



# Report on mapping of networks/groups about FEFTS

## Del 3.1

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## Document Summary

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## Abstract

*The aim of the current document is to present the report on methodology and tools used in collecting contact data of agricultural stakeholders in Europe and their interest in FEFTS application in agriculture or related domains. The report describes the different procedures used in contact data collection and analysis. The research results were also described in quantitative manner and separately organized by stakeholder's interest.*

*The report is organized and structured in two different chapters- where Chapter 1, describes methodology used in contact data gathering and Chapter 2 outlines data analysis with visual representation.*

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## 1. Aim

Agriculture in EU can be characterized as highly dependent from fossil energy sources. Nevertheless, technological developments, changes in crop management, and renewable energy will all play important roles in increasing the energy efficiency of agriculture and reducing its reliance on fossil resources<sup>1</sup>.

The AgroFossilFree project has the goal to find ways to make agriculture less dependent from fossil energy sources by creating a framework under which critical stakeholders will cooperate to evaluate and promote currently available fossil-energy-free strategies and technologies (FEFTS) in EU. The creation of this framework demands the search of relevant and suitable stakeholders and their interest in development and use of fossil-free energy technologies in EU agriculture.

For this reason, the report describes in detail the methodology and mapping process of relevant agriculture stakeholders and outlines their interest in FEFTS. The dedicated stakeholders can bring knowledge, understanding, experience and expertise on agriculture development and related issues, as well as practical insight into the realities on the ground and the need of technologies. The direct stakeholder involvement in the project can improve the fossil-free agriculture development and its implementation<sup>2</sup>.

The careful stakeholder mapping exercise outlined in this report shows the stakeholder interests and the most suitable forms of contact that is preferred by the respondent. This map of contacts will be very useful for the effective project implementation and can help for delivery of project activities and other actions by stakeholders on the ground. Involving these stakeholders at an early stage in the elaboration of FEFTS can avoid barriers to successful implementation later on. Positive stakeholder engagement can benefit all cycle of agriculture development from farmers to governmental institutions.

## 2. Methodology of collecting data contacts for FEFTS

The methodology used in AgroFossilFree project was a collaborative process with all project partners to implement a “Multi Actor Approach”. The consortium does not only include scientists and researchers, it also comprises technology actors, service providers and organizations that represent farmers on the ground. The consortium includes six organizations that work directly with farmers, representing them and their interests to policy makers and the outside world. These actors were mobilized for the purpose of stakeholder mapping exercise. REscoop.eu worked with the eight hubs, each with a specific geographical focus.

- a. Spain: TTA & INI
- b. Denmark: AU & SEGES
- c. Germany: WIP
- d. Greece: CERTH, AUA & AGENSO
- e. The Netherlands: DELPHY
- f. Ireland: TEAGASC
- g. Poland: IUNG & LODR
- h. Italy: CONFAGRICOLTURA

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<sup>1</sup> Archive: Agri-environmental indicator - renewable energy production

<sup>2</sup> WHO-The future of food and agriculture; 2018

REScoop.eu used the knowledge within the consortium aiming to connect bottom-up with scientific framework by involving local actors. We subdivided the methodology in three main phases:

- developing the question;
- conducting the survey;
- evaluating the findings and possible refinements or adjustments of the questions.

REScoop.eu repeated this research cycle several times to check the outcomes and optimize the result of the survey. In addition, we also added a cycle of improved collaboration or so called “Snowballing effect” where the researched contacts were asked to reach out further to their own respective contacts. The more cycles we conduct, the more possibilities for improving collaboration and mutual learning, and also discovering new opportunities for collaboration.

### 2.1. Step 1 – Snowballing Sampling Method

After setting up the methodology, REScoop.eu started gathering the data by using the “Snowballing method”, which uses initial contact persons as a means to reach people they might know, or whom their contacts might know, in order to reach as far down (or up) through the stakeholder chain as possible. REScoop.eu deployed this method as part of starting point, in order to establish a first direct contact with the relevant target audiences. REScoop.eu reached out to the hubs that are part of the consortium, asking them to make a comprehensive overview of relevant stakeholder categories and adding the names of the respective organizations within their networks. That overview was shared and aggregated with the REScoop.eu

It is important to know that this method has few limitations as Initial subjects tend to nominate people that they know well. Because of this, it is highly possible that the subjects share the same traits and characteristics, thus, it is possible that the sample that the researchers will obtain is only a small subgroup of the entire population.

