboration, as described in A12.9. All five WPs run in parallel with activities throughout the project period. However, there is also a clear progression where WP2 provides the theoretical background for WP3 and WP4, and WP3 provides a common framework for the development of specific methods and prototypes in WP4, indicated by the key milestones M2.6.1 and M3.6.1, and later feedback from the results in WP3 and WP4 to WP2 and WP3, which can benefit e.g. the scientific articles that are elaborated in the WPs.

In having partners from the organic sector within the project, this is a highly participatory project, and in addition, other users will be involved in the different project activities. In WP4 a range of different users, such as farmers, agricultural advisers, food companies, local authorities, officials and consumers, will thus be directly involved in the development and demonstration of the assessment methods and tools. The relation between producers and consumers, citizens and policy makers is most often mediated, and media is a specific focus in the project. The aim is to involve different media levels directly in the development and demonstration of the proposed multicriteria communication and visualization tools. Furthermore there are specific demonstration activities in WP 5 by way of the project homepage and a series of workshops with different organic actors and stakeholders.

A12.9 Project organisation, management and administration (max. ½ page).

This is an interdisciplinary and participatory project that requires close collaboration between researchers from different disciplines and project partners from companies, agricultural advisory services and public authorities, and this poses special challenges for project management. The project management builds on a clear-cut management structure, a clear division of responsibilities, a consistent plan for the interaction and timing of project activities, and an effective plan for cross-task and cross-WP communication between the different project partners.

The overall responsibility for the project lies with the project leader, with support from the experienced staff at the Department of Agroecology and Environment. The project leader will manage the project in coordination with the Project Management Committee (PMC), in which WP leaders are members and all project partners are represented. The project is organised in five work packages, each with a WP leader who is responsible for coordinating the WP activities. The five WP's are run in a close cooperation that is key to the success of this highly integrated project, and secured by the scheduled milestones and biannual project management meetings. There will also be biannual project workshops with themes that support WP cooperation, i.e.: Workshop on theoretical challenges from WP2; Workshop on challenges from international experiences in WP3; Workshop on challenges from other Organic RDD projects in WP 5; Workshop on participatory challenges from stakeholder groups in WP 4. The management and integration activities have been organised as a separate work package, WP1, led by the project leader, wherein all partners participate.

WP 1. PROJECT MANAGEMENT AND INTEGRATION OF WPs (Research, WP leader: Hugo F. Alrøe)
Task 1.1 (Research): Facilitation of the communication and collaboration among the project partners, including the organisation of biannual project workshops. (JPM)
Task 1.2 (Research): Monitoring and evaluation of the progress and outcomes of the project, and effective and appropriate adaptation of project activities where needed due to changes in the external and internal conditions for the project, in coordination with the PMC. (JPM)
Task 1.3 (Research): Communication and coordination with the Organic RDD Programme Committee and the management at ICROFS. (JPM)

A12.10. The technical competences of the partners and their contribution to the project including how they complement each other (max. 5 lines per partner).

JPM – The Department of Agroecology and Environment, Aarhus University undertakes process-oriented research directed at more basic issues, system-oriented research and more developmental work within three areas: Soil function and quality; Crops, production systems and decision support; and Catchment areas and regional analyses. JPM is responsible for research-based advice to the authorities within "Environment and Bioenergy", "Climate and Natural Resources" and "Organic Farming".

FOI – The Institute of Food and Resource Economics, University of Copenhagen conducts research within the fields of agricultural, fisheries, environmental and food economics at a national as well as international level. Its primary functions include research, teaching and supervising students and to undertake advisory tasks for authorities at national and European level. FOI contributes to the evaluation of economic multicriteria assessment methods in WP 2 and to the empirical studies in WP 4.

DPU - The Danish School of Education, Aarhus University takes part in the project with three researchers from Research Program for Environmental and Health Education. This program has gained a high international reputation as pioneer and inventor of the Action Competence Approach. The research team will contribute knowledge on reduction and communication of complexities, on consumer-citizenship involvement and learning, and on education in relation to organic farming.

