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

D7.1 - Dissemination plan

Document description	The Dissemination Plan will contain the definition of the target groups and tailored actions toward each of the target groups.
Work package title	Dissemination and communication
Task title	Dissemination plan
Status*	F
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F: final; D: draft; RD: revised draft

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1 Dissemination objectives

The FIELDS project will support renovation in education: the project's goal is to develop a sectoral skill strategy to support the change and growth of agriculture and the bio-economy, by allowing the match of demand and supply of skills while taking into account the digitalisation and the innovation of the sector.

The objectives of performing professional, accurate and efficient dissemination are:

- to assure that the outcomes of the FIELDS project reach the target audience that it aims to help
- to ensure that the project results and strategies are communicated to EU policy makers and are adopted into existing and future legislation at the EU level and in the Member states
- to maximize the impact and exploitation of the project outcomes and ensure their sustained effect after the project has ended
- to promote the reputation of the FIELDS consortium.

The dissemination activities undertaken within the FIELDS project are dependent on the progress and the outcomes. Thus, this dissemination plan cannot be a rigid document, but should adapt to the project as it evolves.

1.1 Confidentiality levels

Regarding the outcomes of the FIELDS project, 3 levels of confidentiality are considered: (1) Confidential, only for members of the consortium (2) Restricted to other E+ Programme participants and (3) Public.

In the present dissemination plan, outputs with confidential content are not handled; outputs with restricted content are designated to the target group "partners" (According to DoW, p.242ff).

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2 The expected outcomes

2.1 Work package 1 – skills needs identification

2.1.1 Objectives

The overall objective of Work Package (WP) 1 is to get a general overview of the labour market in agriculture, forestry and related sectors (including bio-economy) in order to define present and future skills needs.

2.1.2 Expected outcomes

- A growth strategy report including:
  - o An analysis of the state of the art regarding current training contents and current EU instruments for skill transferability in agriculture, forestry and other related sectors;
  - o An analysis of future trends regarding sustainability, digitalisation and bio-economy.
- A repository database including:
  - o previous projects, results and best practices
  - o VET and stakeholder lists and classification
- Focus groups conduction (in 9 countries and 2 on the EU level) and analysis
- A web-based survey on skill needs and gaps
- A report on scenario analysis of present and future skill needs in the agriculture, forestry and bio-economy sector, linked to the main drivers (emerging technologies, industry and retailers needs and trends) that are influencing the changes.

2.2 Work package 2 – Priorities and strategic design

2.2.1 Objectives

The overall objective of WP 2 is to create the framework for the implementation of the WP 1 outcomes in the EU. Once the consortium has identified the needs, the trends and the best practices, it will be able to standardise the skill needs and create occupational profiles that will be prioritised in order to directly create curricula and training for them inside the project. In order to tackle the profiles and create a global direction for the sector, a general EU skill strategy will be defined and its implementation roadmap created for the pilot countries.

2.2.2 Expected Outcomes

- A list of 10 new prioritized job profiles
- A general EU strategy to transfer the identified skills to agriculture and related sectors
- Adapted road maps on national level for 7 different EU countries: Austria, Italy, France, Finland, Netherlands, Spain, Ireland
- An open transferability framework will allow:
  - o the ECVET accreditation of the FIELDS training following EQAVET guidelines
  - o the concrete mobility of skills and labour force around Europe meaning mobilisation of knowledge.

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2.3 Work package 3 – New tools and training design

2.3.1 Objectives

The overall objective of WP 3 is the creation of relevant educational contents and curricula to answer the skill gaps identified in WP 1 and WP 2. In order to adapt the training methodology to the target groups, FIELDS will analyse the most suited pedagogical approach and training methodology for each and create curricula for several occupational profiles. A module for the trainers will also be created to ensure the proper transfer of the content. To foster mobility of students, an apprenticeship scheme will be developed and linked with the existing EU tools.

2.3.2 Expected outcomes

- A handbook on best practices for learning innovation – "Training methodologies"
- Creation of curricula - corresponding to job profiles identified in WP 2:
  - 7 of 10 occupational profiles (at least one per country participating in the training; EQF and ECVET based)
  - at least one per topic (sustainability, digitalisation, bio-economy)
  - for two levels: EQF level 4 (farmers, foresters and SMEs) and one for EQF level 5 (students)
  - in line with the sector changing needs in the short to longer term
- An apprenticeship scheme report for the work-based period that involves agriculture, agri-food and forestry companies
- Country specific online-training materials (Austria, Italy, France, Finland, Netherlands, Spain, Ireland)
- User guide for trainers and train the trainers' session material.