Hence, to overcome this, all stakeholders and their respective organizations were visualised by REScoop.eu in a diagram reflecting the entire system and featuring the different categories and organizations. That allowed REScoop.eu to spot eventual gaps and get back to the hubs verifying contacts with certain categories evaluated by REScoop.eu.

The diagram was based on the analysis and identification of current contacts obtained from the survey that included:

- The selection of most relative contacts;
- The elaboration of stakeholder category;
- The identification of missing stakeholder types what was introduced by different project partners;
- The definition of stakeholder organizations;
- The links between different stakeholder categories.

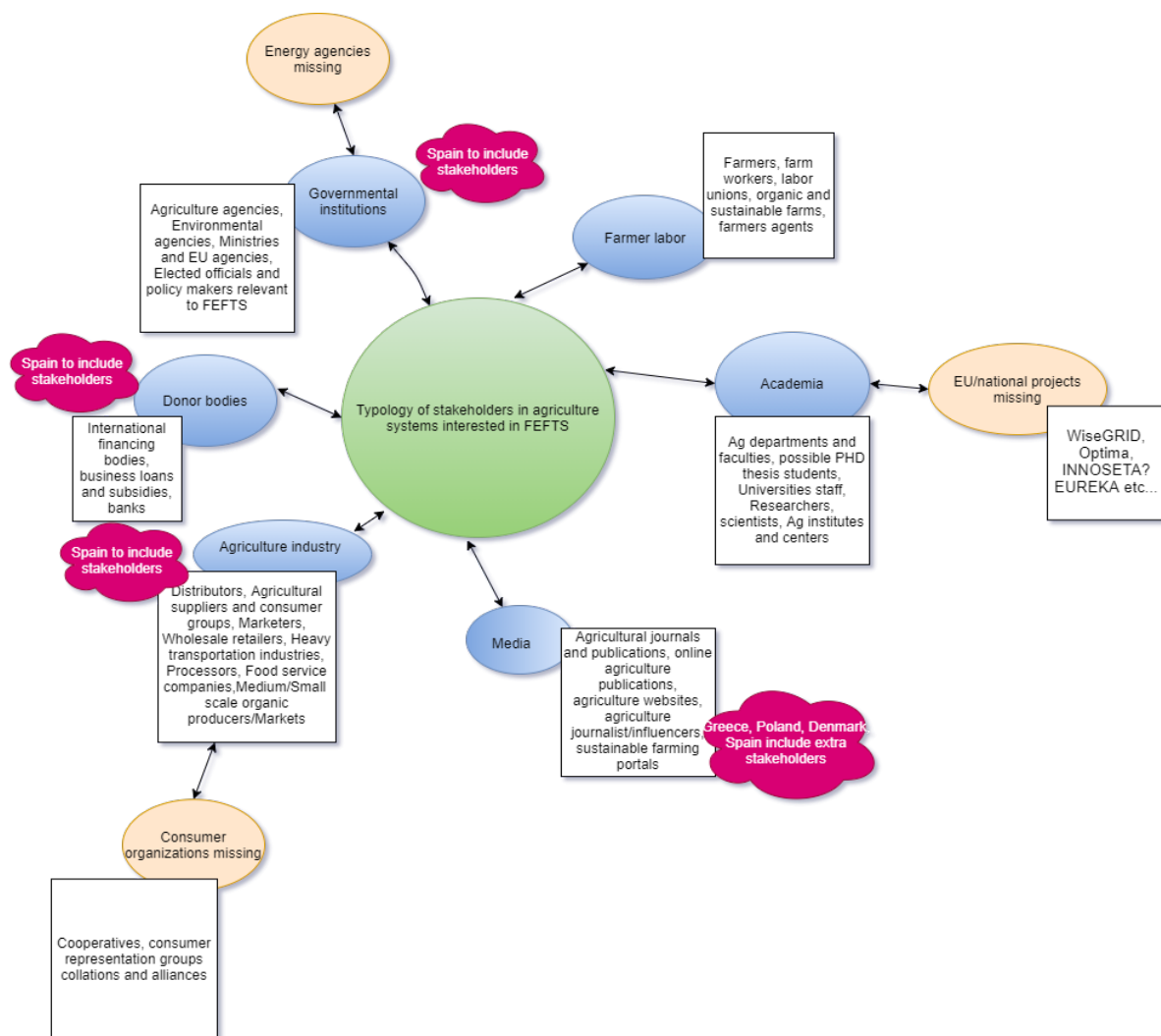


Figure 1. Diagram of first round of stakeholder contacts

## 2.2. Step 2 – Data Gathering Process

In a second stage, the eight national hubs were encouraged by REScoop.eu to reach out to their respective networks and contacts with a “pull message” that was prepared by REScoop.eu and by the AgroFossilFree Dissemination and Communication officer and the Coordinator (see Annex 1). The pull message captured the most essential project information and invited the organizations and their respective contacts to be added to our project mailing list. Confirming their interest and giving consent to be kept updated on AgroFossilFree project was possible for interested stakeholders by ticking a box. This approach allowed complying with GDPR rules and privacy regulations.

The pull message was sent to recipients that were proposed by the survey, capturing most of the agriculture stakeholders contacts identified with the help of eight national hubs. The identified stakeholder categories were:

- Researchers
- Universities
- Farmers and their agents (Land owners, farm workers, unions, farmers’ associations)

- European and international agencies (European Commission (Directorates for Agriculture, Environment, Health); WHO, FAO)
- National/Regional health protection agencies (Public health institutions, food standards agencies, health and safety agencies)
- National/Regional environmental protection agencies (Ministries of environment, environmental regulatory agencies, local authorities)
- Financing bodies (banks, business angels)
- Agricultural suppliers (Seed suppliers, pesticide manufacturers, fertilizer manufacturers)
- Agricultural services (Transport companies, heavy machinery suppliers)
