Addressing the current and Future skIll needs for sustainability, digitalization and the bio-Economy in agricuLture: European skills agenDa and Strategy

D7.2 Public website	
Document description	The website is created to communicate about the project and the training
Work package title	Dissemination and communication
Task title	Communication and dissemination campaign
Status*	RD
Partner responsible	UNITO
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Date	30/06/2020

F: final; D: draft; RD: revised draft

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1 Summary

This Work Package aims to ensure to reach the largest possible target audience while advertising the project results. For this task appropriate communication strategies to target different stakeholders will be presented.

Dissemination will be coordinated by ACTIA, with the high involvement of FIAB, UNITO, LVA and all partners. Dissemination objectives will be to reach the targeted groups in the best manner to present (i) the objectives of the project, (ii) the breakthrough training developed during FIELDS project, (iii) the sectoral skill strategy and its applications and impacts and (iv) the European Community financial support.

Because of their reputation and current activities, partners have a strong dissemination force and will integrate the FIELDS project in their communication strategy. Partners will lead all necessary actions to present the project to the different targets by generating material and communicating this through appropriate dissemination material tailored to the needs of the various kinds of target groups. The fact that many partners are umbrella organisation or representative association will also help to reach each target groups.

2 Description

UNITO designed and developed a project website (in collaboration with an external web designer) within the first six months of the project. It has been created in English and will be translated into the 9 other project partners' languages, specifically: Dutch, French, Finnish, German, Greek, Italian, Portuguese, Slovenian and Spanish. It provides an overview of the project, including partners, work plan and packages. Public deliverables, communication and dissemination materials will be available for download from the website. A suggested structure for the site is the following: Home, Project (overview, partners, project development, deliverables), News, Events.

https://www.erasmus-fields.eu

A hosting plan will be purchased for 8 years, to ensure the sustainability of the platform 4 years after the project's end. A domain name will be bought. The website will be updated periodically throughout the lifetime of the project, including 4 years after the project has been completed, by the UNITO Permanent FIELDS unit. Web analytics tools will be used to monitor website performance.

It is expected 20000 visitors in the home page of the website.

2.1 Overview

The first draft of the website structure was circulated among the partners to receive their feedbacks.

In home page includes the project logo, the European Erasmus + logo at the top left; the project title is in the middle of a picture representing agriculture, sustainability and digitalisation. Behind the picture, a summary of the project is given.

European agriculture is facing many challenges, the Food 2030 policy highlights the vulnerability of agri-production due to the globalisation of the markets, increasing competition, the prices volatility and the economic uncertainty along with the low incremental crop productivity. Those vulnerabilities are stressed by increasing demand for food and feed while environmental concerns and climatic changes generate more uncertainties. Moving from business-as-usual agriculture to sustainable farming is a complex process which requires a system approach, including reshaping the role of the farmer: from a mere producer of food and commodities, into "wise manager of the natural capital". To successfully address and react to these drivers, agriculture and forestry needs new business models and skills. The identification of existing and emerging skills needs in bio-economy, sustainability and for the use of digital technology, is of paramount importance in order to develop a strategic approach to keep the European agricultural sector

The website is composed by 6 main pages clickable in the top right and other 4 pages clickable in the middle of the home page:

| PROJECT OVERVIEW | PROJECT TARGET | TRAINING COURSES | SECTOR SKILLS |

Scrolling down an overview of the databases, the survey (task 1.4), newsletters and dissemination is done, with a button underneath that refers to the specific page:

Curricula

The Curricula/courses database complements the information on VET schools, VET providers and other educational providers in general.

Best Practice

The best practices database provides information of successes in the project areas: sustainability, digitalisation, bio-economy, soft-skills, new technologies and training in agriculture, forestry and related sectors (agri-food and forest-based industries).

Newsletter

First issue of FIELDS newsletter summarizing the project and highlighting the focus groups results – September 2020

Projects

The projects database provides information on the state of the art of the European projects with reference of agriculture, forest and related sectors (Bio-economy, Digitalisation, Soft skills and Sustainability).

Surveys

Duis egestas aliquet aliquet. Maecenas erat eros, fringilla et leo eget, viverra pretium nulla.

Dissemination

Dissemination aims to ensure to reach the largest possible target audience while advertising the project results

GO TO DATABASE

The databases are linked to those created in the management portal.

