

## D7.4 Report on dissemination action (M48)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Document description</b></p> | <p>The aim of communication and dissemination campaign is to ensure that the program is spread effectively to the stakeholders.</p> <p>The FIELDS project developed a comprehensive communication initiative to reach a wide range of stakeholders and ensure its success. Materials such as a logo, brochure, document templates, and a multilingual website were created. Social Networks were created and managed, and data protection guidelines were applied. The goal was to inform stakeholders, encourage participation, disseminate results, and guarantee the project's overall success.</p> <p>This comprehensive communication strategy ensured that the FIELDS project was visible, accessible, and attractive to a wide audience, contributing significantly to its overall success.</p> |
| <p><b>Work package title</b></p>   | <p><b>Dissemination and communication</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Task title</b></p>           | <p><b>T 7.2 Communication and Dissemination Campaign</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |



|                            |                                              |
|----------------------------|----------------------------------------------|
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*\*F: final; D: draft; RD: revised draft*

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## 1 Communication and Dissemination Campaign

The FIELDS program successfully concluded its ambitious 48-month communication and dissemination campaign, led by FIAB and with the valuable participation of all partners. The campaign, which was developed comprehensively over four years, achieved the established objectives. Deliverable 7.4 presents a report on the dissemination actions performed by all partners

The campaign was based on the creation and distribution of informative material in various formats, such as a friendly website, a unique logo and informative brochures, eye-catching posters, periodic newsletters, and dynamic social media channels as LinkedIn, X (Twitter) and YouTube, to expand the project's reach and connect with a broader audience. Document templates were also designed following Erasmus+ guidelines. Workshops and conferences were organized to present the project to specific audiences, active participation was taken in relevant national and international congresses and meetings, and the achievements and results of FIELDS were published in all project and partners channels and in specialized journals.

This comprehensive communication strategy has ensured that the FIELDS project is visible, accessible, and attractive to a wide audience, contributing significantly to its overall success.

The campaign's success was reflected in the established key indicators, such as the high level of awareness of the program among stakeholders, a clear understanding of its objectives and results, notable interest and participation in the program, strong collaboration between partners and external stakeholders, and the significant overall impact of the FIELDS program.

## 2 Communication Report

With the aim of facilitating access to information and promoting active participation, the project offers a wide range of communication material that is available in the official website of the project and in several languages.

### 2.1 Branding

For the purpose of project identification, at the early beginning of the project the branding of FIELDS project was developed including visual identity (logo) to be used on all dissemination materials and project reports and files, and templates for Word and PowerPoint documents.

#### 2.1.1 Distinctive Logo

The FIELDS project logo is a key visual element that represents its identity and mission. It is used in every communication material, document and event to promote the project and its impact.



#### 2.1.2 Templates for project documents

FIELDS templates are designed to be used by a wide range of users, from educators and students to agricultural professionals and civil society organisations. They allow the creation of personalised communication materials tailored to the specific needs of each audience.



Figure 1. PowerPoint Template



Figure 2. Word/Deliverable Template

## 2.2 Informative/printed material

### 2.2.1 Leaflet

The FIELDS project leaflet was created by UNITO at the beginning of the project and was updated during the project to include information in all the languages of the consortium partners, in addition to English. These materials offer a comprehensive overview of the project, its objectives, activities and results, including innovative and relevant information for the agricultural sector. Available on the website: [FIELDS leaflet | Project FIELDS Management \(erasmus-fields.com\)](https://www.erasmus-fields.com/).

www.erasmus-fields.eu

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# Erasmus+Fields

## Sector Skills Alliances – Lot3

**Addressing the current and future skill needs for sustainability, digitalization and the bio-economy in agriculture: European skills agenda and strategy**

Coordinator: University of Turin (UNITO) (Italy)  
Duration: 01.01.2020 – 31.12.2023

Contacts: **Patrizia Busato**: patrizia.busato@unito.it  
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@Sprojectfield

Agreement 612664-EPP-1-2019-1-IT-EPPKA2-SSA-B

There are new challenges and opportunities for agriculture today, driven by climate change, the greening of products and processes, the need of side-stream products, the rising complexity of the chain and the increased availability of information. However, 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 competitive and sustainable in the long term.

The FIELDS approach, starting from the current and future trends and skills needed, will develop a sustainable European strategy to address these skill gaps. Since agricultural bases and opportunities differ greatly from country to country, the EU strategy will be customized for seven countries. It will address country-specific sectors, occupational profiles and training material to reflect the country needs in line with EU quality standards (EQF, EQAVET, ECVEI) to address the mobility of learners throughout Europe.

Complete training made of 4 modules available through the open learning platform:

- COMMON AND SOFT SKILLS
- BIO-ECONOMY
- SUSTAINABILITY
- DIGITALIZATION

translated and prepared for 7 countries and languages

**EUROPEAN SECTORAL STRATEGY FOR SKILLS DEVELOPMENT**

**ECVET ACCREDITATION MATERIAL FOR THE FIELDS TRAINING**

**ORGANISATIONS AND VET PROVIDERS MAP: SHORTURL.AT/BDV25**

An Agriculture SSA with a memorandum of understanding signed by 30 partners within the FIELDS partnership and from outside the consortium, will be established during the project to build on the regulatory framework and opportunities at EU and country level, while proposing concrete and practical initiatives to address skills challenges, guaranteeing the mobility of workers within the agriculture, forestry and agri-food industries.

The multi-stakeholder approach in the FIELDS project, with 30 partners from 12 countries (HEI, VET providers, agricultural and forestry sector representatives and agri-food industry), will provide guidance to tackle the complex issues EU agriculture faces today

Figure 3. FIELDS Leaflet

Each partner in the FIELDS project was responsible for distributing 200 informational leaflets at local dissemination events. A total of 6.000 copies distributed were foreseen for the end of the project, and the partners achieved even more, 6.850 in total.