- Consumers of agriculture products
- Food distributors and processors (Food wholesalers and retailers)
- NGOs (Pesticide action groups, organic farming groups, animal welfare groups)
- Rural residents
- National and local media
- Scientists (multiple science fields)

The survey also identified the relevant contact information and most suitable types of communication for stakeholders. The contact information displayed in the survey was Organization Name, Name of contact person, Role, Contact details (email, telephone).

Since the need to detect the influence of stakeholders was a high priority, it was important to avoid under (or over) estimation of their impacts and relevance. Stakeholders with high levels of influence on and by project have been identified by asking the survey questions about their possible interest in FEFTS. This certain category helped to create a picture of stakeholders' level of involvement and therefore the type of engagement needed. This builds the understanding of what motivates stakeholders.

The AgroFossilFree project intends to use the stakeholder contacts for the Platform, therefore the most suitable ways of communication and media had to be identified. The responded had to choose from the drop-down categories of possible answers:

- Scientific reports
- Website articles
- Personal calls/conversations
- Webinars
- Physical conferences
- E-mails
- Information sheets
- Social media messages

The survey of stakeholders created an established database expressing stakeholder interest in networking, determining potential and stakeholder significance. The survey was conducted online via an email. Its dissemination is done by each partner. The survey form was available in English (see Annex 2).

### 2.3. Step 3 – Iterative Data Analysis

In a third and final step, REScoop.eu reached out to all the respective contacts in database asking them to help REScoop.eu spread the AgroFossilFree messages. Each of them that had



received the “pull message” was asked to share it with their respective contacts and networks too, in order to help REScoop.eu grow the database.

In order to continue the outreach, REScoop.eu used the iterative data gathering process; contacts were continuously revisited and reflected upon at regular points in order to improve and refine that all stakeholder categories, type, contact information or relevant interest were fully reflected in the survey.