ISEK – The Department of Language and Business Communication is an institute with special expertise in research in and teaching of marketing, corporate and intercultural communication as well as cultural business studies. The strategic focus of Aarhus School of Business and Social Sciences, where ISEK is located, is sustainability. ISEK contributes to the project with research into communicative issues facing the organic food systems, e.g. trust, credibility and public awareness and understanding.

IMV – Information and Media Science at the University of Aarhus has expertise in research in analysis of complex media systems, including quantitative and qualitative audience studies and media sociology. Furthermore the expertise in Science and Technology Studies (STS) and in Actor-Network Studies (ANT) is renowned in relation to communication and information technology studies. IMV contributes to media-related studies in WP2, WP3 and WP4.

VfL – The Danish Knowledge centre for Agriculture has extensive experience and expertise in advising farmers, developing advisory tools, and conducting development projects, and it is in close cooperation with advisory service centres in other countries. VfL will collect and present methods for assessment of agricultural production in WP3, organize the development and testing with selected farmers and advisers in WP4, and organize the demonstrations for farmers and advisers in WP5.

ØL - Organic Denmark is an association of organic farmers, consumers and food companies that coordinates the joint organic sales effort in Denmark in close cooperation with nearly all supermarket chains; advises food companies in product development and marketing; and coordinates the sectors press, communications and joint export initiatives. ØL works with organic policy in DK and EU to ensure political support and credible standards, and has DKs largest advisory unit for organic farmers.

Thise – Thise Dairy is an organic co-operative dairy with 80 members that processes about 80 mill. Kg. milk per year. Thise has 20 years of experience in developing organic milk products with a basis in differences in milk quality, such as a Jersey milk with particular qualities. Thise also produces milk from specific farms, such as “Bjørnsholmmælk” and “Egnsmælk” from five farms in Thy, and the special cheese “Vesterhavsost” that is produced and stored in a particular geographic area.

AH – The Animation Hub is a state funded national network with participants from both private enterprises and public knowledge institutions and international collaborations, which aims to investigate and promote innovative uses of animation in "alternative domains", such as science and research, health care and interaction design. AH will provide expert knowledge on visualization, facilitation of workshops and concrete matchmaking with skilled animation and visualization companies.

A12.11. Expected collaboration with other research institutions/companies nationally and internationally (max. ½ page).

* VfL has close contacts to Bioland Beratung, Germany and Forschungsinstitut für Biologischen Landbau (FiBL), Switzerland where multicriteria tools are under development.
* JPM has collaborated for a long period with Karen Refsgaard at the Norwegian Agricultural Economics Institute, who has expertise in multicriteria analysis and in organic agriculture.
* JPM collaborates with University of Natural Resources and Applied Life Sciences, Vienna; Dep. of Sustainable Agricultural Systems, Professor Bernhard Freyer, on organic agriculture
* JPM collaborates with Henrik Moller at the Centre for the Study of Agriculture, Food and Environment (CSAFE), a transdisciplinary research centre at University of Otago that explores the dynamics of agricultural sustainability at the interface between social and environmental sciences.
* Collaboration and external consultancy has been planned with IFOAM Head Office, which the project leader has collaborated closely with.
* Collaboration and external consultancy has been planned with the Centre for Agriculture and Environment, CLM research and advice Plc.
* Collaboration has been planned with the International Centre for Integrated assessment and Sustainable development (ICIS) at Maastricht University is a scientific 'centre of excellence' on integrated assessment, conducting theoretical, empirical and policy-relevant research.
* IMV collaborates with Jacquie Reilly at the Department of Public Health and Health Policy, University of Glasgow, who has worked extensively on media audiences' constructions and negotiations of trust and credibility concerning food and media.
* In addition, the project has planned collaborations with Region Sjælland, Udviklingshus Sjælland (including Ringsted, Roskilde and Lejre municipalities), Region Midt and Syddjurs municipality.

A12.12. The relation to previous projects within the projects focus areas (if any) including references to these (max. ½ page).

* A system for multicriteria assessment of farms that are under adaption to organic farming in Germany and Switzerland is developed in the DBU-Verbundprojekt „Nachhaltigkeit in landwirtschaftlichen Wertschöpfungsketten" (http://www.nachhaltige-landwirtschaft.info/53.html)
* Socio-economy and environmental impacts of organic farming. 3-year Research Project financed by the Norwegian Research Council, 2008-2010, where Karen Refsgaard is Project leader.
* JPM participated in Ethical accounting for livestock farming (Sørensen, JT, P Sandøe and N Halberg, eds., 1998, Etisk regnskab for husdyrbrug. DSR forlag; Halberg, N., 1996 Miljø- og ressourceindikatorer til brug i et etisk regnskab for husdyrbrug. Ph.D afhandling ved Den Kgl. Veterinær og Landbohøjskole)
* The EU Network of Exellence ENDURE, which JPM is a partner in, aims to develop a holistic approach to sustainable pest management, and involves multicriteria assessment activitites including social and cultural sustainability indicators. (http://www.endure-network.eu)
* IMV participates in the project New Public Boundaries (project leader Niels Ole Finneman,AU, IMV) with a focus on how consumers use the Internet and other media to decide the credibility of recipes and food products, including organic food.
* IMV participates in the project Cool Snack (Project leader Karen Brunsø ASB, MAPP) focusing on how to develop experimental interview methods concerning children and adolescents' food preferences and competences.

A range of other previous projects are also relevant to the present project, and the project will carry out a thorough review of previous research and experiences as part of WP2 and WP3.

A13. Tables with milestones and deliverables with information as requested in the table in A16.

M1.1.1 Biannual Project Management Committee meetings (Month 1, 6, 12, 18, 24, 30, 36)

M1.2.1 Biannual project workshops. (Month 6, 12, 18, 24, 30)

M2.1.1 Review of multicriteria methods completed and contributed (FOI, JPM) 31. Oct. 2011

M2.2.1 Analysis of normative aspects contributed to Task 2.6 (JPM) 31. Oct. 2011

M2.3.1 Review of research on complexity and perception/coping contributed to Task 2.6 (DPU, JPM) 31. Oct. 2011

M2.4.1 Review of research on complexity and consumer trust contributed to Task 2.6 (ISEK) 31. Nov. 2011
- The research results from Task 2.4 will also provide the basis for Task 3.2.

M2.5.1 Analysis of complexity and media contributed to Task 2.6 (IMV) 31. Oct. 2011
- The results of Task 2.5 will be summarized for use in Task 2.6 and 4.4

M2.6.1 Joint WP2 workshop (DPU, JPM, FOI, ISEK, IMV) 30. Dec. 2011
M2.6.2 Concluding joint report from WP2 (DPU, JPM, FOI, ISEK, IMV) 31. Feb. 2012

M3.1.1 Results on applied assessment methods communicated to project partners (JPM) 1. Sep. 2012

M3.2.1 Results on communication methods communicated to project partners (ISEK) 1. Sep. 2012

M3.3.1 Preliminary results from the actor network analysis in the Ph.D project is delivered to the project partners (JPM) 1. Sep. 2012

M3.4.1 Media analysis work contributed to the joint work in Task 3.6 (IMV) 31. Aug. 2012

M3.5.1 Communication best practices finalized for Task 3.6. (ISEK) 15 Sep. 2012
- With outset in Task 2.4 to deliver indicators for best practice that are disseminated to organic producers.

M3.6.1 Common framework for methods of multicriterial assesment and communication ready for adaption to practical use in WP 4. (JPM) 31. Nov. 2012

M4.1.1 Prototype development and testing concluded (VfL, ØL, DPU, AH, JPM, FOI, Thise) 1. Oct 2013

M4.2.1 Reactions from officials and politicians on the new method of multicriterial assessment (Vfl, ØL, FOI, JPM) 1. Nov. 2013

M4.3.1 Consumer and citizen survey conducted (FOI) 31. Aug. 2012
M4.3.2 Analysis of survey completed (FOI) 31. Aug. 2013

M4.4.1 Qualitative analysis concluded (IMV) 31. Aug 2013
- This task relates directly to T4.1 and T4.3.