2.4 Work package 4 – Implementation

2.4.1 Objectives

The overall objective of WP 4 is to put into practice the training content created in WP3 through train-the-trainer and trainee pilots and the implementation of the platform. A pilot phase is planned to implement the training modules at different scales, on different topics and with different target groups. The implementation will allow for a rapid uptake of the content and the collection of feedback to refine the methodology, the content and the roadmaps. To outreach trainees and farmers, the training and the materials will be translated into the 7 participating country languages.

2.4.2 Expected outcomes

- Report on the train the trainer experience
- Report and analysis of the full training experimentation
- Online public platform and map containing:
  - Materials and tools to monitor and assess learners' participation, performance and satisfaction
  - Complete training made of 4 modules (Common skills and soft skills, sustainability, bio-economy and digitalisation)
  - Complete training material for the trainers

- Translation of the platform/training content into the following languages (except for English): German, Italian, French, Finnish, Dutch, Spanish.

2.5 Work package 5 – Long term action plan

2.5.1 Objectives

The overall objective of WP 5 is to ensure the long-term sustainability of the strategy and the training materials, its future use and the national roadmaps implementation, as well as the uptake of the curricula by external VET providers. First, the regulatory frameworks will be studied to make sure that the strategy can be implemented locally. Second, the funding opportunities for its implementation and sustainability will be monitored by the consortium and a governance body will be created to make sure that the outputs remain available.

2.5.2 Expected Outcomes

- A list of EU regulatory frameworks
- A list of funding opportunities
- A governance and exploitation plan.

2.5.3 Measures regarding the training and sustainability

- A first round of engagement will be sought through the partners' network and the signature of the first Memorandum of Understanding to create a Strategy Sector Alliance among 50 partners before project conclusion that will bring forward the members to collaborate and multiply the resource usage. The High Advisory Board will participate in the agriculture and agri-food Sector Skill Alliance.
- The Objective is to have 4 new countries within 4 years after the end of the project to follow/offer the training programme (from DoW p 153f).

2.6 Work package 7 – Dissemination and communication

2.6.1 Objectives

The overall objective of WP 7 is to assure professional, effective and most adequate dissemination and communication of the project results. The success of the project requires its dissemination towards European and national policy makers, regulatory bodies and ministries who might be interested in implementing the strategy and/or imitating the training program. WP 7 will provide the FIELDS project with a clear plan for the dissemination of results and includes activities, tools and channels to ensure that the program will be spread effectively to the target groups.

2.6.2 Expected Outcomes

- Public Webpage
- Project leaflet and poster
- The communication tools described below in detail (see chapter 5, p12).

3 Key messages

The following key messages are used to guide our communications for the specific target groups described below:

1. FIELDS is an EU-funded project that aims to improve the employability of the trainees.
2. FIELDS will promote the use of IT technologies in education.
3. The skills will allow trainees to tackle newly identified needs in the digitalisation, bio-economy and sustainability fields.
4. The project will help the transition towards sustainable agriculture systems through the skills prism.
5. FIELDS will promote the attractiveness of the agricultural sector and facilitate transfer of knowledge between countries.
6. The project will contribute to fine-tuning agriculture and food systems to deliver safe and healthy food at fair conditions (from DoW, p.61).

7. The primary sector and the processing industries have a good reputation to maintain and they pursue social responsibility strategy.

8. Trainees have a knowledge and technology transfer mission.

Table 1. Overview of communication plans for main target groups.

Target group	Desired impact of communications	Key messages	Most important communication tools
VET providers, HEIs, training and research centres, trainers and secondary education	FIELDS trainings implemented; qualified trainers to teach FIELDS trainings, strong interactions/ involvement / input during the project, frequent use and promotion of FIELDS platform	1,2,3,4	FIELDS website, FIELDS platform, social media, newsletters (signed up during the project or through former VET-provider partners), magazines and papers, scientific conferences, fairs and professional meetings, communication workshops, final conference, networking and exchange
Policy makers, regulatory bodies and ministries	Implementation into European policies and on country level	1,3,4,5,6	FIELDS website, FIELDS platform, social media, press releases, newsletters, communication workshops, final conference
Farmers, Foresters and Representatives	Arouse interest for participating in the FIELDS trainings, frequent use and promotion of FIELDS platform	1,3,4,5,6	FIELDS Website, FIELDS platform, social media, fairs, communication workshops, final conference
Farmers' and Foresters' Advisors	Recommendation of FIELDS trainings to Farmers and Foresters	1,3,4,5,6	FIELDS Website, FIELDS platform, social media, fairs, communication workshops, final conference
Student and Student Societies	Arouse interest for participating in the FIELDS trainings, frequent use and promotion of FIELDS platform	1,3,4,5	FIELDS website, FIELDS platform, social media, newsletters, magazines and papers, scientific conferences, fairs, communication workshops, final conference
Agriculture, Agri-food and Forestry Companies/ Industries, SMEs	Arouse interest for participating in the FIELDS trainings, frequent use and promotion of FIELDS platform	3,4,5,6	FIELDS website, social media, newsletters, press releases, fairs and professional meetings, communication workshops, final conference

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4 Target groups

This section identifies and describes the target groups to communicated:

4.1 VET providers, HEIs, training and research centres, trainers and secondary education

4.1.1 Who are they and what is their benefit?

The FIELDS project is an opportunity for VET-providers and HEIs to align their courses and curricula with the labour market needs, ensuring quality placement for their trainees and students not only within a country but also at the EU level. This target group will benefit from the skills needs identified, from the training courses based on FIELDS material, from the trainer's toolkit (trainers), from the curricula, from the occupational profiles, from the EU skills strategy, from the national roadmaps, from the FIELDS transferability framework and the training platform.

4.1.2 How can they be reached?

1. The consortium involves European VET-providers networks, national VET-providers and leading HEIs in sustainability, bioeconomy and digitalisation for agriculture: AERES, AP, LVA, INFOR, LLL-P, EfVET, ProAgria, UNITO, WUR, ISEKI network, UHOH, VERTH, UCLM, FJ-BLT.
2. Strategic stakeholder mapping will help to reach a wide audience of VET-providers, HEIs and trainers.
3. Direct involvement in the FIELDS project activities, *i.e.* focus groups, survey of skill gaps identification, creation of curricula, train-the-trainer content definition and implementation, trainees' modules creation and training implementation; signature of MoU for use of the project outcomes from the platform and participation in the SSA and governance of the platform.
4. Communication tools: FIELDS website, FIELDS platform, social media, newsletters (signed up during the project or through former VET-provider partners), magazines and papers, scientific conferences (e.g. ISEKI yearly conference), fairs and professional meetings, communication workshops, final conference, networking and exchange.

4.1.3 Measures

● It is planned that 12 trainers will follow the training during the experimentation phase.
● It is foreseen that at least 10 VET or education providers implement courses based on FIELDS curricula.
● The strategic stakeholder mapping database should include 30 VET providers within the first year and 90 at the end of the project.

4.2 Policy Makers, Regulatory bodies and ministries

4.2.1 Who are they and what is their benefit?

The implementation of the FIELDS content into European policies and on country level to adapt European policies in the field of education and training is dependent on this target group. Policy makers, regulatory bodies and ministries will benefit from the strategy developed in the FIELDS project, *i.e.* the consistent and

evidence-based developed EU skill strategy, the affiliated roadmaps at country level and the transferability framework ready for implementation.

4.2.2   How can they be reached?

1. This target group will be reached through the umbrella organisations and partners network of associations and European organisations.
2. The strategic stakeholder mapping will help to reach different policy makers, regulatory bodies and ministries.
3. Communication tools: FIELDS website, FIELDS platform, social media, press releases, newsletters (*e.g.* FDE bulletins), communication workshops, final conference.
4. Direct involvement in the FIELDS project activities, Fair and events, Direct mailing contacts, phone calls.

4.3   Farmers, Foresters and Representatives

4.3.1   Who are they and what is their benefit?

This target group will benefit directly from the provided training and indirectly from the implemented strategy and project outcomes from external stakeholders. The expected impact is an awareness of the skills needed in the future and the creation of specific training in short modules to gain those skills. The content of the courses allows them to gain competencies and skills identified as local and to better fulfil job expectations. Further, farmers and foresters will benefit from the courses by acquiring technical and ICT skills that will allow them to use new tools without the need for consultant services and hereby to reduce costs. They will have the option for study exchange because the FIELDS programme facilitates the mobility through the registration on the platform.

