

FIELDS PROJECT

T 7.2 Communication and Dissemination Campaign

Task Leader: FIAB
Partners involved: all
From month 1 to 48

28.05.2020

COMMUNICATION MATERIAL

LOGO

UNITO - Month 1 - 4 **UNITO shared different options presented by ACTIA and the winner is...? To be decided**

TEMPLATES

UNITO Month 1 - 4 - PowerPoint, Word, Publisher - **Waiting for logo**

LEAFLET

UNITO - FENACORE - Month 1 - 4 - Translation in German (LVA), Spanish (FIAB-FENACORE), Finnish (PA), French (ACTIA), Italian (CONFAGRI), Dutch (AERES), Greek (CERTH), Portuguese (CONFAGRI PT), Slovenian (GZS-ZKZP) **Ongoing**

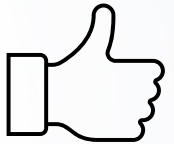


COMMUNICATION MATERIAL

WEBSITE

- **UNITO - Month 1 - 6** - In English and translated in 9 partners' languages - Hosting plan for 8 years (to ensure sustainability of the platform 4 years after Project's end. Web analytics tools will be used to monitor web performance -

website **ONGOING** <http://www.erasmus-fields.eu/>
website DATABASE **RUNNING** <http://www.erasmus-fields.eu/management/>



NEWSLETTERS

- **FIAB - Month 6** - Each 6 months with inputs of WP leaders - In English and translated in all partners' languages. **Not started**

FIAB will launch a doodle for a meeting to WP leaders to decide 1ST Newsletter content



COMMUNICATION MATERIAL

DISSEMINATION TO
MEDIA

ARTICLES AND
PRESS RELEASES

- Abstract of the project in each partners website with a link to FIELDS
 - ✓ <http://fiab.es/project/fields/>
- Press Releases/Articles published by partners
 - ✓ <http://fiab.es/fiab-participa-en-el-proyecto-fields-para-formar-en-sostenibilidad-bioeconomia-y-digitalizacion-a-los-trabajadores-del-sector-agroindustrial/>
 - ✓ http://www.agro-alimentarias.coop/1/1_2_1.php?id=OTA1MQ==
- Articles to be published in relevant journals to reach targeted audience detailed and according to Dissemination plan task 7.1
 - ✓ <https://www.olimerca.com/noticiadet/los-agricultores-europeos-se-van-de-erasmus/d5bbdaa12b31fcea2bc6a37f6ed911c9>

Thanks to Cooperativas Agro Alimentarias!



COMMUNICATION MATERIAL

DISSEMINATION TO
MEDIA

ARTICLES AND
PRESS RELEASES

Dissemination towards EIP-AGRI focus group will be performed by UHOH

- FDE will disseminate project results through National Food and Drink Federations and National Food Technology Platforms at the different stages development of the project

✓ http://foodforlife-spain.es/?s=fields&post_type=post

ALL PARTNERS HAVE TO UPDATE EXCEL FILE WITH DISSEMINATION DONE



SOCIAL MEDIA



Erasmus+



FIELDSPROJECT

@SprojectField Te sigue

Addressing the current and Future skill needs for sustainability, digitalization and bio-Economy in Agriculture: European skills agenda and Strategy - ERASMUS+

[Traducir la biografía](#)

📍 Europe 📅 Se unió en febrero de 2020

65 Siguiendo 40 Seguidores

MariacanalesCOM, Jaime Fdez del Vallado y 17 más de las cuentas que sigues siguen a este usuario

Tweets Tweets y respuestas Multimedia Me gusta



FIELDSPROJECT @SprojectField · 4 feb.

2nd day #FIELDSPROJECT consortium meeting in #Turin hosted by @unito let's start working on #training #sustainability #digitalisation #bioeconomy in #agrifood sector



Tú y 8 más



1



9



14



ALIMENTAMOS EL FUTURO



FIAB

We feed the future 2025

SOCIAL MEDIA



FIELDSPROJECT retweeted

 **Cooperativas Agro-alimentarias de España** @CoopsAgroES · 5 feb.

Los agricultores europeos se van de Erasmus. Revista [@RevistaOlimerca](#)
[@SprojectField](#)



Los agricultores europeos se van de Erasmus
Gracias al proyecto Fields que ha arrancado en Turín
[olimerca.com](#)

1 2

FIELDSPROJECT retweeted

 **Francesca Sanna** @Frances_Sanna · 4 feb.

PARTE "FIELDS", IL PIU GRANDE PROGETTO FORMATIVO EUROPEO PER L'AGROALIMENTARE. ITALIA CAPOFILO CON CONFAGRICOLTURA E UNIVERSITA' TORINO - Agricola [@SprojectField](#)



PARTE "FIELDS", IL PIU GRANDE PROGETTO FORMATIVO
"L'Italia si è aggiudicata il coordinamento di "Fields",
l'agenda e la strategia formativa degli agricoltori ...
[agricolae.eu](#)

1 2



SOCIAL MEDIA



FIELDSPROJECT retweeted



Food for Life-Spain @Food4LifeSPAIN · 2 mar.

👍 @SprojeField ▶ Abordar los problemas a los que se enfrenta actualmente el sector agroindustrial de la Unión Europea, en materia de formación de los trabajadores del sector en temas de sostenibilidad, bioeconomía circular o digitalización.

➡ foodforlife-spain.es/fiab-participa...



FIELDSPROJECT retweeted



Vesna Milicic @VMilicic · 1 mar.

@SprojeField the date and the place for the second meeting have been set. ^{SOON} See you all in Ljubljana 🏙️ on 29 and 30 June 2020 😊.



FIELDSPROJECT retweeted



CEPES @CEPES2 · 7 feb.

👉 Conoce @SprojeField, el mayor proyecto europeo para la formación de #agricultores en #bioeconomia, #digitalizacion, #EconomiaCircular y #sostenibilidad, en el que participa activamente @CoopsAgroES

Consulta toda la información 📌 agro-alimentarias.coop/noticias/ver/O...



OTHER COMMUNICATIN ACTIVITIES

WORKSHOPS

- **7 national Workshops** (LVA, AERES, CONFAGRI, ACTIA, FIAB, ICOS, PA) - (engagement of Farmers, foresters, industry organisations, VET and education providers)
- **1 Final Conference** in Brussels - All partners and the umbrella organisations (FDE, Copa Cogeca, WP RES, EFFAT, CEPI)

FIELDS PRESENTATIONS

- All partners will identify events, workshops, meetings or conferences related, to present FIELDS goals, ongoing works, results to attract stakeholders and reach targeted audience.



DELIVERABLES



D7.2 Public Website (Month4)

D7.3 Project leaflet and poster (M6)

D7.4 Report on dissemination action (M48) - FIAB will prepare one dissemination report per year with the inputs of all partners and presents updates each e-meeting



Thank you for your attention

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