M5.1.1 Setting up and updating a project homepage with information on the project (JPM) 1. May 2011

M5.4.1 Conference on "Conceptualizations & Research Design" convened (ISEK, JPM, DPU, FOI, IMV, VfL, ØL) 31. Jun. 2012
M5.4.2 Conference on "Analyses & Implications" (ISEK, JPM, DPU, FOI, IMV, VfL, ØL) 31. Dec 2013

M5.5.1 Cross-pregramme workshop on the opportunities for multicriteria assessment and communication held. (JPM, DPU) 31. Nov 2012

A14. List of deliverables from the project (also fill out the table in A17)
D1.1.1 Biannual Project Management Committee meetings (JPM) Month 1, 6, 12, 18, 24, 30, 36 – S4

D1.2.1 Biannual project workshops. (JPM) Month 6, 12, 18, 24, 30 – S4

D1.3.1 Annual progress reports on the progress of the project according to the implementation plan. (JPM) – 31 Mar. 2012, 31. Mar 2013
D1.3.2 Final report on the project results (JPM) 31. Mar 2014 - S3

D2.1.1 Review of multicriteria methods (FOI) 31. Oct. 2011 - S3
- The task will critically examine existing Danish and international approaches to a comprehensive and nuanced assessment of the effects of agriculture and food, including ethical accounting, green accounting, economic valuation, life cycle assessment, sustainability assessment, etc. In particular, the task will carry out an analysis of the advantages and disadvantages of using economic models in making and communicating overall assessments of the effects of organic production and food chains. The analysis will be based on a review of methods and relevant studies, including 1) economic valuation studies that are often used in environmental economics to estimate consumers' or citizens' willingness to pay for the benefits related to organic production in order to assess the value to society, 2) general equilibrium models as used to assess the effects of different sectors on the economy, and 3) cost effectiveness analyses that are often carried out to evaluate or design choice of regulatory instruments. Particular focus will be given to highlighting underlying assumptions of behaviour in the economic methods and what objective function (normative criteria) they are measured against – and to what extent they differ from using the organic principles as objective functions. Due to the limits of measuring effects appropriately in monetary terms, the analysis will also include 4) non-monetary assessment methods such as multi-criteria techniques.

D2.2.1 Scientific article on normative aspects (JMP) 31. Aug. 2013 - S1

D2.3.1 Review of research on complexity and perception/coping (DPU) 31. Oct. 2011 - S3

D2.4.1 Review of international research on credibility and consumer trust (ISEK) 31. Nov. 2012 – S1
In a first step, criteria for the assessment and creation of trust and credibility in organic food systems are to be developed with outset in existing international research on credibility and trust in value systems. The overall task is to review articles on the creation, maintenance and importance of trust and credibility in value systems generally and food systems specifically. The focus is on articles in selected international journals on Management (for instance Management Decision; Management Communication Quarterly; Management Review; Management Today)and Business (for instance Training and Management Development Methods; Journal of Farm Management) over a fifteen years period of time (1995 – 2010). A key question will be how to define trust and credibility in value and/ or food systems. In a second step, the knowledge gained from the review of international

research on Management and Business, then is to be transferred to and assessed in relation to the challenges for organic foods systems in Denmark. One of the current challenges is to bridge the gap between complexities in Danish organic food systems and the state ecology represented by the "ø-mærke" brand, and at the same time to maintain and increase credibility and trust as a foundation of growth. A key question relevant for the assessment of the knowledge on trust and credibility gained from the review will be: How to avoid the complexity gap to develop into a credibility gap?

