

# **FIELDS PROJECT**

## **T 7.2 Communication and Dissemination Campaign**

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

**Turin, 4<sup>th</sup> February 2020**

# COMMUNICATION MATERIAL



LOGO

- UNITO - Month 1 - 4

TEMPLATES

FIAB - UNITO? Month 1 - 4 - PowerPoint, Word, Publisher

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)

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

NEWSLETTERS

- FIAB - Month 6 - Each 6 months with inputs of WP leaders - In English and translated in all partners' languages.



# COMMUNICATION MATERIAL



DISSEMINATION TO  
MEDIA  
**ARTICLES AND  
PRESS RELEASES**

- Abstract of the project in each partners website with a link to FIELDS
- Articles to be published in relevant journals to reach targeted audience detailed and according to Dissemination plan task 7.1 (**number of articles to be defined**)
- 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
- Videos of Interviews will be made during VET training in local languages and posted on YouTube partner´s channels and Instagram/YouTube project´s channel

**VIDEO**



## SOCIAL MEDIA



Erasmus+

### Twitter

- FIELDSPROJECT - @SPROJECTFIELD
- To be followed by all partners
- News, pictures, events to be sent to FIAB in each partner language or English to be published

### LinkedIn?

- To be opened by FIAB
- To be followed by all partners
- News, pictures, events to be sent to FIAB in each partner language or English to be published

### Facebook?

- To be opened by FIAB
- To be followed by all partners
- News, pictures, events to be sent to FIAB in each partner language or English to be published

### Instagram?

- To be opened by FIAB
- To be followed by all partners
- Pictures to be sent to FIAB in each partner language to be published



### AdWords

- To be opened by UNITO once training materials are created





# Erasmus+



Edit profile

**FIELDSPROJECT**  
@SprojectField

Addressing the current and Future skill needs for sustainability, digitalization and bio-Economy in Agriculture: European skills agenda and Strategy - ERASMUS+  
[Translate bio](#)

📍 Europe 🇪🇺 Joined February 2020  
18 Following 7 Followers

Tweets Tweets & replies Media Likes



**FIELDSPROJECT** @SprojectField · 17h  
Today #kickoff #FIELDSPROJECT @EUErasmusPlus in #Turin #sustainability #digitalisation #bioeconomy in #agrofood industry



ANIA and 8 others



6



5



## 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**

**Concha Ávila**  
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