



Deliverable D1.3 Co-creation Strategy Plan

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D1.3: Co-creation Strategy Plan

Author(s)/Organisation(s)	Çağla Yüksel Kaya, EFFAB
Contributor(s)	
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Abstract:	The Digi4Live co-creation strategy plan outlines Digi4Live's approach to engaging stakeholders and other actors in project activities. The strategy considers all actors, but it mainly focuses on key actors, stakeholders, including farmers and technology providers. The actors are identified and then examined using an influence-interest matrix to enhance engagement. Continuous stakeholder mapping and establishing links with relevant research and innovation (R&I) initiatives are key components. Co-creation workshops facilitate initial contacts and establish thematic expert panels (TEPs) for ongoing knowledge exchange. The project integrates knowledge through the co-implementation of case studies, monitoring progress, and showcasing innovative solutions. The co-creation strategy plan is linked to the dissemination, exploitation and communication plan that raises awareness, maintains synergetic links with other projects and initiatives, and focuses on impact creation. To ensure sustainability, long-term vision strategies will be developed. Overall, Digi4Live aims to ensure meaningful engagement, foster collaboration, and achieve long-term impacts in the livestock sector.

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1.	LUONNONVARAKESKUS	LUKE	Finland
2.	EUROPEAN FORUM OF FARM ANIMAL BREEDERS	EFFAB	Netherlands
3.	GEOPONIKO PANEPISTIMION ATHINON	AUA	Greece
4.	UDRUZENJE ZA PREDUZETNISTVO I INOVACIJE FOODSCALE HUB	FSH	Serbia
5.	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	France
6.	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	Belgium
7.	JOHANN HEINRICH VON THUENEN-INSTITUT, BUNDESFORSCHUNG INSTITUT FUER LAENDLICHE RAEUME, WALD UND FISCHEREI	Thuenen	Germany
8.	STICHTING WAGENINGEN RESEARCH	WR	Netherlands
9.	INSTYTUT GENETYKI I BIOTECHNOLOGII ZWIERZAT POLSKIEJ AKADEMII NAUK	IGBZ	Poland
10.	INSTITUT DE L'ELEVAGE	IDELE	France
11.	TEKNOLOGISK INSTITUT	DTI	Denmark
12.	INTERNATIONAL COMMITTEE FOR ANIMAL RECORDING	ICAR	Netherlands
13.	AGDATAHUB	ADH	France
14.	RUOKAVIRASTO	FFA	Finland
15.	TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	VTT	Finland
16.	WAGENINGEN UNIVERSITY	WU	Netherlands

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Table 1: List of abbreviations, terms and acronyms.

List of abbreviations, terms and acronyms	
Actor	A person, group or entity who has an interest towards a topic. Stakeholders are actors, but not all actors are stakeholders.
AKIS	Agricultural knowledge and innovation system
CS	Case studies
DEC	Dissemination, exploitation and communication
R&I	Research and innovation
Stakeholder	A person, group, company or entity who is (likely) affected by the outcome of a topic.
TEP	Thematic expert panel
WP	Work packages

1. Introduction

The ‘D1.3 Co-creation Strategy Plan’ report outlines the Digi4Live's approach to engaging actors, fostering collaboration and driving innovation in the European livestock sector through data and digital technologies. It identifies stakeholders and other key actors from various regions and sectors, including farmers, technology providers, and research institutions. Although this deliverable considers all relevant actors, the main focus is on stakeholders, as they are influenced by the project's results and activities.

Identifying stakeholders' roles is important for understanding their needs, power dynamics, and claims on the project, and ensuring their meaningful engagement. The project will enhance engagement and collaboration by applying an Influence–Interest Matrix to prioritise key actors and tailor engagement approaches. The stakeholder mapping process involves continuously updating the **key actor inventory** (see **D1.1**) and identifying the subset of **co-creation actors** for project activities. Digi4Live's co-creation workshops will facilitate the initial contact, gather perspectives, and establish thematic expert panels for ongoing knowledge exchange. Integrating knowledge will involve co-implementing case studies, monitoring progress, and showcasing selected approaches.