If the relevant information were missing, REScoop.eu asked the particular partner to provide more relevant information and update the table. Most of the missing information was added in step 3 of contact revision by the partners.

As mentioned before, all stakeholders were contacted following the GDPR regulations and had to give the written consent by ticking the box in the online form to document his or her consent to participate. The online consent form also described the GDPR regulation rules for this research and clearly outlined the information where and how the contact data will be stored. Following the rules, we can only share the information with the stakeholders who provided their consent.

These stakeholders who gave their consent and agreed to share their contact information will be listed in the online Platform and will be continuously consulted and receive relevant inputs from the project.

The outreach and the feedback we received was positive, however any research involving a large number of not only partners, but also stakeholders, it is possible to foresee some of the major process constraints:

- Availability of needed up-to-date information, especially for specific contacts of organizations;
- Communication, especially in preliminary survey;
- Unified list of stakeholders, applied to different types of stakeholders, various blanks can occur;
- GDPR regulations and data availability.

The problem with this kind of mapping is the lack of transparency of data and the possibility of subjective assessment, given the fact that the questionnaire on the importance of stakeholders is completed(formed) by the same persons who are managing the process. Due to the above-mentioned problems with objectivity of the stakeholder relevance assessment, the evaluation of importance contributed to a more objective approach.

#### 2.4. Informed consent procedures with regard to data processing of the contacted stakeholders

On May 25th, 2018 the General Data Protection Regulation (2016/679) replaced the old Directive 95/46 on data protection. The GDPR is currently the main European legal act regulating the protection of personal data in all European Member States. The Regulation applies to all entities or branches established in the EU that process personal data as part of their activities, regardless of where the data is processed; and entities established outside the EU who are offering goods and/or services to individuals in the EU or monitoring the behavior in the EU of these individuals.

By means of signing informed consent documents or by reading the privacy notice or statement, engaged participants can agree to a controlled breach of their privacy for a specific purpose and for a specific period of time. In case an individual does not agree with



such a temporary breach, he or she retains the right to exercise his or her own rights such as to withdraw his or her consent and request the destruction of his or her personal data. Individuals need to be informed about the methods used for handling personal data, the justification for requesting or obtaining their data, the duration of data use and storage and the guarantees concerning the use of data. Therefore, any research action that might hamper privacy requires “informed consent”. That is exactly the approach followed by AgroFossilFree for the development of D3.1.

The relevant stakeholders and their respective stakeholder categories were identified by the national hubs. The names and the contact details of these stakeholders/people are publicly available on the internet and/or part of the professional network of the national hubs. A "pull message" was used to reach out to them directly and check their interest in the project. The stakeholders were asked to give “informed consent” to be kept updated on the project. To do so, they had to fill out a Google Form through which they were informed about the use of their personal data and where they could leave their personal data. Only those people that replied positively to the initial pull message and gave informed consent were eventually kept updated on the project results and outcomes. The process will be continuously updated for the whole duration of the project to increase the number of stakeholders that provides consent to be informed for the AgroFossilFree activities.

### 3. Mapping of existing contact data results

The survey was distributed between eight EU countries, including Germany, Netherlands, Spain, Poland, Denmark, Ireland, Greece and Italy. The outreach was positive, and a lot of different stakeholders show interest in the project activities and FEFTS. The example of filled contact sheet is kept by RESCOOP and is not publicly available.

Respecting the GDPR regulations and participants consent forms the REScoop.eu cannot outline the names or details of the organizations, the ones who gave their consent will be listed online in the AgroFossilFree website or AgEnergy Platform. Listed stakeholder categories, countries of origin and number of stakeholders can be seen in the Table 1.