### 2.2.2 Poster

The poster developed by UNITO outlines the projects objectives and overview, including partners, work plan and packages, deliverables, available in the project’s partner languages in hard copy, as well as in electronic format through the project website: [Poster FIELDS ENG \(erasmus-fields.eu\)](http://Poster FIELDS ENG (erasmus-fields.eu))

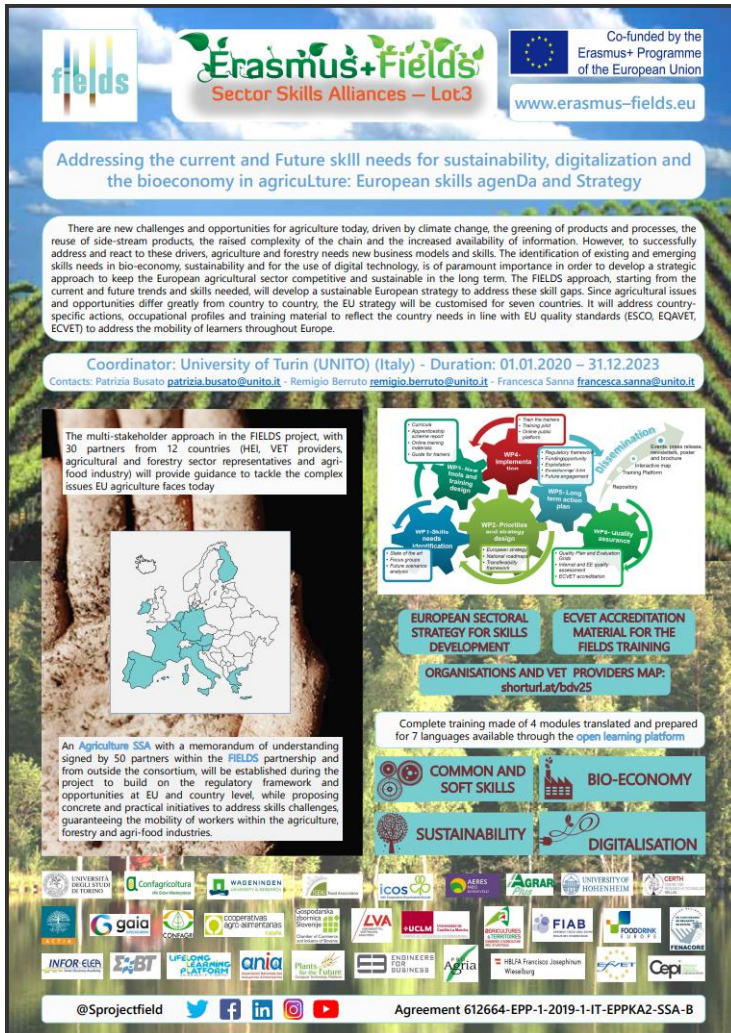


Figure 4. FIELDS Poster

A total of 9 project posters presented at professional events and fairs were foreseen, and the FIELDS partners achieved 35 in total.

### 2.3 Website

The FIELDS project has a public website that provides information about the project, its partners, and its activities. The website is available in 10 languages: English, Dutch, French, Finnish, German, Greek, Italian, Portuguese, Slovenian, and Spanish <http://erasmus-fields.eu/>

The FIELDS project will ensure the results are findable and useful for years to come. The website has a database with a map to include all project information, allowing users to search for training providers, best practices, funding, and more. Additionally, the comprehensive training materials, translated into 7 languages, is available (to ensure sustainability of the project) on a [public learning platform](#) for at least four years after the project ends, eight in total. This guarantees long-term access to the knowledge needed to modernize European agriculture.



Figure 5. FIELDS official website

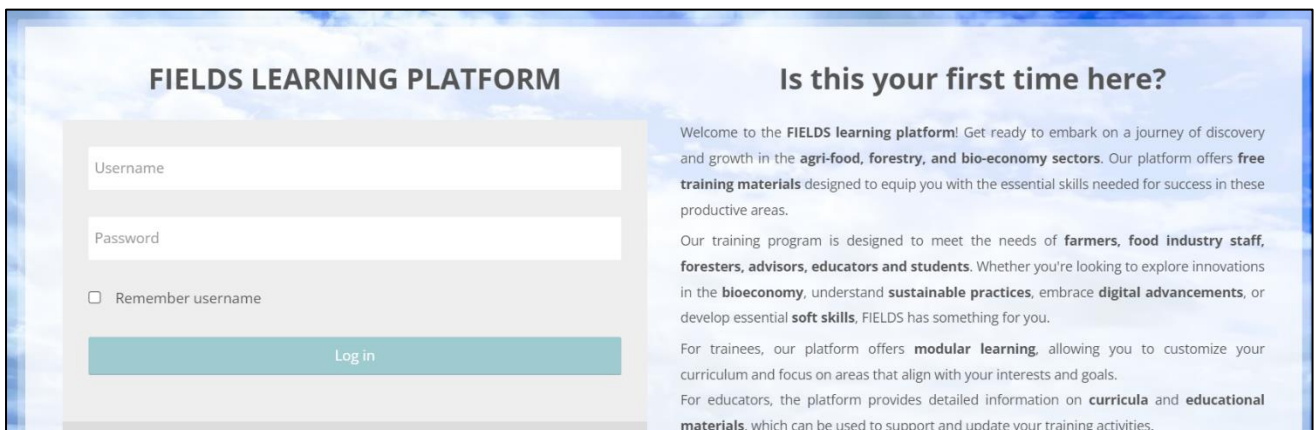


Figure 6. FIELDS Learning Platform

## 2.4 Social media

FIAB created a **LinkedIn account** ([FIELDS PROJECT - ERASMUS+: Resumen | LinkedIn](#)) and a **X (Twitter) account** ([FIELDSproject \(@SprojectField\) / X](#)) as main channels to maintain an up-to-date communication regarding the project's progress, future activities, and active communication with interested parties.

FIAB managed, on a regular basis, those accounts being the main focal point for the partners. At the same time, each partner was requested to contribute regarding the events and/or meetings taking place in their country or information related to the project. General language being English, national languages were used to foster communication at national level.

All relevant accounts related to project stakeholders were followed in all project countries; partners identified their stakeholders and shared them with FIAB, being the account manager; these relevant accounts followed included European Commission accounts, national and European main institutions related, all stakeholders addressed by the project and case studies, and of course all partners accounts.

Main hashtags like #FIELDSproject #agrifood #agricultural #sustainability #bioeconomy #skills #ErasmusPlus were used in general publications and posts; then specific hashtags when addressing specific target group were used (e.g., #pactforskills, #Newsletter, #training).

LinkedIn account has 226 followers, and the X (Twitter) account is following 484 accounts related to the project in all partners countries and is followed by 284 accounts including other projects. **More than 50 posts** have been published in LinkedIn, and **>270 posts** in X (Twitter) account.



Figure 7. Example of post in LinkedIn account



Figure 8. Example of post in X account

FIAB also kept stakeholders informed about the latest developments in sustainability, digitalization, and bioeconomy in the agricultural sector through a **Facebook account**. Their updates, which included news, images, and events, are published in English and occasionally in the languages of their partner organizations. Through this social network, FIAB made 17 informative posts about the project: <https://www.facebook.com/fieldsproject.erasmus.1>

A **YouTube channel** was also created dedicated to disseminating knowledge on sustainable agriculture practices, digitalization advancements, and bioeconomy initiatives within the agricultural sector, a total of 30 informative videos have been produced and shared. These videos cover a wide range of topics, from exploring innovative farming techniques to discussing the economic and environmental benefits of sustainable agriculture, and different interviews to project partners and coordinators [https://www.youtube.com/channel/UCKFCxHAMRdRLF9\\_axPy-eNg](https://www.youtube.com/channel/UCKFCxHAMRdRLF9_axPy-eNg)

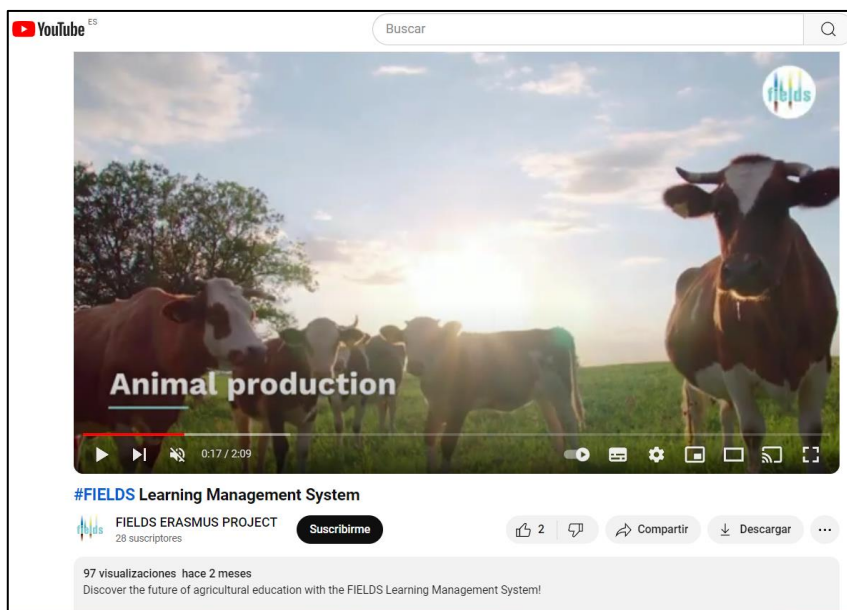


Figure 9. Video on YouTube channel about the LMS.

Partners had also the task of posting on their own social media. 310 posts were expected from partners at the end of the project (10 per partner approx.) and the total number achieved of posts is over 420 (See “Publications Social Media” in the [FIELDS GLOBAL DISSEMINATION REPORT](#)).

## 2.5 Newsletters

The FIELDS project has distributed newsletters at three key junctures: project initiation, regular monitoring, and project closure. These newsletters, drafted in English and then translated by all partners, aimed to keep stakeholders informed about progress, achievements, and lessons learned.

FIAB has guided the development of the newsletters every 6 months with input from the leaders of each work package, under their direction. These were then translated into the languages of the partners and disseminated through established communication channels and the stakeholder database.

All newsletters are available on the website under “Dissemination and newsletters” on the Database section: [Database | erasmus-fields](#)

1. [Newsletter 1](#): summarizing the project and highlighting the focus groups results.
2. [Newsletter 2](#): focused on participation in forums and meetings, highlighting the commitment in the Pact for Skills.
3. [Newsletter 3](#): revolving on the occupational profiles developed and their connection with ESCO.
4. [Newsletter 4](#): includes information about Train the Trainers sessions, the 6th project meeting and the future of FIELDS.
5. [Newsletter 5](#): summarizes the Pact For Skills, how to join and its advantages.
6. [Newsletter 6](#): focused on the launch of the Learning Management System and its structure.
7. [Newsletter 7](#): provides information about the last conference of FIELDS in Brussels.

The distribution of these newsletters is part of the FIELDS project's commitment to effective communication and broad stakeholder engagement.



Figure 10. Newsletter 1 as an example

Partners collaborated with dissemination goals by sharing the Newsletters on their own Social Networks and website (See “Publications” in the [FIELDS GLOBAL DISSEMINATION REPORT](#)).

## 2.6 Scientific papers

There are two scientific papers have been published that explore the skills needed for a sustainable agri-food and forestry sector.

- The first, titled "Skill Needs for Sustainable Agri-Food and Forestry Sectors (I): Assessment through European and National Focus Groups," was published in September 2022.
- The second paper, "Skill Needs for Sustainable Agri-Food and Forestry Sectors (II): Insights of a European Survey (erasmus-fields.eu)," followed in February 2023.

## 2.7 Links of FIELDS on partners' website.

Partners have published project abstracts on their respective websites, each with a link to the FIELDS project. These organizations are located across Europe and represent a diverse range of stakeholders in the agri-food and forestry sectors. The project abstracts provide an overview of the FIELDS project's goals, objectives, and activities.