Digi4Live's communication and dissemination strategy (see D1.2) aims to raise awareness, maintain synergetic links, and focus on impact creation and capacity building. This includes developing a comprehensive dissemination, exploitation, and communication (DEC) plan and conducting dedicated workshops and events. The project will proactively engage with relevant R&I initiatives, promote the dissemination of findings, and develop post-project exploitation strategies to ensure ongoing impact.

In conclusion, the co-creation strategy ensures Digi4Live effectively engages actors, fosters collaboration, and drives innovation in the livestock sector, promoting sustainability and long-term impact through strategic engagement and proactive dissemination of findings.

2. Co-creation strategy

The Co-Creation Strategy of Digi4Live consists of four main elements, namely *i*) multi-actor engagement, *ii*) the core co-creation activities, *iii*) effective communication and dissemination, and *iv*) exploitation, sustainability and scalability. These are implemented in three steps. The main elements are illustrated in Figure 1, and elaborated in subsequent sections.

The co-creation strategy begins with a comprehensive approach to multi-actor engagement, focusing on identifying key stakeholders and other actors across diverse European regions, including (but not limited to) farmers, technology providers, and research institutions. The project will apply the **Influence-Interest Matrix** to prioritise key actors and tailor engagement approaches. Mapping of actors involves creating and maintaining the **key actor inventory** (**D1.1**), continuously updated through workshops and meetings, and establishing links with relevant research and innovation (R&I) initiatives. Identifying actors' roles is part of the mapping and it includes a detailed analysis to understand their roles, power dynamics, and claims on the project, ensuring active and meaningful engagement. Co-creation workshops will be organised to facilitate initial contact, gain perspectives, and establish thematic expert panels (TEPs) for knowledge exchange. Integrating knowledge will involve co-implementing case studies, monitoring, reporting, and showcasing selected approaches. Communication and dissemination strategies will raise awareness, maintain synergetic links, and focus on impact creation and capacity building. Finally, sustainability and scalability will be ensured by forming an advisory board, establishing collaborative networks with public and private sector actors, and projects and initiatives, and developing long-term vision strategies.

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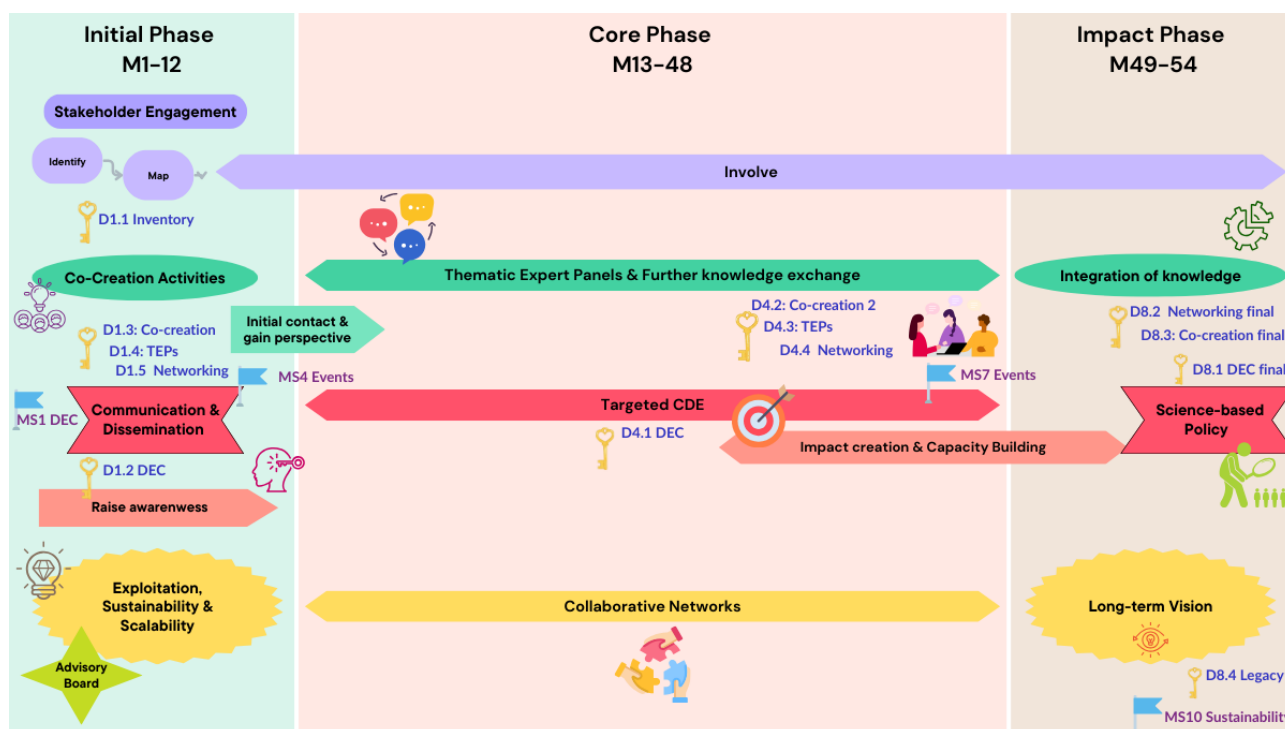


Figure 1 Digi4Live co-creation system map: roles, interactions and project phases (baseline 2024 (M6))

To ensure consistency across project reporting, this co-creation strategy applies the same terminology of actors as defined in D1.1. In Digi4Live, **target groups (TG1–TG6)** describe the broad audiences the project aims to reach and tailor engagement and communication towards, while **key actors** refer to the specific organisations and individuals listed in the inventory of key actors for co-creation plan. **Actors** are organisations, groups or individuals who have an interest towards the project, but not all actors are affected by the project's results. **Stakeholders** are actors who are expected to be affected by the project. **Co-creation actors** are the subset of key actors who will actively participate in co-creation and validation activities, which are linked to specific case studies and engagement formats. **Thematic Expert Panels (TEPs)** will be composed primarily of experts drawn from the key actor inventory and may be complemented by additional experts where justified. Any strategic advisory structures such as the advisory board will focus on oversight and long-term orientation rather than day-to-day co-creation. This alignment clarifies roles and interactions and supports a transparent link between mapping of actors, co-creation activities, and uptake pathways across the project. Table 2 summarises the roles of, and interaction with these different groups.

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Table 2 Roles and interaction of different groups in Digi4Live co-creation work (aligned with D1.1)

Term	What it means?	Where it comes from?	Who is included?	How it is used in D1.3?	Typical size (indicative)
Target Groups (TG1–TG6)	Broad audience segments the project aims to reach	Defined by the project (D1.1)	Categories (not a participant list)	Tailor engagement and communication; organise outreach	N/A
Key actors	Specific organisations or individuals identified and listed	D1.1 inventory	Named entities (with consent rules)	Source pool for engagement and selection	Baseline inventory (grows over time)
Co-creation actors	Subset of key actors who actively participate	Selected from D1.1 key actors	Participants in activities	Join workshops, validation, feedback, testing	~10–25 per workshop (by CS)
Case study participants	Co-creation actors linked to a specific CS	Linked in D1.1 inventory	Participants mapped to CS-A through CS-F	Contribute to CS-specific needs, barriers, validation	Included within workshop totals
TEP members	Experts invited to a Thematic Expert Panel	Mainly from key actors;	Panel participants	Cross-case synthesis, guidance, validation	~10–15 per TEP
Advisory Board Members	Strategic oversight group	Invited (key actors + external experts)	Board participants	High-level guidance on sustainability/scalability	~4-5

2.1. Engagement of actors in the project

2.1.1. Identification of key actors

Key actors are listed in the D1.1 inventory, and co-creation actors are selected from these key actors for participation in case study workshops and Thematic Expert Panels (TEPs). Co-creation activities will engage actors across the Digi4Live target groups (TG1–TG6) and across different European contexts. To support prioritisation and tailored engagement, the consortium will apply the Influence–Interest Matrix as a practical tool to guide who is engaged first and through which formats. This process includes:

- **Target groups (TG1–TG6) and subgroups/actor types (D1.1 inventory classification):** Identifying various target groups such as farmers, processors, data and digital technology providers, research institutions, policymakers, and the general public.
- **Geographical coverage:** Mapping out stakeholders and other actors across different regions to ensure broad representation.
- **Synergies between CSs, WPs, and target groups:** Understanding how different case studies (CS) and work packages (WP) interact with these groups to create effective collaboration.
- **Workshop Influence-Interest Matrix:** Using a workshop format to map the influence and interest of different actors, ensuring targeted engagement strategies.