4.3.2   How can they be reached?

1. Direct involvement in the FIELDS project activities of the national focus groups and training activities.
2. Through the network of training centres (newsletters, training offers)
3. Through newsletters (if they have signed up during the project lifetime), through farmer representatives (unions: EFFAT; chamber of agriculture: AC3A, GZ; cooperative/representative: SCOOP, CONFAGRI PT, CONFAGRI, GAIA; associations: ACTIA, ANIA, Plant ETP; COPA-COGECA, FOODDRINK EUROPE).
4. Communication tools: FIELDS Website, FIELDS platform, social media, fairs, communication workshops, final conference.

4.4   Farmers' and Foresters' Advisors

4.4.1   Who are they and what is their benefit?

Farmers advisors will benefit directly from the provided training and indirectly from the implemented strategy and project outcomes from external stakeholders. The expected impact on farmers' and foresters' advisors is

an awareness of the skills needed in the future and the creation of specific training in short modules to gain those skills.

4.4.2   How can they be reached?
1. Direct involvement in the FIELDS project activities of the national focus groups.
2. Through newsletters (if they have signed up during the project lifetime), through the farmer representatives (unions: EFFAT; chamber of agriculture: AC3A, GZ; cooperative/representative: SCOOP, CONFAGRI PT, CONFAGRI, GAIA; associations: Plant ETP).
3. With the involvement of 3 COPA-COGECA members, a support letter from the COPA-COGECA and their Director of General Affairs member of the advisory board, plus the involvement of EFFAT as an associated partner, the communication towards other EU farmer's trade unions or representatives will be facilitated.
4. Communication tools: FIELDS Website, FIELDS platform, social media, fairs, communication workshops, final conference.

4.5   Students and Student Societies

4.5.1   Who are they and what is their benefit?
Students will benefit from the training provided as HEIs will incorporate the training, increasing the students` employability on the future labour market. The content of the course will allow them to gain competencies and skills identified as local. They will gain relevant ECVET certification. They will have the option for a study exchange because the FIELDS programme facilitates mobility through the registration on the platform.

4.5.2   How can they be reached?
1. Directly involved in the FIELDS project activities: focus groups, the training pilots (recruitment process through partner networks), the apprenticeship platform.
2. UNITO and UHOH, through their partnership within the KIC "EIT FOOD", will disseminate and offer the training also to universities inside that consortium
3. Higher Education partners (UNITO, WUR, UHOH, UCLM) will reach other schools and universities in which students might be interested in following the training programme.
4. Trainees that participate in the experimentation phase will act as disseminators of the class they follow, so they will help to enrol other people in training after the project completion
5. Communication tools: FIELDS website, FIELDS platform, social media, newsletters, magazines and papers, scientific conferences, fairs, communication workshops, final conference.

4.5.3   Measures
●   It is foreseen that 90 trainees from 7 countries will be trained during the experimentation phase.

4.6 Agriculture, Agri-food and Forestry companies/ Industries, SMEs

4.6.1 Who are they and what is their benefit?

This target group will benefit from the training provided and indirectly from the project outcomes through the implementation of the strategy by external stakeholders. Industries will benefit from the FIELDS outputs involvement in the early stage of the value chain and from better qualified and trained workforce.

4.6.2 How can they be reached?

The project consortium includes partners representing the agriculture and food industry sector or partners providing technical assistance to the food industry: CONFAGRI, CONFAGRI PT, ANIA, ACTIA, FIAB, FDE, SEVT, FENACORE, CEPI, COPA-COGECA, FOOD DRINK EUROPE.

1. Strategic stakeholder mapping.
2. Direct involvement in the FIELDS project activities, *i.e.* focus groups, survey of skill gaps identification, apprenticeship scheme report, validation and being part of the advisory board.
3. Communication tools: FIELDS website, social media, newsletters, press releases, fairs and professional meetings, communication workshops, final conference.

4.7 General public

4.7.1 Who are they and what is their benefit?

As an EU-funded project, it is important that the EU citizens can find out about the aims and outcomes of FIELDS and how this publicly-funded project is providing value for money and bringing benefits to EU citizens.

4.7.2 How can they be reached?

Interested citizens can be reached by the virtual communication tools, *e.g.* FIELDS website and social media. No specific activity will be undertaken.