- ACTIA - France: <https://www.actia-asso.eu/en/projets/fields/>
- FIAB - Spain: <https://fiab.es/project/fields/>
- LVA - Austria: <https://www.lva.at/lebensmittelversuchsanstalt/technet/europaeische-forschung-european-food-research/aktuelleprojekte/298-fields.html>
- SCOOP - Spain: <https://www.agro-alimentarias.coop/projects/erasmus-fields>
- ISEKI - Austria: <https://www.iseki-food.net/projects/project-overview>
- CONFAGRI PT - Portugal: <https://www.confagri.pt/imprensa/fields-identificacao-das-necessidades-atuais-competencias-sustentabilidade-digitalizacao-bioeconomia-na-agricultura/>
- UCLM - Spain: [https://www.uclm.es/es/noticias/noticias2020/febrero/ciudad-real/proyecto\\_fields](https://www.uclm.es/es/noticias/noticias2020/febrero/ciudad-real/proyecto_fields)
- SEVT - Greece: <https://www.sevt.gr/en/european-programs/GMON/fields>
- UNITO - Italy: [https://www.disafa.unito.it/do/progetti.pl/Show?\\_id=m865](https://www.disafa.unito.it/do/progetti.pl/Show?_id=m865)
- FENACORE - Spain: <https://miurltemporal.com/main/fenacore.org/>
- AGACA - Spain: <https://agaca.coop/fields/>
- CONFAGRI - Italy: <https://www.confagricoltura.it/eng/european-projects/fields>

- AP - Austria: <https://agrarpplus.at/notizen-detail/trainerausbildung-durch-erasmus-projekt-fields.html>
- GAIA - Greece: <https://www.c-gaia.gr/the-fields-project/>
- AC3A - France: <https://ac3a.fr/fields/>
- LLL-P - Belgium: <https://lllplatform.eu/what-we-do/eu-projects/fields/>
- PLANT ETP - Belgium: <https://www.plantetp.eu/activities/projects/>
- PA - Finland: <https://www.proagria.fi/en/hankkeet/fields-hanke>
- EfVET - Belgium: <https://efvet.org/fields/>
- ICOS - Ireland: <https://icosskillnet.ie/fields-project/>
- AERES - Netherlands: <https://www.aeres.eu/expertise-all-projects/overview-of-all-projects>
- UHOH - Germany: [FIELDS: Hohenheim Research Center for Bioeconomy \(uni-hohenheim.de\)](https://www.uni-hohenheim.de/fIELDS/Hohenheim%20Research%20Center%20for%20Bioeconomy)
- GZS - Slovenia: [Evropski projekti \(gzs.si\)](https://www.gzs.si/evropski-projekti)
- INFOR - Italy: [European Projects – EUROPEAN PROJECTS \(inforelea.academy\)](https://www.inforelea.academy/european-projects)
- ANIA - France: [Formation - ANIA](https://www.ania.fr/formation)
- EFB - Greece: [FIELDS: Αντιμετώπιση των τρεχουσών και μελλοντικών αναγκών δεξιοτήτων για την βιωσιμότητα, την ψηφιοποίηση και τη βιο-οικονομία στη γεωργία: Ευρωπαϊκή Ατζέντα και Στρατηγική Δεξιοτήτων – EFB – Engineers For Business](https://www.efb.gr/fIELDS)
- FJ-BLT - Austria: [Fields, Josephinum - Bundeslehr- und Forschungsanstalt - Francisco Josephinum Wieselburg](https://www.fj-blt.at/fields)
- Cepi - Belgium: [FIELDS: Addressing the current and future skill needs for sustainability, digitalisation, and the bio-economy in agriculture | www.cepi.org](https://www.cepi.org)
- AGACA – Spain: <https://agaca.coop/fields/>

The project abstracts play a crucial role in disseminating information about the FIELDS project to a wide audience. They serve as a valuable resource for stakeholders who are interested in learning more about the project's goals, activities, and potential impact.

## 2.8 Workshops

As part of the FIELDS project, the partners organized 13 online/in person workshops focused on enhancing effective communication of research and innovation in this field. This new initiative within the project aimed to strengthen the skills of various stakeholders in the sector so that they can clearly and convincingly convey their research and projects.

This proposal is aimed at a wide audience: researchers, farmers, cooperatives, companies, and other relevant stakeholders in the European agri-food sector. The aim is to create a space for the exchange of knowledge and experiences, where participants can refine their skills to communicate their research and projects clearly and effectively, in line with the objectives of the FIELDS project: sustainability, bioeconomy, and digitalization.

| Country     | Partner     | Event date | Name exhibition                                                                                                                                                                                  | Location        |
|-------------|-------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Italy       | UNITO       | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Italy       | CONFAGRI    | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Netherlands | WUR         | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Austria     | ISEKI       | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Ireland     | ICOS        | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Netherlands | Aeres       | 23/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2022                                                                                                                          | Online          |
| France      | ACTIA       | 27/6/2024  | FIELDS Workshop                                                                                                                                                                                  | online          |
| Portugal    | Confagri PT | 9/4/2021   | FIELDS Workshop                                                                                                                                                                                  | online          |
| Spain       | SCOOP       | 13/5/2024  | As part of the second edition of RedCoop, a meeting that brought together around professionals, technicians from our regional federations and cooperatives-presentation of the learning platform | Zamora, Spain   |
| Austria     | LVA         | 22/2/2024  | presentation of the learning platform                                                                                                                                                            | Vienna, Austria |
| France      | AC3A        | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |
| Finland     | PA          | 2/4/2024   | How to enhance and support the skills development of farmers?                                                                                                                                    | Online          |
| Belgium     | CEPI        | 22/6/2021  | FIELDS workshop – satellite event at the 6th ISEKI-Food Conference 2021                                                                                                                          | Online          |

## 2.9 Article and press releases

The FIELDS project aims to disseminate its results and attract stakeholders interested in following its strategy. To achieve this, articles or press releases were produced during the project's lifetime.