2.1.2. Mapping stakeholders and other actors

The mapping of co-creation actors involves creating and maintaining an initial inventory of key actors (D1.1), which will be updated through workshops, partner inputs and self-registrations of actors. This inventory will be continuously updated through internal workshops and meetings. Establishing links with relevant research and innovation (R&I) initiatives will further enrich the network of actors. The mapping process involves several critical actions:

- **Mapping of co-creation actors:** Creating and maintaining the **key actor inventory (D1.1)** using the mapping protocol (T1.1).
- **Mapping protocol coordination:** Conducting internal workshops and meetings to coordinate the mapping process.
- **Establishing synergetic links:** Linking with relevant research and innovation (R&I) initiatives to maximise collaborative potential (T1.5).

2.1.3. Identification of actors' roles

Digi4Live will identify the needs of stakeholders from different sectors, themes, and locations pertinent to the project's case studies. Detailed stakeholder analysis will be conducted to understand their roles, power dynamics, and claims on the project, ensuring their active and meaningful engagement:

- **Identify actors' needs:** Engaging stakeholders from relevant sectors and locations of the case studies to identify their needs (T1.3).
- **Analysis of actors:** Conducting a detailed analysis to understand the roles, power, and claims stakeholders and other actors have on the project (T1.3).

2.2. Co-creation workshops

2.2.1. Initial contact / gain perspective

Networking events will be planned and organised to foster initial contacts (T1.6). Each co-creation workshop will typically involve **10–25 co-creation actors**, depending on the thematic group, case study and geographical coverage context. An inventory of livestock tracking datasets and tools will be created, identifying related industry products, applications, and initiatives. This will include a structured questionnaire and interviews to collect detailed information (T2.1). Identifying gaps and barriers in livestock tracking through online workshops (T2.2) will aid in conceptualising case studies (T3.2).

- **Networking events:** Planning and organising events to facilitate actor engagement.
- **Inventory creation:** Identifying industry products, applications, datasets, and projects related to livestock tracking and tracing.
- **Database and interview protocol:** Setting up a database for the inventory and using structured questionnaires to gather information.

2.2.2. Thematic Expert Panels and further knowledge exchange

Four thematic expert panels (TEPs) will be established to provide domain-specific insights. Operating protocols will be prepared, and training sessions for partners on group facilitation will be conducted. Each TEP meeting will typically include **10–20 TEP members**, drawn primarily from the key actor inventory and complemented by external experts where justified. Individuals may participate both in a TEP and in case study workshops. Their roles will be recorded to avoid confusion and double counting. The TEPs will organise workshops, meetings, and knowledge exchange hubs to support their activities (T1.4). Regulatory and policy

matters will be analysed, and a framework for livestock tracking methods will be developed (T2.3). The implementation of the co-creation strategy will be coordinated in phases (T4.2), involving TEPs in case study analysis and concept upscaling (T4.3).

- **Formation of TEPs:** Inviting TEP members to form panels on key thematic areas.
- **Training and facilitation:** Preparing methods guides and organising training for partners on group facilitation in a multi-actor context.
- **Ongoing support:** Supporting and reporting the activities of each TEP, analysing regulatory and policy matters, and coordinating the implementation of the co-creation strategy in phases. This will support several tasks:
 - T6.1 Best practices in livestock tracking: data generation, linking & sharing
 - T6.2 Facilitate data sharing & integration: From concepts to guidelines
 - T6.3 Approaches towards enabling data standardisation & harmonisation
 - T6.4 Learning from other domains: Exploring possibilities of novel sensors & technologies for livestock tracking
 - T7.1 Compile data, approaches, solutions, results, experiences & tools from case studies
 - T7.2 Evaluate potential economic impacts of wider uptake of the project's approaches & solutions, including administrative costs & affordability
 - T7.3 Evaluate the potential environmental impacts of wider uptake of the project's approaches & solutions