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Communication activity	Target groups						
	VET-providers, HEIs, training and research centres, trainers and secondary education	Policy Makers, Regulatory bodies and ministries	Farmers, Foresters and Representatives	Farmers' and Foresters' Advisors	Students and Student Societies	Agriculture, Agri-food and Forestry companies/ Industries, SMFs	General public
FIELDS website	●	●	●	●	●	●	●
FIELDS platform	●	●	●	●	●		
Social media channels	●	●	●	●	●	●	●
Social media challenge	●				●		
Google AdWords			●	●	●	●	
Newsletters	●	●	●	●	●	●	
Press releases		●				●	
Posters	●				●		
Scientific conferences	●				●		
Fairs and professional meetings	●	●	●	●	●	●	
Communication workshops	●	●	●	●	●	●	
Final conference in Brussels	●	●	●	●	●	●	

Figure 1 maps target groups against the communication tools described below.

5   Communication tools

5.1   FIELDS visual identity

5.1.1   Logo, branding and tagline

UNITO and ACTIA have produced a project logo to help promote recognition and awareness of the project. It will be displayed on all communication materials, along with the EU logo. The project also has a tagline: *"Addressing the current and Future skIll needs for sustainability, digitalization and the bio-Economy in agricuLture: European skills agenDa and Strategy"*.

Figure 2. FIELDS logo

5.1.2   Formal Erasmus+ requirements of dissemination material

All project dissemination materials must include the Erasmus + logo and the mention *"Co-funded by the Erasmus+ Programme of the European Union" or "With the support of the Erasmus+ Programme of the European Union"*. Rules can be accessed at: http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

Any communication or publication that relates to the action made by the beneficiaries jointly or individually in any form and using any means, must indicate that (a) it reflects only the authors' view, and (b) that the Commission is not responsible for any use that may be made of the information it contains. (Annex II - General Conditions, II.8.2, disclaimers excluding Commission responsibility).

Project templates of associated documents to produce material for presentations (in Microsoft Word, PowerPoint, Publisher and all other necessary programmes) in-line with Erasmus+ guidelines to ensure consistent branding and funder acknowledgement will be designed and disseminated by UNITO and FIAB.

5.1.3   FIELDS Leaflet and Poster

UNITO and FENACORE have outlined the project's objectives in electronic and paper format as a folder with informative value. Partners will be responsible for the translation and printing of the leaflet in the corresponding languages (English, German, French, Greek, Italian, Dutch, Spanish, Slovenian, Finnish). Two more leaflets will be prepared in M21 and M45 to describe the main outcomes of the European strategy (D2.3.), but only in electronic format.

5.2 FIELDS virtual performance

5.2.1 FIELDS website

A high-quality project website has been built by UNITO in English, which will be available also in the 9 consortium partners' languages: http://www.erasmus-fields.eu/. The public website will provide information on the objective, the WPs, news, the consortium and the partners will be presented with their logos and links to their websites. It contains a public area, where public deliverables, communication and dissemination materials will be available for downloading. Further, it contains the training platform (described in 5.2.2), an interactive map displaying many project outputs and searchable with query and a restricted access section for partners.

A hosting plan will be purchased for 8 years, to ensure the sustainability of the website and platform for 4 additional years after the project's end. A domain name will be bought. New content will be added by UNITO and traffic will be drawn to the website through links in press releases, newsletters, articles, emails and social media. Partners will also be encouraged to link to the FIELDS website from their own sites in order to drive traffic to the project website.

5.2.2 FIELDS platform

UNITO will develop an online platform where many outcomes of the projects will be displayed and put at the disposal of the wider public: http://www.erasmus-fields.eu/management/. The target groups will be able to use them to implement their strategy based on the consortium example of implementation. Partnerships signed, best practices implemented, courses delivered, trainers trained, those are all examples of concrete solutions. Mobility will be encouraged through the creation of an apprenticeship database, and made easier with the attribution of ECTS credits to the student modules and ECVET for VET trainees.

5.2.3 Social media channels

FIAB will create LinkedIn, Facebook, Twitter, YouTube and other relevant social media channels for FIELDS to communicate with a diverse audience, in order to: raise the profile of the project, publicise project developments, engage in dialogue, build relationships with other organisations and individuals in the field, draw visitors to the website and monitor what is being said about FIELDS and related issues. Each partner will like and repost the project's account posts from their entity account when existing to increase the scope of reach. Content to be published on social media includes:

- News and developments from the project
- Upcoming project attendance at conferences and events
- Links to new content on the FIELDS website (*e.g.* availability of the map, etc.)
- Video material from training sessions: Videos of interviews will be made during VET training in local languages and be posted. Specific forms will be developed and signed by people interviewed or appearing in a recorded video for dissemination purposes on the various YouTube channels of the partners (AC3A, UCLM, LVA, AP, PA, INFOR, UNITO, ICOS, AERES) and on the YouTube channel of the project.
- A social media challenge will be implemented among initial training students on Instagram to impact the learners' population by VET and training providers (AC3A, UCLM, LVA, AP, PA, INFOR, UNITO, ICOS, AERES).