*Table 1. Results of stakeholder contacts by country*

Stakeholder types/categories	Nr. of stakeholders by country							
	DE	IT	NL	ES	PL	DK	GR	IRL
Researchers	1	3		4			6	3
Universities		2		14	57		10	4
Farmers and their agents (Land owners, farm workers, unions, farmers' associations)	8	8	4	42	32	3	35	6
European and international agencies (European Commission (Directorates for Agriculture, Environment, Health); WHO, FAO)		1	1				4	
National/Regional health protection agencies (Public health institutions, food standards agencies, health and safety agencies)	2	1	18	1				1
National/Regional environmental protection agencies (Ministries of environment, environmental regulatory agencies, local		1	20	2	10	1		4

authorities)								
Financing bodies (banks, business angels)		1		6	1			1
Agricultural suppliers (Seed suppliers, pesticide manufacturers, fertilizer manufacturers)		5		9	5	1		1
Agricultural services (Transport companies, heavy machinery suppliers)		1				1	21	6
Consumers of agriculture products		1						
Food distributors and processors (Food wholesalers and retailers)		2	2	5			1	2
NGOs (Pesticide action groups, organic farming groups, animal welfare groups)	5	1			1		5	3
Rural residents								
National and local media	2	3		2		6	2	3
Scientists (multiple science fields)		3	1					2
Projects							16	
Networks							3	
Advisors							6	
Industry (Renewable Energy Sources)							22	
Sub-Total	18	33	46	85	106	12	131	36
<b>Total</b>	<b>467</b>							

In the survey research the AgroFossilFree consortium identified 467 contacts that are categorised in Figure 2 and 3.