**Other publications/Press Releases** in partners websites:

- <http://mkt.confagri.pt/vl/dbbf1219edf2a6-a62d22773b53ab4c1165ffca24eipe1k6jige190se4-459-f051>
- <https://www.sevt.gr/en/european-programs-details/HMmMvg/fields-european-project>



- <https://fiab.es/fiab-participa-en-el-proyecto-fields-para-formar-en-sostenibilidad-bioeconomia-y-digitalizacion-a-los-trabajadores-del-sector-agroindustrial/>
- <http://foodforlife-spain.es/alphabet/f/>
- <https://www.iseki-food.net/have-your-say-future-skills-needed-agri-food-and-forestry-sectors>
- [https://www.iseki-food.net/sites/iseki-food.net/files/e-news-issues-pdf/iseki-nl\\_2022-06\\_final.pdf](https://www.iseki-food.net/sites/iseki-food.net/files/e-news-issues-pdf/iseki-nl_2022-06_final.pdf)
- <https://www.agro-alimentarias.coop/posts/la-importancia-estrategica-del-agua-aprender-a-utilizarla-mejor>
- <https://www.agro-alimentarias.coop/posts/seis-recomendaciones-estrategicas-para-el-desarrollo-de-competencias-profesionales-en-el-sector-agroalimentario>
- <https://www.agro-alimentarias.coop/posts/nueva-plataforma-de-aprendizaje-fields>
- <https://www.agro-alimentarias.coop/posts/la-nueva-plataforma-de-aprendizaje-de-fields-se-presenta-en-el-ii-encuentro-redcoop>
- <https://www.agro-alimentarias.coop/posts/el-proyecto-FIELDS-entra-en-su-recta-final>
- <https://www.agro-alimentarias.coop/posts/fields-elabora-perfiles-profesionales-para-las-futuras-competencias-agroalimentarias>
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- <https://www.actia-asso.eu/wp-content/uploads/Actialites-36-juin-2024-ok.pdf>
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- [https://www.gzs.si/Portals/Panoga-Kmetijska-Zivilska/KOC%20HRANA%20%20-%20Akademija%20za%20embala%C5%BEO/GZS%20ZK%C5%BDP%20LETNO%20POROCILO%202021\\_final\\_30.5.2022.pdf](https://www.gzs.si/Portals/Panoga-Kmetijska-Zivilska/KOC%20HRANA%20%20-%20Akademija%20za%20embala%C5%BEO/GZS%20ZK%C5%BDP%20LETNO%20POROCILO%202021_final_30.5.2022.pdf)
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**Articles/publications** in relevant journals and specialized magazines:

- [https://issuu.com/mondo\\_agricolo/docs/mondo\\_agricolo\\_3\\_2020\\_issuu](https://issuu.com/mondo_agricolo/docs/mondo_agricolo_3_2020_issuu)
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- <https://bauernnetzwerk.at/trainerausbildung-durch-erasmus-projekt-fields/>
- <https://irrigantsdeurope.eu/course-keys-to-sustainable-irrigation-management-in-the-face-of-climate-change/>
- [Sustainability | Free Full-Text | Skill Needs for Sustainable Agri-Food and Forestry Sectors \(I\): Assessment through European and National Focus Groups \(mdpi.com\)](#)
- [Sustainability | Free Full-Text | Skill Needs for Sustainable Agri-Food and Forestry Sectors \(II\): Insights of a European Survey \(mdpi.com\)](#)
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- [Mondo Agricolo, giugno2024 - Yumpu.com](https://www.yumpu.com/it/document/view/51111111/mondo-agricolo-giugno2024)



Figure 11. Articles in relevant journals and specialized magazines.

### 3 Dissemination Report

The FIELDS project has actively disseminated in several conferences, meetings, fairs and events, both internationally and at a National level on each country of the project. All those are collected below organized by periods:

#### 3.1 Year 2020

The project's objectives and work have been presented at:

- Food Authorities Conference - CoUk Novel Food – by LVA, Austria (February 2020).**
- 14th European International Forum (Igls-Forum) - UNITO, Germany (February 2020).**



Figure 12. UNITO in The International European Forum.

- Bioeconomy webinar, European Regions Research and Innovation Network (ERRIN) – by UNITO (June 2020).**



Figure 13- UNITO presenting FIELDS project at the Bioeconomy webinar

- FIAB RDI private meeting – by FIAB (September 2020)**
- National Platforms FoodforLife meeting – by SEVT (October 2020).**

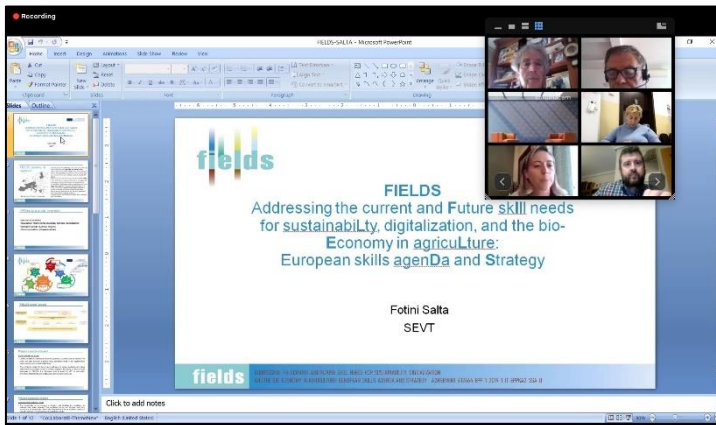


Figure 14. SEVT presenting at the National Platforms FoodforLife meeting

- **Ecomondo** – by CONFAGRI IT (November 2020).
- **SME training: Practical production hygiene** – by LVA (November 2020).
- **IFAMA 2020: International Food and Agribusiness Association** – by WUR (November 2020).
- **Paper&Beyond**, industry annual event – by Cefi (November 2020).
- **CoUk Novel Food: Food Authority Conference** – by LVA (November 2020).

### 3.2 Year 2021

- **FoodforLife-Spain working groups meeting** - by FIAB (February 2021).