5.2.4 Precise online advertisements

A Google AdWords campaigns (from DoW p64) will be issued by UNITO, when the training content is available to impact the target groups. A hashtag will be created for all project communications.

5.3 Publications/ Articles

Regular publications are foreseen to make target groups aware of the project and later update project results to the main target groups.

5.3.1 Newsletters

Every 6 months, a FIELDS newsletter will be written by FIAB with inputs from WP leaders to report on the main developments achieved in the project. The newsletter will be issued in English by FIAB, FDE, EfVET, CEPI and LLL-P. Partners responsible for the dissemination material will translate the newsletter in their country language and send it out through their network.

Aims of the newsletters:

1) to collect information from stakeholders about needs and gaps (*e.g.* by spreading the information about the web-based survey on skill needs and gaps) at the beginning of the project
2) to enrol people when training is available
3) to disseminate the project outcomes and results at the end of the project.

5.3.2 Press releases

In order to reach the different targeting audience detailed above, an ongoing dissemination to the media will be carried out, including press releases and articles to be published in relevant journals depending on the public target to be reached, *e.g.*:

● Dissemination towards the EIP-AGRI focus group will be performed by UHOH.
● FDE will disseminate the project results through the National Food and Drink Industry Federations, and the National Food Technology Platforms to the Food Industry, at the different stages of development of the project.
● Network of associated partners (EFFAT, BIC) and the entity supporting the project (COPA-COGECA) will also be used for a wider reach of farmer associations and cooperatives.

5.3.3 Magazines or papers

The findings obtained within FIELDS will be presented to specific target groups *via* publications in industrial/scientific journals. Partners will select the journals to submit their papers with a minimum of 2 papers per year.

![FIELDS logo]

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5.4   Events

5.4.1   Fairs, professional meetings and conferences

Scientific, business and professional-oriented events including fairs, professional meetings and conferences (e.g. the biennial ISEKI conferences) will be identified and attended by the consortium partners to present FIELDS goals, ongoing works, and results with the aim to attract stakeholders and to reach the targeted audience.

5.4.2   7 Communication workshops

In order to start the strategy roll-out and to engage Farmers, foresters and industry organizations, VET and education providers in each partner country but also in Europe as a whole, 7 communication workshops will be organized during the project (LVA, AERES, CONFAGRI, ACTIA, FIAB, ICOS, PA). Figure 3 depictures responsibility of the partners who organize the workshops.

5.4.3   Final conference

A final conference will be organized in Brussels with the help of LLL-P and the umbrella organisations (FDE, Copa Cogeca WP RES, CEPI).

5.5   Measures for Dissemination activities (according to DoW)

- 6000 leaflets will be distributed among interested people at the dissemination events

- 1 website to communicate about the project and the training - 20000 visitors on the homepage of the website

- Each partner will provide a link to the project website on his own official page (In total: 31 links to the FIELDS website from the partners websites)

- 8 newsletters translated in 12 country languages (for a total of 80 newsletters) and disseminated through the country networks

- 8/10 press releases at national and European level

- At least 20 participation/organisation of professional events and conferences

- 9 posters to be presented at professional events/fairs.

- 8 scientific papers published or presented.