D2.5.1 Presentation on complexity and media at a national or international conference (IMV) 31. Aug 2012 – S4
D2.5.2 Analysis of complexity and media (IMV) 31. Oct. 2012. – S1
- This deliverable will include:
1. An up to date review of international and national research on the construction of credibility in the media and among media users (Johnston and Baumann 2010: Foodies. Democracy and Distinctions in the Gourmet Foodscape. London: Routledge; J. Reilly 2006: "The impact of media on food choice" in Shephard, R. Raats M. (eds.): Psychology of Food Choice CABI; Tulloch J. and Lupton D. 2003: Risk and Everyday Life London: Sage). Research in the credibility relation between ecological producers, the media and consumers hardly exist on a broader scale. However, recent qualitative research based on consumer interviews show complicated patters in the constructions of credibility patterns that emphasize the importance of diverse media information, stressing the dominance of entertainment media such as magazines and television compared to information and campaigns. The key question will be how to transfer the results to the ecological food chain and the mediations of sustainable food productions
2. A mapping of existing discourses in Danish contemporary media cases (recent and popular cook-books, food magazines, television food programming, food pages in the internet)
3. A mapping of audience preferences in media use.

D2.6.1 Concluding joint report from WP2 (DPU, JPM, FOI, ISEK, IMV) 31. Feb. 2012 – S3

D3.1.1 Report on in applying multicriteria assessment (JPM, Vfl) 1. Sep. 2012 – S3
- Systems as Green Accounting and the German system for certified sustainable production: DLG-Zertifikat "Nachhaltige Landwirtschaft - zukunftsfähig" (http://www.nachhaltige-landwirtschaft.info/) could be relevant examples to include. The Danish Agricultural Advisory Service has experiences in elaborating green accounting at farms and has contact to organic advisory services in Germany and Switzerland where a practicable system of monitoring and communication of organic farm production is under development from the German Nachhaltikeit certificate.

D3.2.1 Submission of article to journal with peer review (ISEK) 1. Sep. 2012 – S1

D3.3.1 Report from the Ph.D study (JPM) 31. Dec. 2013 – C1
This work will invoke methodology from the field of Science and Technology Studies (STS), in particular that of Actor Network Theory (ANT), as part of a Ph.D. study that interlinks methods from the humanities and the natural sciences. The STS approach contributes to the research objective of the overall project by making possible another perspective on the complexity and heterogeneity of the organic production and food systems, which will contribute to a more comprehensive mapping and understanding of the involved organic actors as a basis for multicriterial assessment and communication in the organic market. The last part of this 4+4 Ph.D. project, which extends beyond the project end date, is financed by JPM.

D3.4.1 Paper to national or international conference: Credibility of Value and Origin in a Media Case (IMV) 31. Aug 2012 - S4
D3.4.1 Scientific Paper: Credibility of Value and Origin in a Media Case (IMV) 31. Dec 2012 - S1

- Peer reviewed article for e.g. J. of Rural Studies.
The point of departure for this task is the EU place- and origin designation BGB well known from the French AOC system and the Italian DOC – however this has not been applied to organic products. In Denmark only Danablu and Esrom cheese have been authorized together with carrots from Lammefjorden. If criteria of origin and robust production as an organic core quality should be developed it could be established on the EU criteria of BGB. Using methods from Science and Technologies Studies (STS) geographical qualities have to be sustained through negotiations between the diverse actors – human and non-human. How are robust and trustworthy relations between place, product, market, media and consumers established? Key reference: Callon et al. 2002: "The Economy of Qualities" Economy and Society 31(2): 194-217.

D3.5.1 Knowledge box for succesful communication (ISEK) 15 Feb. 2013 – P1
- With outset in intercultural communication, specifically in the principles and tools of culturally intelligent communication (Plum et al 2007 "Kulturel intelligens", Børsens Forlag), the task is to open a window of opportunity for organic producers and to provide a knowledge box for how product credibility and consumer trust may be created and/ or developed in organic producer's communication bridging the gap in the current Danish food market identified above. The knowledge box for successful communication is developed with outset in the criteria identified in task 2.4, and in cooperation with project partners.