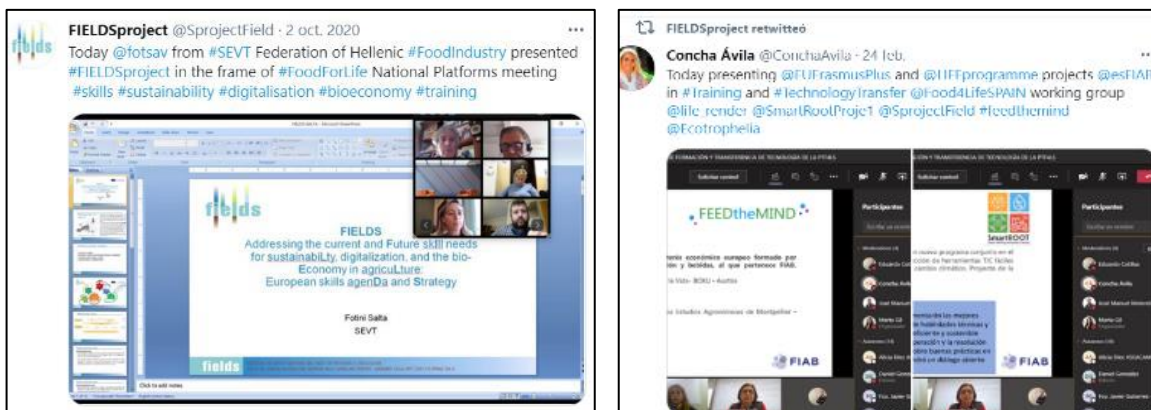


Figure 15. SEVT in FoodforLife National Platforms meeting and FIAB in FoodforLife-Spain meeting

- **15<sup>th</sup> International European Forum (IglS-Forum): System and Innovation in food networks** – by UNITO and WUR (February 2021).
- **Murcia Food Brokerage 2021**, an event that focuses on the latest food technologies and offers opportunities for technological cooperation between European companies – by UNITO and FIAB (May 2021).

- **6th International ISEKI Food conference**, where skills gaps and strategies for success in these areas were analysed – by ISEKI (June 2021).

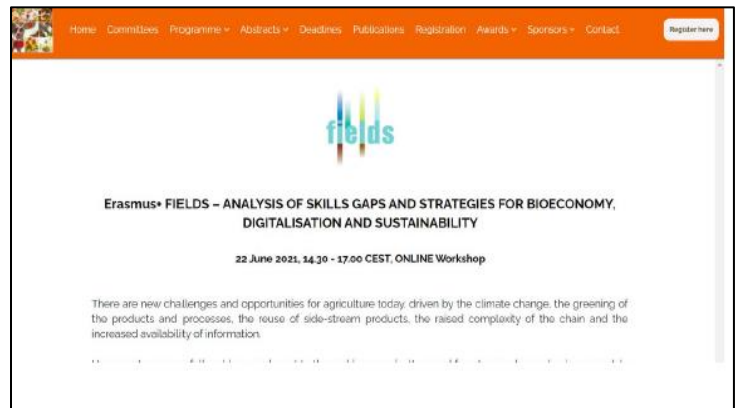


Figure 16. UNITO in the Murcia Food Brokerage and ISEKI in International ISEKI Food Conference.

- **IFAMA 2021: International Food and Agribusiness Association** – by WUR (June 2021).
- **Bioeconomy Ireland Week workshop** – by ICOS (October 2021)
- **Erasmus Days** - by ISEKI (October 2021).



Figure 17. ISEKI at the Erasmus Days.

- **Pact for Skills meeting** – by UNITO (October 2021).
- **EUBioNet workshop** "Promoting education, training and skills across the bioeconomy" - by UNITO (October 2021).

- **Ecomondo**, a fair on ecological transition and new models of circular and regenerative economies – by UNITO (October 2021).



Figure 18. UNITO in EUBioNet workshop and in ECOMONDO.

- **National Food Technology Platforms meeting in Paris** – by UNITO (November 2021).



Figure 19. UNITO presented the project in the NFTPs meeting in Paris.

- **Paper&Beyond**, industry annual event – by Cefi (November 2021).

### 3.3 Year 2022

- **16th International European Forum (IGLS-Forum)** – by WUR (February 2022).



- **Bioeconomy Workshop by the EU commission:** "Promoting education, training and skills across the bioeconomy" (April 2022).

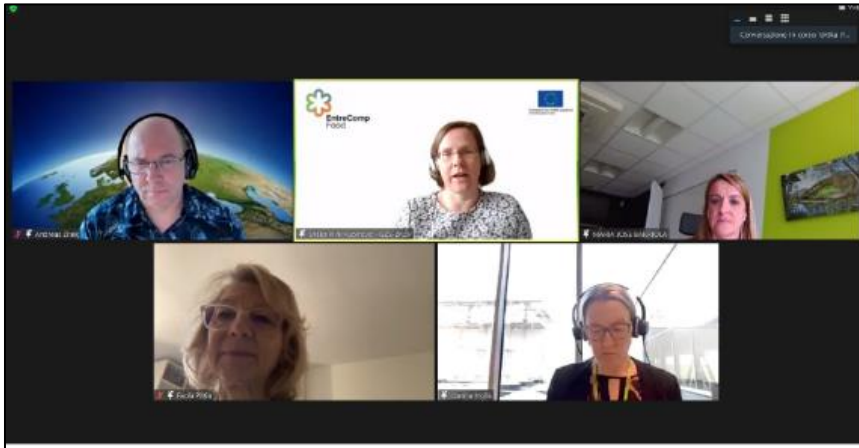


Figure 20. FIELDS partners at the Bioeconomy Workshop.

- **Future of Food Conference 2022**, an event that brought together experts and policymakers to discuss the future of food and agriculture (June 2022).
- **IFAMA World Conference 2022**, the leading international conference on education and training in the agri-food sector – by WUR and UNITO (June 2022).



Figure 21. Partners attending IFAMA World Conference 2022.

- **Meeting and in-depth discussion with the ESCO representative**, the European system for classifying skills, abilities, qualifications and occupations, to discuss the skills needs in the agri-food sector (July 2022).
- **NFTPs meeting in Brussels:** FIELDS presentation (September 2022).
- **FIAA annual conference** – by LVA (September 2022).
- **Mechanisation and Agriculture show**, FIELDS presentation – by AERES (October 2022).
- **Cattle & Mechanization Vakdagen Gorinchem.** Agriculture and forestry trade show – by AERES (October 2022).

□ **Erasmus Days – by ISEKI (October 2022).**



Figure 22. Partners at Erasmus Days 2022.

- **ALIBETOPIAS 2022: FIAB RDI annual event – by FIAB (October 2022).**
- **FARMING'S GOT TALENT CONFERENCE** in Brussels, an event that highlights talent and innovation in the agri-food sector (November 2022).