Partner	Logo	Leaflet	Leaflet translation	Leaflet dissemination	FIELDS Website	Website translation	Website dissemination	FIELDS Platform	Social media channels	Social media dissemination	Google Adwords campaigns	Newsletter feed	Newsletters	Newsletters translation	Newsletters dissemination	Press releases	Posters	Fairs, professional meetings and conferences	Communication workshops	Final conference
UNITO	X	X			X		X	X		X	X	X					X	X		
CONFAGRI			X	X		X	X			X				X	X	X		X	X	
WUR			X	X		X	X							X	X			X		
ISEKI				X			X			X		X				X		X		
ICOS				X			X			X						X		X	X	
AERES				X			X			X		X				X		X		
AP										X								X		
UHOH										X								X		
CERTH			X	X		X	X			X				X	X			X		
ACTIA	X		X			X	X					X		X	X	X		X	X	
GAIA				X			X			X						X		X		
CONFAGRI PT			X	X		X	X			X				X	X			X		
SCOOP				X			X			X				X				X		
GZS			X	X		X	X			X				X				X		
LVA			X	X		X	X			X				X	X		X		X	
UCLM				X			X			X								X		
AC3A				X			X			X								X		
FIAB			X	X		X	X		X	X		X	X	X	X			X	X	
FDE										X		X	X					X		X
FENACORE	X		X	X		X	X			X				X	X			X		
INFOR				X			X			X								X		
SEVT				X			X			X						X		X		
LLL-P				X			X					X						X		X
ANIA				X			X			X				X				X		
Plant ETP				X			X			X				X				X		
EFB				X			X			X								X		
PA			X			X	X							X	X		X	X	X	
FJ-BLT				X			X			X							X	X		
EfVET				X			X					X						X		
CEPI				X			X			X						X		X		X
EFFAT																				X
COPA COGECA				X			X			X								X		X
BIC																				

Figure 3. depictures partner responsibilities against communication activities.

6 Guidelines for communicating project results

To assure the protection of intellectual property rights, it is important to organize the circulation of a dissemination document, where project outcomes are published. The following procedure has to be followed:

| Preparation of content to be disseminated | → | Revision by WP leader | → | Final OK by Coordinator |
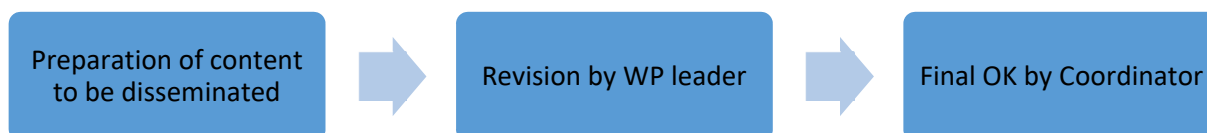
Figure 4. Procedure for publishing a project outcome.

7 Surveillance actions

7.1.1 Global dissemination report

With the aim to monitor all dissemination actions, FIAB has prepared a Global dissemination report (a Dissemination Excel file in Drive - https://drive.google.com/file/d/14b9k2-4Y8dLpMDcj96kjVGMneQS8Aijm/view?usp=sharing), where all partners must register their dissemination actions. ALL partners are obligated to put their actions by themselves.

FIAB will also ask the consortium to fill in regularly the Dissemination Excel file in Drive.

7.1.2 Goal achievement excel file

Another tool for the surveillance of the dissemination actions will be the Goal achievement excel file in Drive – (https://drive.google.com/drive/u/0/folders/1-ZRCyHZNro5XpHQ-swPgK7S4EVnr3uXz) , where the proposed and the actual measures of dissemination activities are opposed. All partners are obligated to put their actions in numbers by themselves.

FIAB will also ask the consortium to fill in regularly the Goal achievement excel file in Drive.

7.1.3 Annual dissemination report per year
FIAB, as communication manager prepares the annual dissemination reports, where all the dissemination actions are resumed, including the range of approached audience.

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8 Appendix I. Communication timeline for indicative orientation of communication activities

Appendix I. Communication timeline for indicative orientation of communication activities (orientation according to the description of work).

	Year 1			Year 2			Year 3			Year 4		
Logo	X											
Leaflet (M21 and M45: electronic format only)	X					X				X		
FIELDS Website	X											
FIELDS Platform										X		
Social media channels	X											
Social media challange										X		
Google Adword campaigns								X		X		
Newsletters	X		X		X	X	X	X	X	X	X	X
Press releases						X	X	X	X	X	X	X
Posters	X	X	X	X	X	X						
Fairs, professional meetings and conferences					X	X	X	X	X	X	X	X
Communication workshops							X	X	X	X	X	X
Final conference in Brussels												X

9   Appendix II. List of deliverables, target groups and dissemination methods

Appendix II. List of deliverables and target groups.

