

FIELDS – Kick-off meeting– 03-04/02/20

WP7 – Dissemination and communication

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Kick-off meeting

3-4 February 2020

University of Turin, Italy



WP7 Info

WP Start/end date: M1-M48

- Lead by ACTIA and all partners are involved
- WP7 aims **to ensure to reach the largest possible target audience** while advertising the project results
- The network of the associated partners (EFFAT, BIC) and of the entity supporting the project (COPA-COGECA) will also be used for a wider reach of farmer association and cooperatives
- A **dissemination plan** will be developed by LVA to support the outreach of the project to the target audiences in the participating countries and following succesful validation to other countries.

WP7 Tasks

- **T7.1 Dissemination plan (M1-M9)**
 - **Task leader: LVA**
 - **Partners: UNITO, CONFAGRI, ACTIA, FIAB**
- **T7.2 Communication and dissemination campaign (M1-M48)**
 - **Task leader: FIAB**
 - **Partners: All**

WP7 Deliverables

- **D7.1:** Dissemination Plan (*M9*)
- **D7.2:** Public Website (*M3*)
- **D7.3:** Project leaflet and poster (*M6*)
- **D7.4:** Report on dissemination action (*M48*)

T7.1 Dissemination plan

Duration: M1-M9

Leader: **LVA** (60 days)

Involved: CONFAGRI (20 days), UNITO (30 days), FIAB (18 days),
ACTIA (18 days)

T7.1 Dissemination plan

- The task 7.1. aims to define the overall communication and dissemination plan
- Deliverable 7.1: **Dissemination plan**, M9
 - to be developed by LVA in collaboration with FIAB, CONFAGRI, ACTIA and UNITO
 - to be validated by all project partners during a project meeting
 - common goal: communicating and disseminating the project's objectives outputs, interim and final results
- The main content of dissemination plan is to develop a strategy to:
 - **outline key dates/ times of dissemination activities** based around the dates of deliverables of the WPs.
 - **identify most efficient methods to ensure project results and strategies are communicated and adopted** by EU policy makers and into existing and future legislation at EU and Member states

T7.2 Communication and dissemination campaign

Duration: M1-M48

Leader: **FIAB** (155 days)

Involved: All partners

T7.2 Communication and dissemination campaign

Some of the actions will be:

- **Newsletters** (written by FIAB)
- **7 Communication workshops** (LVA, AERES, CONFAGRI, ACTIA, FIAB, ICOS, PA)
- **Dissemination to media via press releases and articles**
- **FDE will disseminate** the project **results through** the National Food and Drink Industry **Federations**, and the National Food Technology **Platforms** to the Food Industry
- **Videos of interviews** (during VET training)
- **Social media** (instagram, to impact learners population by VET and training providers)
- **Promotion of agriculture careers and gender equality** (through the project's events)
- **Google AdWords campaign** will be issued when the training content is available to impact the target groups
- **A final conference** will be organised in Brussels

T7.2 Communication and dissemination campaign

Deliverables:

- **D7.2:** Public Website (M3)
 - *UNITO will design and develop a project website, which will be available in the 10 project partners' languages*
- **D7.3:** Project leaflet and poster (M6)
 - *A project logo and leaflet will be developed by UNITO. Partners will be responsible for the translation and printing in the corresponding languages*
- **D7.4:** Report on dissemination action (M48)
 - *The dissemination actions will be monitored by FIAB and the result of the communication will be updated at the yearly meeting and during the virtual meetings.*

Q&A