D3.6.1 Report on framework for development of multicriterial assesment and communication methods. (JPM) 1. Dec. 2012 –S3
D3.6.2 Scientific article on the framework for development of multicriterial assesment and communication methods. (JPM) 31. Dec. 2013 – S1

D4.1.1 Report on needs and wishes to multicriterial monitoring and communication tools from the test among farmers, advisers, processors, officials and politicians. (VfL, ØL) 1. Sep. 2013 – P1
- Design-by-doing experiments: Prototypes are developed and tested by users, who are interviewed in order to elaborate the tools (Ehn 1988; Læssøe & Rasmussen 1989)

D4.1.2 Article in an organic farming magazine on the results and experiences from the test of the new method for assessment and communication. (VfL, ØL) 1. Sep. 2013 – P1

D4.1.3 Oral presentation on the Danish Organic Congress. (VfL, ØL) 1. Nov. 2013 – P2

D 4.2.1. (Development) Report documenting the reactions from officials and politicians to model for a flexible support scheme, based on a multicriterial assessment of organic farmers concrete actions in new areas of public interest (climate, animal welfare, nature). (VCL, ØL) 1. Sept 2013 - P1
- A test is concluded on multicriterial assessment as the basis for a new support scheme for organic farming and a flexible means of compensating organic farmers for additional practices above and beyond the organic standard on issues such as climate, animal welfare and nature.

D4.3.1 (Research) Working paper documenting survey results (FOI) 1. Sep. 2013 – P1
D4.3.2 (Research) Submission of international peer reviewed article on consumer ranking of multiple criteria of organics (FOI) 1. Dec. 2013 – S1
D4.3.3 (Research) Submission of international peer reviewed article on the relationship between consumer perception of multiple criteria of organics and means of communication (FOI) 1. Dec. 2013 – S1

D4.4.1 Oral presentation at a workshop: Qualitative methodology (IMV, Thise) 31. Jun. 2013 –S4
D4.4.2 Paper to international conference: Methodology, STS and Quality of Origin (IMV) 31. Aug. 2013 – S2
How is terroir or the combination of place of origin, robust production and unique quality best demonstrated visually so that producers as well as mediators and consumers trust the method? Which parameters have to be demonstrated at all levels and which can be developed for special interests groups as more complex information than the basic visualization. This should be tested in concrete negotiations with the diverse actors.

D5.1.1 Project homepage with the results of the project available (JPM) 31. Dec. 2013 – P1

D5.2.1 A series of public workshops with a range of organic actors and stakeholders (VfL) 31. Sep 2013 - P2

D5.3.1 Coordination of project presentations at 2-4 project relevant international conferences (ISEK) 31. Dec. 2013- S4

D5.4.1 International conference on "Conceptualizations & Research Design" (1. Jul. 2012) (ISEK) – S4
D5.4.2 International conference on "Analyses & Implications" (31. Dec 2013) (ISEK) – S4

D5.5.1 Organic RDD cross-programme workshop (JPM) 31. Sep 2012 – S4

A15. List of appendices

Appendix 1: CVs for all key persons according to the list in A9

Appendix 2: Statements of interest in collaboration from regional authorities and municipalities