2.2.3. Capacity building through co-creation

Digi4Live will build capacity by translating input from actors, especially from stakeholders, into practical, validated outputs. Workshops will capture needs, constraints and implementation barriers from co-creation actors, while TEPs will synthesize lessons across case studies into guidance and best practices. Demonstrations, validation sessions and targeted materials will support actors' ability to evaluate, adopt and scale data-driven solutions across different European contexts.

2.2.4. Integration of Knowledge

Co-implementation of case studies will be coordinated, monitored, and reported (T3.3, T5.1, T5.2). These studies will serve as platforms for showcasing and scaling selected approaches and solutions (T5.3). To ensure acceptance and applicability, data-driven concepts will be finally validated with actors such as citizens, consumers, end users of information, as well as the broader society (T7.4).

- **Co-implementation coordination:** Managing the implementation of case studies in phases to ensure alignment with project goals.
- **Monitoring and reporting:** Regularly monitor and report on case studies to document progress and challenges.
- **Showcasing and upscaling:** Using case study environments to showcase selected use cases and elaborate on their upscaling potential. This will support:
 - T8.3 Engage the four TEPs in concept upscaling and validation

2.3. Communication and dissemination

2.3.1. Raising awareness

To raise awareness about the project (T1.2), a detailed dissemination, exploitation, and communication (DEC) plan (Deliverable D1.2) has been developed and is being implemented and followed up.

- **DEC plan development:** Creating a comprehensive plan to raise awareness about the project.

2.3.2. Targeted DEC

Phase 2 of the DEC plan will involve regular updates and implementation of day-to-day activities (T4.1), maintaining synergetic links with relevant R&I initiatives, expanding the inventory of relevant projects, and engaging actors through webinars and events (T4.4, T4.5). These include International, European, national and regional projects and both public and private initiatives.

2.3.3. Impact creation and capacity building

Phase 3 of the DEC plan will focus on impact creation and capacity building, with dedicated online and physical workshops (T8.1).

- **Workshops and events:** Preparing, carrying out and reporting dedicated workshops and events (online and physical) to enhance multi-actor engagement and capacity building.
- **T8.2 coordinate implementation of the co-creation strategy – Phase 3.**

2.3.4. Evidence-based policy

An integrated policy approach will be developed, offering recommendations for a harmonised governance framework in livestock tracking and data use (T7.5).

- **Integrated policy approach:** Providing recommendations for a harmonised governance framework to support evidence-based policymaking.

2.4. Sustainability and scalability

2.4.1. Advisory board

External experts will be invited to form an Advisory Board to provide strategic guidance on sustainability and scalability. The Advisory Board is expected to include **4-5 members** and meet 1-2 times a year.

2.4.2. Collaborative networks

Exploring possibilities for continuing the case studies' work within linked initiatives will be a priority (T5.1).

- **Networking and collaboration:** Establishing collaborative networks to maintain and expand synergetic links with relevant R&I initiatives.
- **Sharing best practices:** Promoting relevant content, sharing outcomes, and organising joint cross-project activities.

2.4.3. Long-term vision

Digi4Live aims to maintain and expand links with relevant R&I initiatives, promoting content through proactive engagement. Outcomes, lessons learned, and best practices will be shared with key actors, and joint cross-project task forces will be created (T8.4). The final event will be organised as part of the third wave

of networking events (T8.5), and sustainability and post-project exploitation strategies will be developed (T8.6).

3. Conclusion

This strategy sets out how Digi4Live will identify key actors, engage co-creation actors through workshops, and use TEPs to enable cross-case-study knowledge exchange. Outputs will be integrated into communication and uptake activities and support an evidence-based policy approach. The approach is designed to remain adaptive throughout the project through continuous updates of the key actor inventory and feedback from engagement activities.