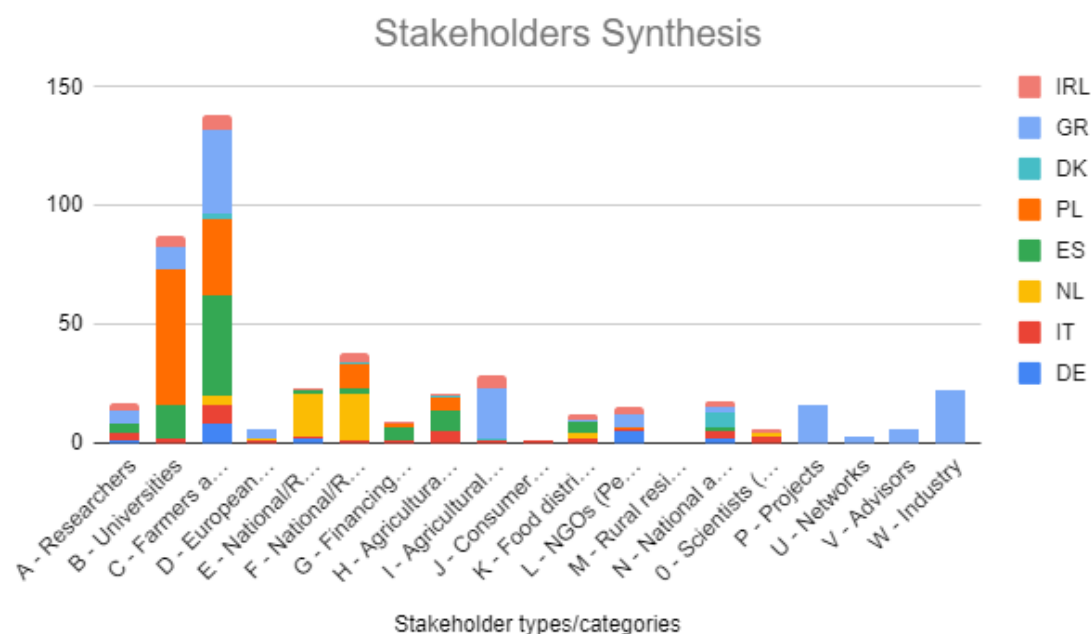


Figure 2. The visual analysis of different types of stakeholders

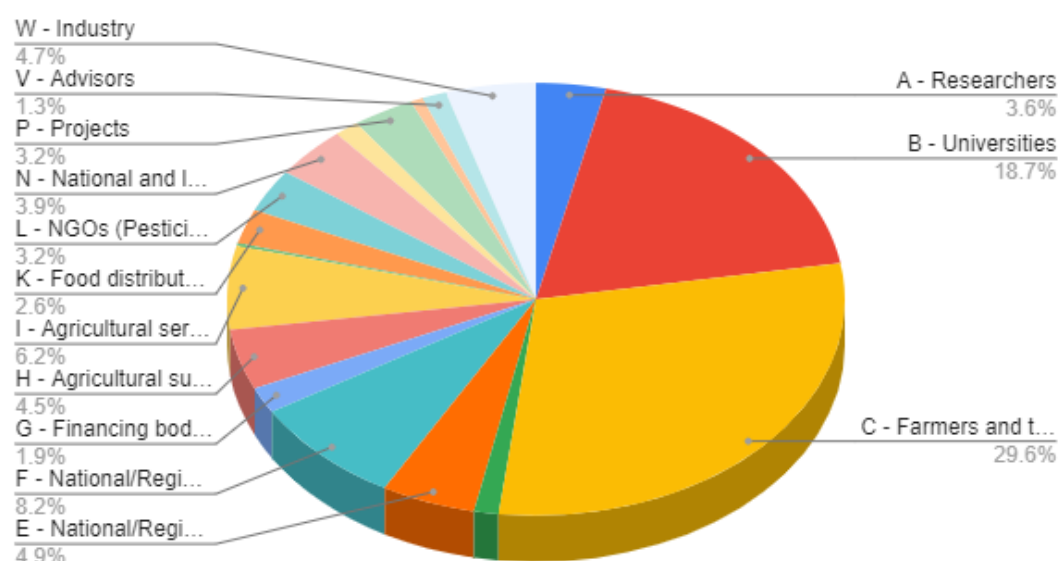


Figure 3. The percentile visualization of identified stakeholder types

These contacts will be used for further networking between identified institutions and other stakeholders acting in areas of agriculture and planning their development. Collaboration and networking between stakeholders can determine points of networking between institutions and other stakeholders concerned. By exchanging examples of good practices, recommendations may be made to improve opportunities between institutions and other stakeholders in EU agriculture.

### 3.1 Analysis of Stakeholder interest in FEFTS

A survey was carried out primarily with the intention of identifying the next set of stakeholders whose further involvement in the AgroFossilFree project would have multiple benefits for both the project and the FEFTS. Based on the survey, it was attempted to determine interest in AgroFossilFree project, level of interest in FEFTS and possible level of future cooperation. For each country involved in the project, the potential stakeholders who replied to the survey, as well as stakeholders at the EU / international level were individually listed by country and the level of interest in the Table 2.

Table 2. List of Stakeholder interest by country

Countries	Interest in FEFTS		
	High	Medium	Low
<b>Netherlands</b>	Farmer / Energy early adopter, project leaders, scientist	Resources managers, Governmental institutions	Project advisors
<b>Denmark</b>	Agriculture servicers, Farmers	National environmental org, Farmers, Advisors	N/A
<b>Germany</b>	Farmers, researchers, NGOs, local media	National/Regional health protection agencies, Farmers	N/A

<b>Ireland</b>	Farmers, researchers, NGOs, local media, Universities, Researchers, Scientist	NGOs, Food distributors, Financing bodies	N/A
<b>Italy</b>	Farmers, researchers, NGOs, agriculture suppliers, Researchers, Scientist	Farmers, national local media, National/Regional health protection agencies, Food distributors and processors, Universities	Agriculture services
<b>Poland</b>	Farmers, researchers, NGOs, agriculture suppliers, Researchers, Scientist, Universities	N/A	N/A
<b>Spain</b>	Farmers, Financing bodies, Agriculture services, Universities, Researchers	Farmers, Researchers, National and local media	Financing bodies
<b>Greece</b>	Farmers, Researchers, NGOs Advisors, National/Regional authorities	Universities, Projects, Industry representatives	N/A

Given that agricultural development directly affects the quality of all food chain and other services, there is a sense in which it concerns everybody. The conducted survey highlighted that, when it comes to analysing most relevant stakeholders around interest in the project and FEFTS, three main broad categories can be identified:

- **Individuals involved in agricultural development actions on the ground – particularly, farmers and land managers;**
- **Representative bodies and organizations- actors along the food chain, environmental interests, research and innovation actors, rural communities;**
- **Policy decision makers- national, regional and local authorities and European institutions.**

These three main categories of stakeholders submitted the most contact information and showed most interest to participate. These particular stakeholder groups can help to identify FEFTS and understand what the real issues are, what is likely to work and what not, what the greatest challenges are, where action can make the most difference and how.