Appendix 3: Statements of interest in collaboration from international partners

Appendix 4: CVs from international partners

A16. Milestones and time schedule for the entire project

WP no.	Milestone no.	Title/activity	Responsible project participant	Date/year	Other participants
1	1.1.1	Biannual Project Management Committee meetings	JPM	15. Jan 2011 and bi-annually to 1. Dec. 2013	DPU, FOI, ISEK, IMV, VfL, ØL, AH, Thise
1	1.2.1	Biannual project workshops	JPM	31. May 2011 and bi-annually to 31. Jun 2012	DPU, FOI, ISEK, IMV, VfL, ØL, AH, Thise
2	2.1.1	Review and assessment of multicriteria and other project appraisal methods concluded	FOI	31. Oct. 2011	JPM
2	2.2.1	Analysis of normative aspects concluded	JPM	31. Oct. 2011	
2	2.3.1	Review of research on complexity and perception/coping concluded	DPU	31. Oct. 2011	JPM
2	2.4.1	Review of research on credibility and trust concluded	ISEK	31. Nov. 2011	
2	2.5.1	Analysis of complexity and media concluded	IMV	31. Oct. 2011	
2	2.6.1	Joint WP2 workshop	DPU	31. Dec. 2011	JPM, FOI, ISEK, IMV
2	2.6.2	Concluding joint WP2 report	DPU	31. Feb. 2012	JPM, FOI, ISEK, IMV
3	3.1.1	Results on relevant applications of multicriteria assessment communicated to project partners	JPM	31. Aug. 2012	VfL
3	3.2.1	Results on relevant communication and visualisation methods communicated to project partners	ISEK	31. Aug. 2012	JPM, DPU, AH
3	3.3.1	First results from the actor network analysis in the Ph.D project is delivered to the project partners	JPM	31. Aug. 2012	
3	3.4.1	Result of media cases on value organic chains	IMV	31. Aug. 2012	Thise
3	3.5.1	Best practices are disseminated to organic producers	ISEK	15. Sep. 2012	
3	3.6.1	Common framework for methods of multicriterial assesment and communication ready for adaption to practical use in WP 4	JPM	31. Nov. 2012	VfL, DPU, ISEK, IMV, AH
4	4.1.1	Prototype development and testing concluded	VfL	31. Sep. 2013	ØL, DPU, AH, JPM, FOI, Thise
4	4.2.1	Reactions from officials and politicians on the new method of multicriterial assessment concluded	VfL	31. Sep. 2013	ØL, JPM,FOI
4	4.3.1	Survey on consumer ranking of multicriteria in organics completed	FOI	31. Aug. 2012	
4	4.3.2	Analysis survey completed	FOI	31. Aug. 2013	ØL

4	**4.4.1**	**Qualitative STS case concluded**	**IMV**	**31. Aug. 2013**	**Thise**
5	**5.1.1**	**Project homepage with information on the project published**	**JPM**	**1. May 2011**	
5	**5.4.1**	**Conference on "Conceptualizations & Research Design"**	**ISEK**	**1. Jul. 2012**	**JPM, DPU, FOI, IMV, VfL, ØL**
5	**5.4.2**	**Conference on "Analyses & Implications"**	**ISEK**	**31. Dec. 2013**	**JPM, DPU, FOI, IMV, VfL, ØL**
5	**5.5.1**	**Cross-programme workshop on the opportunities for multicriteria assessment and communication**	**JPM**	**31. Nov. 2012**	**DPU**

A17. List over deliverables (D=deliverables) for the entire project, stating whether the deliverable belongs to the research part of the project (R); the development part (D); and/or demonstration (Dm).