Figure 23. Partners at Farming's got talent conference.

- **Spread European Safety Assembly – by LVA (October 2022).**
- **Meeting with EfVET experts**, the European Center for Vocational Training, to discuss the skills needs in the forestry and food sectors in December of the same year - by EfVET (November 2022).



Figure 24. Meeting with EfVET experts.

- **Paper&Beyond**, industry annual event – by Cegi (November 2022).
- **Financing the implementation of the green deal** – by EFVET, LLLP and UNITO (December 2022).
- **Webinar on the Skills Pact for the Agri-Food Ecosystem**, an initiative that aims to improve the skills of the workforce in the agri-food sector (December 2022).

### 3.4 Year 2023

- **Final conference of EnTreCompfood**, in Brussels, a project that has developed a framework for the development of entrepreneurial skills in the agri-food sector (January 2023).



Figure 25. FIAB at the Final conference of EnTreCompFood

- Meeting of the **National Food Technology Platforms (NFTP)**, in Valladolid, Spain, a network of national platforms that promote research and innovation in the agri-food sector (April 2023).



Figure 26. Partners at the EnTreCompfood final conference and at the NFTPs meeting.

- **FoodforLife-Spain working group meeting**, organized by FIAB. This meeting allowed the initiative to be made known to a specialized audience in the Spanish agri-food sector and to generate interest in its potential applications (May 2023).

- **Training of Trainers event** in occasion of the European Year Of Skills in Vienna (May 2023)



Figure 27. Training of Trainers event in Vienna.

- **Meeting "Farm, food, people!"**, an important meeting held in Rome - by CONFAGRICOLTURA, FEDERALIMENTARE and AGRONETWORK (June 2023).



Figure 28. Meeting "Farm, food, people!"

- **Next-Generation of Food Research, Education and Industry conference** – by ISEKI (July 2023).
- **AgriFood education network online meeting in Finland** – by PA (September 2023).
- **AgriTechnology show: KoneAgria** – by PA (October 2023).
- **ERASMUS DAYS** (October 2023).

- **EUROSEEDS Congress**, a key event for the seed sector in Europe – by PLANT ETP (October 2023).



Figure 29. PLANT ETP at the EUROSEEDS Congress.

- **BIOECONOMY IRELAND WEEK** – by ICOS (October 2023).
- **ALIBETOPIAS**, R&D+i annual event, which was attended by more than 300 attendees and a stand dedicated to the project – by FIAB (October 2023).

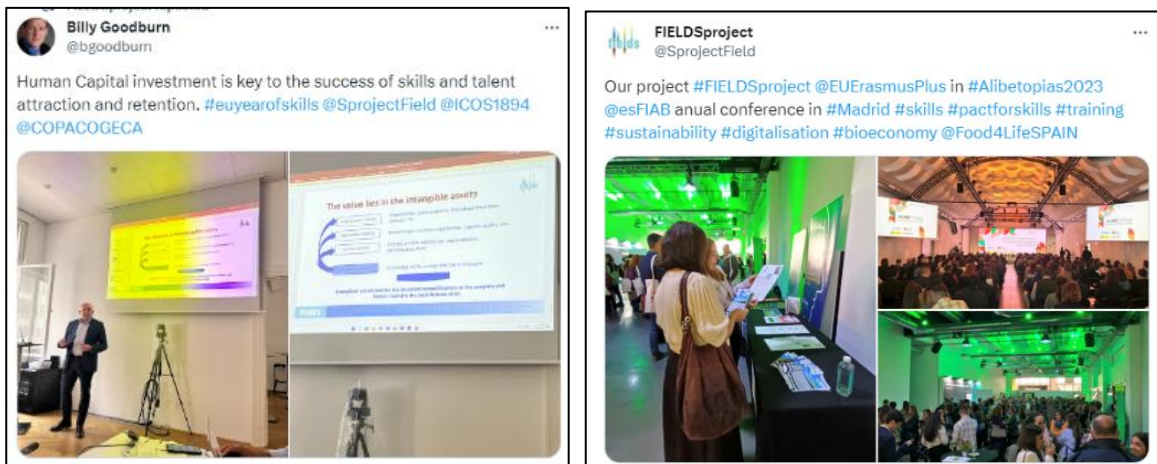


Figure 30. Partners at Bioeconomy Ireland Week and ALIBETOPIAS 2023.

- **COOPSAGRO event**, focusing on the importance of sustainability and climate change in the agri-food sector – by COOPS (October 2023).
- **Mechanisation and Agriculture** – by AERES (October 2023).
- **Environmental Knowledge conference and environmental Knowledge symposium 2023** – by AGRARPLUS (October 2023).
- **Annual meeting Austrian beverage association** with stakeholder exchange – by LVA (November 2023).
- **Annual FIAA (Food Industries Association Austria) welcome fair** – by LVA (November 2023).
- **ECOMONDO** – by CONFAGRI IT (November 2023).



Figure 31. CONFAGRI IT in Ecomondo.

- **Cattle & Mechanization Vakdagen Gorinchem**, Agriculture and Forestry Trade Show – by AERES (November 2023).
- **Umwelt: Wissen Symposium**, an event that brought together experts in environment and knowledge to discuss the challenges and opportunities of sustainability in the agri-food sector (December 2023).



Figure 32. Partners at the COOPSAGRO event and at the Umwelt. Wissen Symposium.

### 3.5 Year 2024

- **Workshop Agrotica2024**, one of the most important agricultural fairs in Greece – by GAIA EPICHEIREIN (February 2024).
- **Austrian final workshop** of the project, where the results obtained were presented and the lessons learned were discussed – by LVA (February 2024).



Figure 33. GAIA in Agrotica2024 and Austrian final workshop.

- Workshop about E-learning platform – by Cepi (February 2024).