Given that not all stakeholders did respond to the survey, several more stakeholders per country were emphasized, which by their significance and influence belong to the medium quadrant and their inclusion in the AgroFossilFree Network would be extremely important. Their failure to participate in the survey of potentials can be the consequence of the complexity of the organization structure, which is why communication is difficult, but direct contact in the future will certainly be necessary.

### 3.2. The most suitable forms of communication for stakeholders

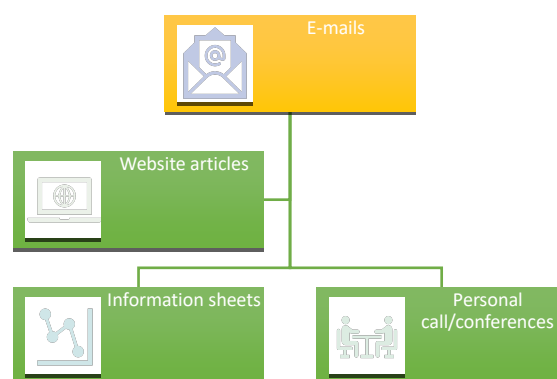
Communication can be used as a strategic tool to support and improve stakeholder engagement. Good communication is essential for ensuring stakeholders find out about the opportunities available to them through the FEFTS and how they can take advantage of them in practice to develop different types of agriculture development activity. It is also essential in the arranging of consultation processes to ensure that stakeholders know how

and when to engage. Good communication of the messages emerging from stakeholders can also be an important element of getting voices heard by decision-makers. Social media offers significant new and evolving potential in this regard. However, not all media messages are always reaching the direct audience it was dedicated to, therefore with the help of stakeholder survey we asked what would be the best way to engage with different stakeholders in researched countries. The results in Table 3 are outlined by countries and displayed by the amount of answers each category received. The results showcase the most preferred forms of communications in each hub country.

*Table 3. The most preferred communication channels by country*

Countries	Most suitable form of communication	Less suitable form to engage with stakeholders
Greece	Scientific reports, Personal calls/conversations, Webinars	
Netherlands	E-mails	Information sheets, conferences
Denmark	Information sheets	Website articles, Scientific reports, Physical conferences
Germany	Website articles	Physical conferences, social media messages, webinars
Ireland	E-mails	
Italy	E-mails, Physical conferences, Website articles	Information sheets, Scientific reports, Webinars
Poland	Personal calls/conversations	
Spain	E-mails	Personal calls/conversations, social media messages

As Table 3 shows the online communication is still the most preferred way of communication (emails, website articles/messages, information sheets). The online communication can help to create targeted messages to different stakeholder groups. As for FEFTS, the most important targeted group is farmers and their agents, therefore the most preferred way to reach this group would be targeted emails. This knowledge can be harnessed to design communication actions that speak to farmers 'in their own language' using tried and tested information channels. The best ways to contact stakeholders are shown in Figure 4.



*Figure 4. The most preferred forms of communication for stakeholders*

It is important to view stakeholder communication as a two-way process, since consultation with relevant stakeholders helps to improve the overall impact of communications and consultation activities. Stakeholders themselves are normally very well placed to advise and give consultation on how best to engage with them as was seen from the conducted survey. However, not all stakeholders have knowledge to follow-up on proposed activities or be engaged in the consultation, therefore efforts need to be made to reach out to target audiences and draw them to a website, printed publication or other communications material.

## 4. Conclusions

The need of stakeholder mapping was recognized as a high priority for the AgroFossilFree project. Stakeholders with high levels of influence on project were identified as some have the potential to generate a much greater impact on the project than others. Using a matrix which is mapping stakeholders according to their interest allowed us to create a picture of stakeholders' level of involvement and therefore the type of engagement that we need to have with them. This builds the understanding of what motivates stakeholders and how to get their interest.