D. no.	Deliverable	Responsible project participant	Date/year	R, D, or Dm Effective working time, months [1]	Type of deliverable*
1.1.1	Biannual Project Management Committee meetings	JPM	15. Jan 2011 and bi-annually to 1. Dec. 2013	R 3	S4
1.2.1	Biannual project workshops.	JPM	31. May 2011 and bi-annually to 31. Jun 2012	R 7	S4
1.3.1	Annual progress reports on the progress of the project according to the implementation plan.	JPM	31. Mar. 2012, 31. Mar. 2013	R 1,3	S3
1.3.2	Final report on the project implementation and results	JPM	31. Mar. 2014	R 0.7	S3
2.1.1	Review and assessment of multicriteria and other project appraisal methods	FOI	31. Aug. 2011	R 4	S3
2.2.1	Analysis of normative aspects	JMP	31. Aug. 2013	R 3	S1
2.3.1	Review of research on complexity and perception/coping	DPU	31. Aug. 2011	R 2,4	S3
2.4.1	Report on review of research on credibility and consumer trust	ISEK	31. Nov. 2012	R 3,5	S3
2.5.1	Presentation on complexity and media at a national or international conference	IMV	31. Aug. 2012	R 2	S4
2.5.2	Scientific paper on complexity and media	IMV	31. Oct. 2012	R 2	S1
2.6.1	Concluding joint report from WP2	DPU	31. Feb. 2012	R 5	S3
3.1.1	Report on applying multicriteria assessment	JPM	31. Aug. 2012	R 3,2	S3
3.2.1	Submission of meta-article on communicating complex assessments	ISEK	31. aug 2012	R 4,4	S1
3.3.1	Report of the findings from the Ph.D actor analysis	JPM	31. Dec. 2013	R 18	S3
3.4.1	Paper to national or international conference: Credibility of Value and Origin in a Media Case	IMV	31. Aug 2012	R 2	S4
3.4.1	Scientific Paper: Credibility of Value and Origin in a Media Case	IMV	31. Dec 2012	R 2	S1
3.5.1	Knowledge Box for Successful Communication	ISEK	15. Feb. 2013	D 1	P1
3.6.1	Report on framework for development of multicriterial assessment and communication methods	JPM	31. Nov. 2012	D 3	S3
3.6.2	Scientific article framework for development of multicriterial assessment and communication methods	JPM	31. Dec. 2013	R 1,5	S1

4.1.1	**Report on needs and wishes to multicriterial monitoring and communication tools**	**VfL**	**31. Aug. 2013**	**D 10,6**	**P1**
4.1.2	**Article in an organic farming magazine on the results and experiences from the test of the prototype**	**VfL**	**31. Aug. 2013**	**D 1,5**	**P1**
4.1.3	**Presentation at the Danish Organic Congress**	**VfL**	**31. Oct. 2013**	**D 1,5**	**P2**
4.2.1	**Report documenting the reactions from officials and politicians to model for a flexible support scheme, based on a multicriterial assessment of organic farmers concrete actions in new areas of public interest (climate, animal welfare, nature).**	**VfL**	**31. Aug. 2013**	**D 7,1**	**P1**
4.3.1	**Documentation of survey results**	**FOI**	**31. Aug. 2013**	**R 3.9**	**P1**
4.3.2	**Analysis of consumer ranking of multiple criteria of organic food productions**	**FOI**	**31. Nov. 2013**	**R 4,4**	**S1**
4.3.3	**Analysis of the relationship between consumer perception of multiple criteria of organic food productions and means of communication**	**FOI**	**31. Nov. 2013**	**R 3,1**	**S1**
4.4.1	**Oral presentation at a workshop: Qualitative methodology**	**IMV**	**31. Jun. 2013**	**R 1,5**	**S4**
4.4.2	**Paper to international conference: Methodology, STS and Quality of Origin**	**IMV**	**31. Aug. 2013**	**R 5**	**S2**
5.1.1	**Project homepage with the results of the project available**	**JPM**	**31. Dec. 2013**	**Dm 1,8**	**P1**
5.2.1	**A series of public workshops with a range of organic actors and stakeholders**	**VfL**	**31. Sep. 2013**	**Dm 1,7**	**P2**
5.3.1	**Coordination of project presentations at 2-4 project relevant international conferences**	**ISEK**	**31. Dec. 2013**	**R 0,7**	**S4**
5.4.1	**International conference on "Conceptualizations & Research Design"**	**ISEK**	**31. Jun. 2012**	**R 2,6**	**S4**
5.4.2	**International conference on "Analyses & Implications"**	**ISEK**	**31. Dec. 2013**	**R 2,6**	**S4**
5.5.1	**Organic RDD cross-programme workshop**	**JPM**	**31. Sep. 2012**	**R 1,3**	**S4**

* Fill in the type of deliverable. Use the List of type of deliverables on the last page in Annex 3 "Instructions for filling in the application form".

[1] The total amount of months must be consistent with the total number of months in the budgets, and will therefore show the relative working effort per work package.