



Clear, Concise, Compelling: Communication Hacks for Agri-Economists

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AGENDA

Topic
Why Communication Matters in Agri-Economics
Know your audience
Making data talk: From numbers to narrative
The Power of Structure & Brevity
Digital & Visual communication tips



Why Communication Matters in Agri-Economics

1. Agricultural challenges (e.g. food security, sustainability, CAP reform) are urgent and complex—communication determines whether research informs action.
2. EU-funded projects require **strong dissemination, exploitation, and stakeholder engagement** plans.
3. Poor communication can lead to misunderstandings, underutilized data, and reduced policy impact.

Example:

A policy brief on farm subsidies that's too technical won't influence decision-makers. But a clearly presented one, with real-world implications, can shape policy dialogue.



Know your audience



1. **Academics & Economists:** Use precise terminology, highlight models/methods, publish rigorously.
2. **Policymakers:** Focus on implications, relevance, cost-benefit, and solutions.
3. **Farmers & Industry Stakeholders:** Use plain language, concrete examples, and visual aids.
4. **Public/Media:** Create narratives, humanize your data, link to everyday life.

Making Data Talk: From Numbers to Narrative

1. Use the “So What?” Test – After each key point, ask: why does this matter?
2. **Build a story arc:** Problem → Evidence → Solution → Impact
3. **Translate figures into meaning:** “A 3.2% yield loss” → “Enough food to feed 400,000 people lost each year in this region.”

Visual Aids:

1. Graphs with clear titles, meaningful legends.
2. Use colors and comparisons that guide interpretation (not just data dumping).



The Power of Structure & Brevity



1. BLUF (Bottom Line Up Front): **Lead with your key message.** "We found that crop diversification improves yield resilience by 18%—here's how."
2. **Rule of Three:** Humans remember 3s. "Three drivers of agri-emissions: fertilizers, livestock, and land use."
3. **Inverted Pyramid** (for reports/articles): Most important → supporting evidence → background.

Avoid:

1. Dense blocks of text in presentations.
2. Academic jargon like "heteroskedasticity correction" without explanation.

Final Takeaways

1. Know your audience and adapt.
2. Make your message clear, visual, and relevant.
3. Structure your story—don't just deliver data, deliver impact.





Thank you!

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