Given the complexity of stakeholder recognition, the method of stakeholder survey research has been used to recognize the overall potential of stakeholders to become part of the AgroFossilFree Network. A total of 467 potential stakeholders were identified (Chapter 3).

The conducted survey highlighted that three main broad categories of stakeholders can be identified, who are interested in FEFTS:

- *Individuals involved in agricultural development actions on the ground – particularly, farmers and land managers;*
- *Representative bodies and organizations- actors along the food chain, environmental interests, research and innovation actors, rural communities;*
- *Policy decision makers- national, regional and local authorities and European institutions.*

The interest of stakeholders with the most suitable forms of communication were also mapped and analysed which showcased that stakeholder interest in FEFTS is high and willingness and potential to be part of the project is positive.

In order to facilitate the interest in the project, all stakeholders who gave their consent should in the next step receive an invitation to the Platform. By joining the platform, stakeholders will be able to form the AgroFossilFree project stakeholder's network based on communication via the Platform and a wide mailing list. The network should be composed of stakeholders recognized as crucial in Chapter 3.

In addition, in order to ensure a balanced representation-contribution of stakeholders from each node, especially regarding the stakeholders' categories that do not have significant representation by each hub, the effort to collect stakeholders of that type will continue during the project and the categories that are empty at the moment will be complemented by the respective partners.

A wide stakeholders' network means broader access to new and valuable information for participating stakeholders. It is also important to highlight that different stakeholder mean different perspectives. Exchanging information can sometimes contribute to developing professional relationships, share ideas and provide support, but also to stimulate and accelerate agricultural development in a way that is sustainable in the long term.

## References

Archive: Agri-environmental indicator - renewable energy production; 2018

WHO- The future of food and agriculture; 2018

## Abbreviation list

- MEET – Management Effectiveness Measurement Tool
- NGO – Non-governmental organization
- PA management body – Protected area Management body
- PMO - Project Management Office
- SME - Small or Medium Enterprise



## Annexes

### Annex 1: The “Pull” Message



Dear Sir/Madam,

Taking into consideration the profile of your company we would like to inform you about the **AgroFossilFree Project** (<https://www.agrofossilfree.eu/>), which is supported by the European Union through the Horizon 2020 programme and its goals that would also benefit your entity in multiple ways.

The main goal of **AgroFossilFree** project is to pave the way for the de-fossilization of European agriculture by diminishing fossil energy dependence of all agricultural domains (open-field and controlled-environment crops and livestock).

To do so, **AgroFossilFree** will:

- evaluate the current energy use status of EU agriculture
- assess farmers' needs and interests
- discuss solutions thoroughly with all related stakeholders through online and physical workshops
- recommend a dedicated research roadmap and policy guidelines for the EU to achieve more efficient and alternative energy use in agricultural activities with simultaneous GHG emissions reduction

The project is conducted as part of the effort to initiate and contribute to innovative solutions for improvements and good practice sharing towards EU fossil-free agriculture. Therefore your expertise and knowledge would benefit the project in sharing research findings and co-constructing innovation models with a wide range of EU stakeholders.

In this context, the project's main instrument to reach out to stakeholders will be an informative and easy-to-use ICT tool, named **AgEnergy Platform**, which will provide information regarding available **Fossil-Energy-Free Technologies and Strategies (FEFTS)** that could be applied in the agricultural environment.

As an auxiliary tool, the Platform will be accompanied by a **Decision Support Toolkit (DST)** to propose interventions and financing tools based on users' requirements and will include EU and national representatives from industry, public authorities, research, and agricultural scholars.

As the **AgroFossilFree** stakeholder, you will be able to receive the latest updates about the project and potential solutions for the de-fossilization to meet the challenge of changing EU agriculture. Therefore we would like to ask for your consent to be part of the project, by answering the internal [GDPR stakeholder consent form](#) by July 30th, 2021.

Yours sincerely,  
**AgroFossilFree Team**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement ID 101000496

## Annex 2: The example of stakeholders' survey form

All tabs have a drop-down menu to choose from different options in this way the time spent on filling up the survey was reduced and possible options showed.