	WP-No.	Delivery date	Outcome	Medium that will be used	Languages	Dissemination level (PU, PP, CO)	Target groups/ potential beneficiaries	Appropriate Dissemination method
1	1	M6	Growth Strategy - state of the art	Electronic format	English	PU	All interested	Website, Newsletter, social media, magazines and papers
2	1	M6	Repository of previous projects and best practices	Database	English	PP	All interested	Restricted to partners
3	1	M6	VET list and classification	Electronic format	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	Students, farmers, foresters, trainees, trainers, VET providers, HEIs	Website, Newsletter, social media
4	1	M6	Focus group guideline	Electronic format	English	CO	Partners	
5	1	M9	Focus group analysis	Electronic format	English	PP	Partners	Restricted to partners

6	1	M10	Web-based questionnaire	Online survey	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	All target groups	Website, social media, direct dissemination through partners networks, Newsletters
7	1	M12	Survey analysis	Electronic format	English	CO	Partners	
8	1	M15	Scenarios analysis	Electronic format	English	PU	All interested (HEIs, policy makers, VET providers)	Website, magazines and papers, social media, newsletters
9	2	M15	List of occupational profiles	Electronic format	English	CO	Partners	
10	2	M18	Prioritised occupational profiles	Electronic format	English	PU	VET providers, HEIs	Website, newsletter, social media
11	2	M45	European strategy	Electronic format	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	All	Website, press release, Communication workshops, social media, final conference, newsletter, electronic leaflets
12	2	M45	National Roadmaps (Austria, Italy, France,	Electronic format	English, German, French, Italian, Dutch, Spanish, Finnish	PU	All	Website, press release, newsletter, Communication

			Finland, Netherlands, Spain, Ireland)					workshops, social media, final conference
13	2	M27	Open transferability framework	Electronic format	English, German, French, Italian, Dutch, Spanish, Finnish	PU	VET providers, HEIs	Website, Social media, newsletter, Communication workshops, final conference
14	3	M9	Training methodologies	Electronic format	English	PU	VET providers, HEIs	Website, Social media, Newsletter, magazines and papers
15	3	M21	Curricula (10)	Electronic format	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	VET providers, HEIs, farmers, foresters, students, trainees, trainers	Website, Platform, Social media, Newsletter, magazines and papers, Communication workshops, final conference, Google AdWords campaign
16	3	M42	Apprenticeship scheme report	Electronic format	English	PU	Farmers, Foresters, SMEs, Industry, Students	Website, Platform, Social media, Newsletter, press release, Communication workshops, final conference

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17	3	M30	Online training materials – country specific	Electronic format	English, German, French, Italian, Dutch, Spanish, Finnish	PP	Partners, trainers	Website, platform – restricted to partners
18	3	M30	User guide for trainers and train the trainers' session material	Electronic format	English, German, French, Italian, Dutch, Spanish, Finnish	PP	Partners, trainers	Website, platform – restricted to partners
19	4	M36	Feedbacks from trainers	Electronic format	English	PP	Partners	Website, platform – restricted to partners
20	4	M39	Report and analysis of the full training experimentation	Electronic format	English	PP	Partners	Website, platform – restricted to partners
21	4	M48	Online public platform and map	Online	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	All	Website, platform, newsletter, social media, communication Google AdWords campaign, workshop, final conference
22	5	M24	Regulatory framework list	Electronic format	English	PU	VET providers, HEIs	Website, Social media, Newsletter
23	5	M24	Funding opportunity list	Electronic format	English	PU	VET providers, HEIs, students, farmers, SMEs, Industry	Website, Social media

24	5	M45	Exploitation Plan	Electronic format	English	PP	Partners	Website - restricted to partners
25	5	M45	Future engagement plan	Electronic format	English	CO	VET providers, HEIs	Restricted to partners
26	6	M4	Quality Plan	Electronic format	English	CO	Partners	
27	6	M6	Evaluation grids	Electronic format	English	CO	Partners	
28	6	M48	Internal and external quality assessment reports	Electronic format	English	CO	Partners	
29	6	M42	ECVET accreditation report	Electronic format	English	CO	Partners	
30	7	M9	Dissemination plan	Electronic format	English	CO	Partners	
31	7	M3	Public website	Online	English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Spanish, Slovenian	PU	All interested	Newsletter, homepages of all partners
32	7	M6	Project leaflet and poster	Paper, other	English, Dutch, French, Finnish, German, Greek,	PU	All interested	Newsletter, Webpage, Fairs, Conferences, Social Media, Communication

					Italian, Portuguese, Spanish, Slovenian			Workshop, Final conference
33	7	M48	Report on dissemination action	Electronic format	English	CO	Partners	
34	8	M2	Private area of the website - intranet	Online	English	CO	Partners	
35	8	M1, M13, M25, M37, M46	Progress reports	Electronic format	English	CO	Partners	
36	8	M1	Consortium agreement	Paper	English	CO	Partners	

fields

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