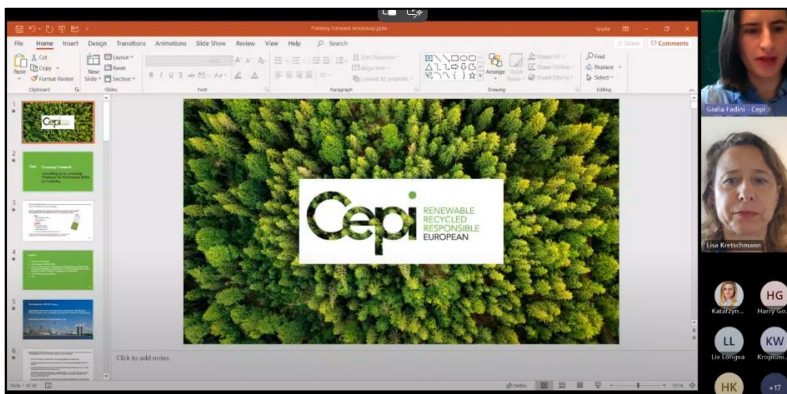


Figure 34. Cepi workshop about E-learning platform

- **ERASMUS+ Sessions during ALIMENTARIA BARCELONA**, one of the most important agri-food fairs in the world. The sessions focused on the PACT FOR SKILLS and ERASMUS+ projects, highlighting their importance for training and capacity development in the agri-food sector – by FIAB and UNITO (March 2024).



Figure 35. Partners presenting at ALIBER in the framework of ALIMENTARIA BARCELONA.

- **Workshop: How to enhance and support the skills development of farmers?** – by PA (April 2024).

- The **Agrifood Pact for Skills and Blueprint project FIELDS meeting** in Brussels, bringing together stakeholders in the agri-food sector to discuss the European Union's Pact for Skills initiative – by ALL (April 2024).

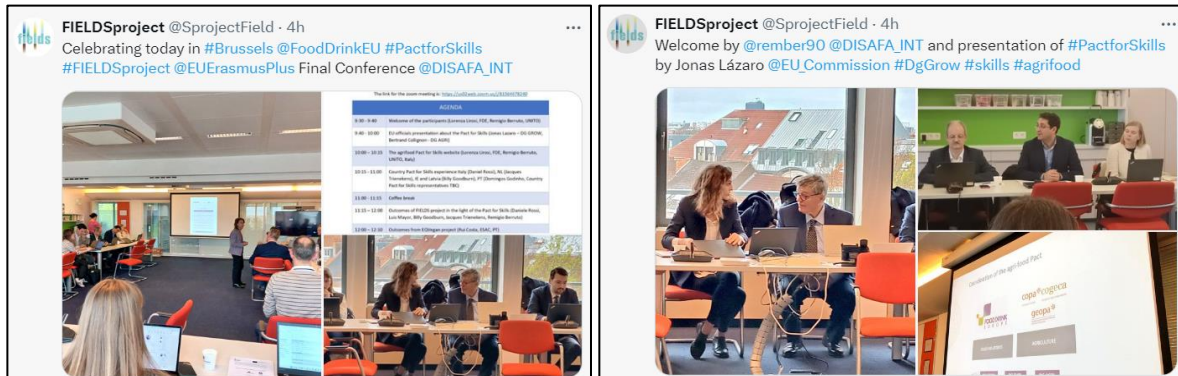


Figure 36. Pact for Skills and FIELDS meeting.

- **5th International Conference on Supply Chain (5th Olympus ICSC)** – by EFB (May 2024).

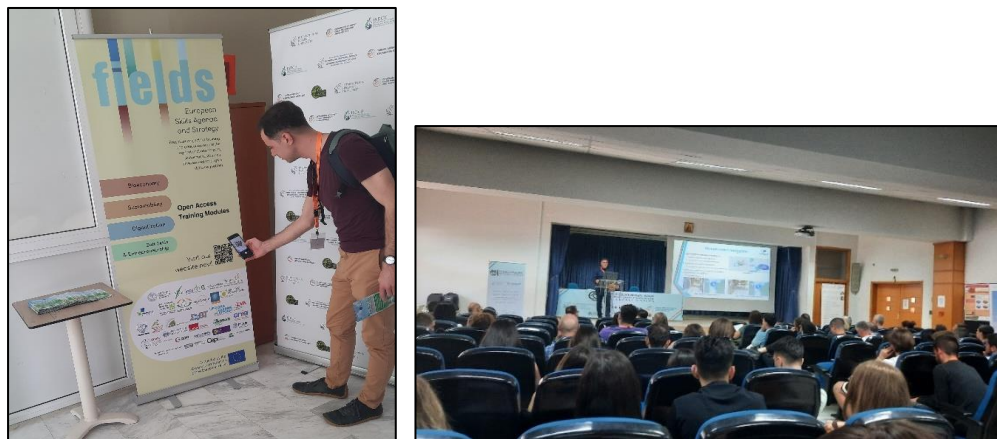


Figure 37. EFB at the 5th ICSC

- **ACTIA General Assembly** – by ACTIA (May 2024).
- **Workshop: Répondre aux besoins actuels et futurs de compétences pour la durabilité, la numérisation et la bioéconomie dans l'agriculture** – by ACTIA and AC3A (June 2024).
- **Online Workshop: Resultados do Projecto FIELDS** – by CONFAGRI PT (June 2024).



Figure 38. Online Workshop by CONFAGRI PT

- **JAS - Journées Alimentation Santé** – by ACTIA (June 2024).



## 4 Dissemination Monitoring Report

The FIELDS project takes a coordinated approach to disseminating its findings, ensuring that project results reach stakeholders both during and after the project. ACTIA, with strong involvement from FIAB and all partners, managed communication and project results throughout its lifespan.

Partners had led efforts to present the project to different target audiences and did the job of collecting all the dissemination activities performed (Publications like abstracts or press releases or articles; Publications in Social Media; Events) in a Dissemination Monitoring Report excel file: [FIELDS GLOBAL DISSEMINATION REPORT](#).

The monitoring file is a Google Spreadsheet with details of partners dissemination activities and events. This ensures a complete picture of how effectively partners have reached stakeholders throughout the FIELDS project. The document **is attached as Annex** to the deliverable, and it contains information about: Publications of partners, Links in partner's websites, Publications in partner's Social Media and Events with attendance or presentations of partners.

For KPI monitoring, there is also another Excel file: [FIELDS Indicator Overview](#); where the target number for each communication/dissemination activity can be found, and next to it the number achieved.