Behind that, is given the description of the main project sectors: Bioeconomy, Digitalisation and Sustainability

BIOECONOMY

"Bioeconomy can be defined as those parts of the economy that use renewable biological resources from land and sea – such as crops, forests, fish, animals and micro-organisms – to produce food, materials and energy" (EC 2020).For the future, Bioeconomy is expected to…

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DIGITALISATION

Electronics, automation technology and the connection of machines to the Internet have massively changed the possibilities in agricultural production. The digitalization of the economy is the side effect of the automation of serial operations in agriculture and the…

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SUSTAINABILITY

Sustainable agriculture is a global, dynamic process taking place in three dimensions (economic, environmental and social) and at five levels (field, farmstead, local community, national and international levels). The term sustainable agriculture was developed based…

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After that, all partners logos are shown linkable to their organisation website. A specific page has been created with a short description and the presentations of the partners.

In the lower part of the home page the Organisation/Stakeholders map created in the management portal is shown and it will be constantly updated:
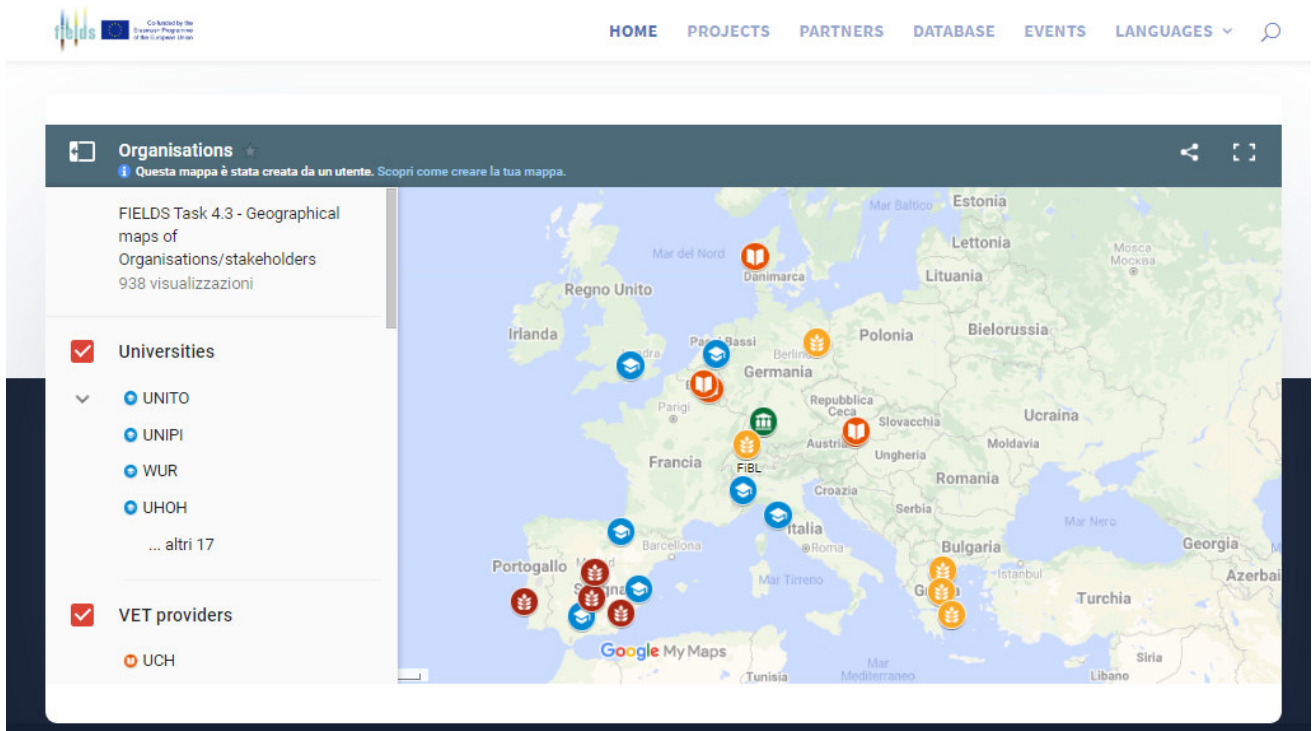
At the bottom, the contacts and other details are provided, included the link to the social media: