



Glocal Ecosystems and Expanded Knowledge for
green skills and capability in the Food Sector

D8.1

Communication and Dissemination Strategy



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1. Executive summary

In Deliverable 8.1, the GEEK4Food project outlines its Communication and Dissemination Strategy (CDS), which aims to effectively communicate the project's goal of developing an innovative educational model based on skills prediction using artificial intelligence (AI) to support the transition towards sustainable and green solutions in the food system by providing a cross-sectoral framework and disruptive tools to upskill and reskill the current and future agri-food workforce.

The CDS includes various communication and dissemination activities, such as developing a project website, social media channels, webinars, workshops, and conferences, all of which are tailored to the needs of relevant stakeholders.

The management of the CDS involves a dedicated team responsible for implementing the strategy, monitoring its progress, and ensuring that project outcomes reach the intended audience. The team works closely with project partners to identify relevant stakeholders and tailor communication and dissemination activities to their specific needs.

Reporting of the CDS involves regular evaluation of the effectiveness of communication and dissemination activities. The team uses various metrics, such as website traffic, social media engagement, and attendance at events, to measure the impact of the strategy. Based on the evaluation results, the team adjusts the strategy to ensure that project outcomes are effectively communicated to the intended audience.

Overall, the Communication and Dissemination Strategy of the GEEK4Food project is a comprehensive plan that ensures effective communication and dissemination of project outcomes to relevant stakeholders, contributing to the overall goal of the project and maximising its impact and exploitation.

2. Communication and dissemination strategy objectives

The core mission of GEEK4Food is to develop a cutting-edge educational model leveraging artificial intelligence to predict skills facilitating the transition towards sustainable and greener food systems. This will be achieved by establishing a comprehensive cross-sectoral framework and providing ground-breaking tools for seamless upskilling and reskilling of the current and future agri-food workforce.

GEEK4Food-specific objectives based on the project's outcomes are shown in Fig. 1.



Fig. 1. - GEEK4Food specific objectives

GEEK4Food's CDS will build an expert and trusted brand by aligning specific communication and dissemination objectives with the project's main ones. This will allow the project to unfold successfully and become sustainable by bringing new stakeholders in, benefiting from the GEEK4Food model and educational offerings and opportunities and joining its activities.

Creating a sustainable GEEK4Food network and community requires sharing the project's results with any "persona" having an interest in adopting the Geek4Food model (dissemination), exploiting it, and promoting the project as a whole, targeting multiple audiences beyond the GEEK4Food's community (communication). Hence, WP8 will ensure that the project's results are coherently and accurately disseminated to target groups, namely, the food-related sector scientific and industrial community, and policymakers engaging them, and simultaneously increasing the project's visibility through accessible and clear communication to the general public. Although communication and dissemination activities overlap, distinguishing them allows for a better design, implementation and monitoring of the project's activities. Furthermore, while the dissemination plan's performance will start when the project has attained a certain level of maturity (around M13), the communication plan is implemented at the beginning of the project, by enhancing its visibility and engaging a large audience which will become increasingly targeted as the project progresses.

Fig. 2 shows the interdependencies between the communication and dissemination goals and the project's objectives.

- **Communication objectives** targeting the whole project
 - **CO1:** increasing the project's visibility and results beyond the local and regional realities and the project's community
 - **CO2:** raising awareness about green skills fluidity and reskilling, encouraging stakeholders' engagement within local and international decision-making communities related to the food sector
 - **CO3:** connecting with other EU-funded projects, networks and initiatives on food skills, sustainability and a green transition, fostering collaboration

- **Dissemination objectives** targeting the project's results
 - **DO1:** focusing on aligning the skills needs to meet the job market's demand for personnel with green and digital skills, the project aims to maximise the impact of its outcomes by disseminating them to relevant stakeholders
 - **DO2:** increasing shared understanding among key stakeholders about the actions needed to foster green innovation in the food sector, especially in terms of skills fluidity and reskilling

- **DO3:** fostering cross-sectoral discussion and research and policy actions on green skills and competencies at the EU and international level for the transformation of the agri-food sectors

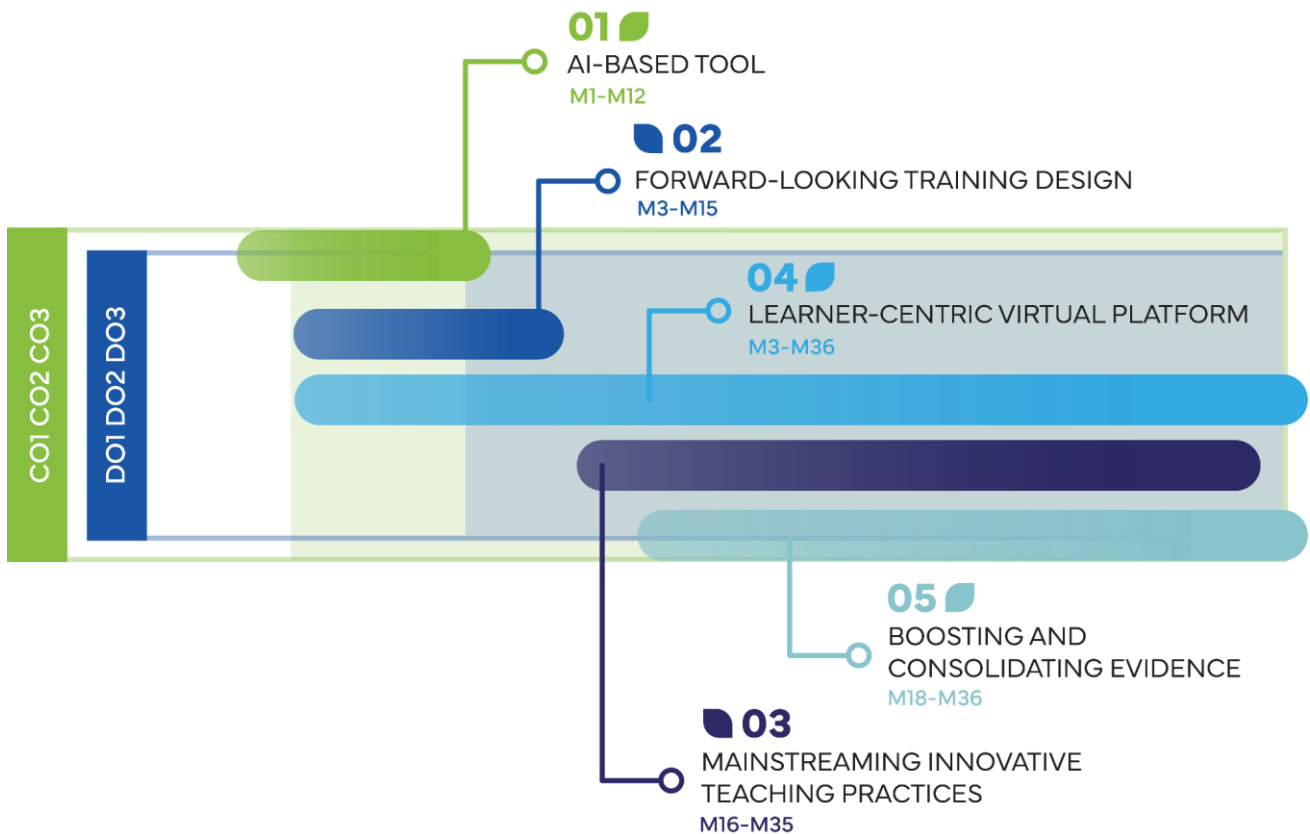


Fig. 2 - G4F's specific and communication and dissemination objectives

3. CDS targeted audience

Adequate communication and dissemination are about framing the correct fitting information and conveying crafted messages to the right audience at the right time. The project's core mission can be achieved by identifying G4F's stakeholders and mapping their interests and needs. This allows for future planning and design of targeted communication and dissemination of each segmented audience, interactively co-developing key messages and fine-tuning the dissemination strategy throughout the project's duration, if and where needed.

GEEK4Food identifies five target groups, besides the general public, for dissemination and communication activities, as illustrated in Tables 1 and 2.

1. *Table 1* presents the GEEK4Food target groups.
2. *Table 2* illustrates the GEEK4Food targeted audience mapping. It links specific communication and dissemination objectives to particular stakeholders, indicating which channels will be used to convey framed messages.

The general public will benefit from better-trained food sector-related workforce. In turn, a policy framework envisages coherence across agriculture, food policy, education, environment and innovation.

Through the collaborative efforts of WP2 and WP3, in coordination with all other project WPs, a user-defined platform (3P-G4F) will be made available to the agri-food sector, employment agencies, educators, and learners. This platform will enable them to navigate their interests and needs to maximise their readiness for skill changes and increase their adherence to the green transition:

- Educators will benefit from cooperation at regional, national, and European levels, which will leverage additional expertise and facilitate mobility and employability for students, as well as prepare employees for green skills in the private agri-food sector.
- Learners will have access to case-oriented, entrepreneurship-minded training and European-wide placements, which will increase their employability and language and communication skills.
- The private agri-food stakeholders will be able to address methods and skills to upskill and reskill their workforce.
- Finally, policymakers will also have a valuable tool to monitor job market fluidity and shape future policies accordingly.

Table 1 – GEEK4Food Target Groups

TARGET GROUPS CATEGORIES		
Educators	Universities, Training providers, Research Centres	The main message to educators is centered around the G4F model, which combines AI mapping of training needs with a fluid system of training. This model incorporates the microcredentials approach, which allows for more flexible and specialised learning experiences. WP8 will thus align GEEK4Food's to the <i>Educators'</i> needs by engaging it and raising awareness of the forward-looking approach benefiting from a high adherence to the green transition, increasing knowledge on local and distributed training resources, thus improving training and educational offers for the food sector. Therefore, communication and dissemination activities will be targeted to Universities' academic staff, institutional management, quality assurance units or educational development units involved in designing and developing study programmes and training activities.
Learners	Students, Graduates, Junior & Senior Professionals	To facilitate effective training and knowledge dissemination to learners, communication and dissemination actions will focus on promoting green concepts and skills that align with the evolving needs of the Agri-food systems. The CDS is thus dedicated to nurturing a generation of job seekers proficient in green skills. This entails integrating various domains of knowledge, including engineering and technical skills, science skills, operations and management skills, and monitoring skills, into the training curriculum.
Private agri-food stakeholders	SMEs and large Enterprises, Start-ups	The AI-based skill search tool and training programmes, coupled with micro-credentials, representing the core model of G4F will be communicated and disseminated to the public and private agri-food stakeholders. Communication and dissemination actions will aim at targeting the private agri-food sector to help redesign skills and competences of the workforce by highlighting the importance of green skills.
Employment agencies (public and private)		The G4F communication and dissemination activities will aim at engaging employment agencies by promoting the project with the 3P-G4F platform guiding them in identifying job seekers in the food sector. Communication and dissemination actions targeting this type of stakeholders will also aim to raise awareness of the brisk changes occurring in the labour market and the need to reduce skills mismatching by proactively co-creating a sustainable network of actors shaping such changes.
Policymakers		Communication and dissemination actions targeted to policymakers will promote and ensure cross-sectorial coherence across agri-food policies. The communication and dissemination activities will focus on promoting evidence-based research and policy needs related to the food systems.

Table 2 – GEEK4Food Stakeholders Mapping

Target Groups	Communication and Dissemination	
	Objectives	Channels
Educators Universities, Training providers, Research Centres	CO1: increasing the project's visibility and results in the educational sector CO3: connecting with other EU-funded projects, networks and initiatives on green skills, sustainability and the green transition, to promote collaboration DO1: maximising the impact of the project's outcomes for educators DO2: increasing shared understanding among educators about fostering green innovation in the food systems in terms of skills fluidity and upskilling and reskilling DO3: embedding discussion on entrepreneurial and green skills and competencies at the EU and international level for the transformation of the educational system	Social Media, G4F Website, Webinars and events, Trainings, Publications and press releases, Deliverables
Learners Students, Graduates, Junior & Senior Professionals	CO1: increasing the project's visibility and results to attract learners CO2: raising awareness about green skills fluidity and reskilling encouraging learners' engagement within local and international decision-making agents related to the food systems DO1: maximising the impact of the project's outcomes for learners DO2: increasing shared understanding among learners to foster green innovation in the food systems in terms of skills fluidity and reskilling	Social Media, G4F Website, Webinars and events, Training, Publications and press releases, Deliverables
Private agri-food sector SMEs and large Enterprises, Start-ups	CO1: increasing the project's visibility and results for the private agri-food sector CO3: bridging the private agri-food sector with EU-funded projects, networks and initiatives on food skills, sustainability and green transition, to foster new opportunities and collaboration DO1: maximising the impact of the project's outcomes for the private agri-food sector DO2: increasing shared understanding and skills assessment of stakeholders workforce to foster green innovation in terms of skills fluidity and reskilling	Social Media, G4F Website, Webinars and events, Press releases
Employment agencies	CO1: increasing the project's visibility and results for employment agencies CO3: connecting employment agencies with other agencies for networking initiatives on food skills, sustainability and green transition, using an AI-based approach DO1: maximising the impact of the project's outcomes for employment agencies	Social Media, G4F Website, Webinars and events, Press releases

	DO2: increasing shared understanding among employment agencies in terms of skills fluidity and reskilling via an AI-based approach	
Policymakers	<p>CO1: increasing the project's visibility and results for policymakers</p> <p>CO2: raising awareness about green skills fluidity and reskilling by promoting and ensuring cross-sectorial coherence across agri-food policies</p> <p>CO3: connecting with other EU policy programmes, networks and initiatives on food skills, sustainability and green transition to share best practices</p> <p>DO1: maximising the impact of the project's outcomes for policymakers</p> <p>DO3: fostering cross-sectoral discussion and policy actions on green skills and competences at the EU and international level for the transformation of the agri-food sectors</p>	<p>Social Media, G4F Website, Focus groups, Events, Publications and press releases, Deliverables</p>

4. CDS management

This section defines how GEEK4Food's dissemination and communication strategy will be managed:

1. Introduces the G4F partners on how to communicate and disseminate activities within regional/local and international character (paragraph 4.1 *CDS actions: roles and responsibilities of partners*)
2. Presents G4F visual identity, website, and dissemination and communication channels, tools and products (paragraph 4.2 *GEEK4Food branding and channels*)
3. Introduces GEEK4Food communication and dissemination action plan (paragraph 4.3 *CDS action plan*)
4. Details both communication and dissemination performance measurement and reporting methods (paragraph 4.4 *Performance measurement and reporting*)



Fig. 3 – GEEK4Food CDS

4.1 CDS actions: roles and responsibilities of partners

This section outlines the role of the G4F communication and dissemination team in relation to the project's members and their channels. All partners, including the consortium and associated members, are expected to play a primary role in disseminating the GEEK4Food project by integrating it into their institutions' communication strategies. Each partner is responsible for creating a dedicated webpage on their institution/department/faculty/company website showcasing the GEEK4Food website. Furthermore, partners are encouraged to organise local, regional, and country-level dissemination events and stakeholder meetings to increase community engagement.

Along with the SoMe posts issued by WP8, partners will be asked to contribute with additional content GEEK4Food-related and to share the GEEK4Food posts within their personal and institutional pages. Whenever a SoMe post is issued from the WP8 team, the partners are called to amplify the post reaching out to their own network.

To effectively communicate the mission of Geek4Food, each partner must engage with social media (SoMe) by sharing posts when necessary. This includes promoting Geek4Food at conferences, symposiums, and events, as well as engaging with other SoMe content by commenting, sharing, and emphasising the goals and objectives of the project. It's important to note that the academic and non-academic partners will also post local and national SoMe activities through their personal or institutional accounts to promote the educational offerings and training courses for green and entrepreneurial skills and competencies. To ensure proficiency in SoMe usage, a workshop will be organised for consortium members, providing them with guidelines and templates for posting on SoMe.

FoodDrinkEurope, EFFoST, and ICC have joined forces with the GEEK4Food project to promote its activities through their networks, organise dissemination events, and support the organisation of GEEK4Food events. Additionally, Foresight Europe Network will assist in disseminating the GEEK4Food project and expanding the impact of its activities.

The GEEK4Food project seeks to collaborate with other EU and Erasmus projects that share common interests and have the potential for complementary efforts to enhance dissemination. Joint events, such as workshops and webinars, will be organised to provide collaborative opportunities for dissemination.

4.2 GEEK4Food branding and channels

The purpose of communication and dissemination materials is to increase awareness among all target groups.

For more detailed information, please refer to the dissemination guidelines and requirements outlined in the Annex.

4.2.1 GEEK4Food CDS requirements

To ensure the effective communication and dissemination of the project's activities and outcomes, the following requirements, as outlined in Article 17 of the Grant Agreement, must be adhered to:

1. **Communication and dissemination activities:** beneficiaries must promote the project and its results to various audiences, including the media and the general public. This should be done strategically, coherently, and effectively. Prior notification to the granting authority is necessary for communication or dissemination activities with significant media impact.
2. **Visibility and acknowledgment:** beneficiaries must acknowledge EU support in all project-related communication activities, including media relations, conferences, seminars, and production of informational materials. The acknowledgment should prominently feature the European flag emblem and the funding statement, translated into local languages if necessary. The emblem must remain distinct and independent, without alterations or additional visual elements. It should not be overshadowed by other logos when displayed alongside them.



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3. **Quality of information and disclaimer:** all communication and dissemination efforts associated with the project must ensure the provision of information that is accurate and based on facts. Additionally, a disclaimer must be included (translated into local languages where appropriate) that states the following:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the

granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

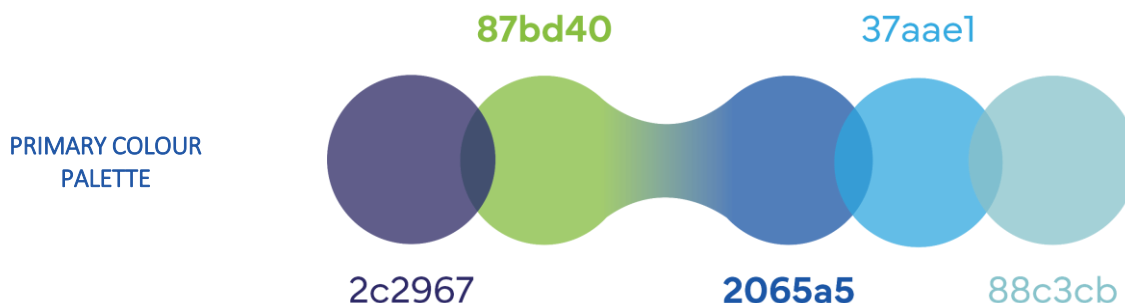
4. **Additional communication and dissemination activities:** the beneficiaries are required to undertake the following:
 - a. **Presentation on websites and social media:** the project, including a project summary, coordinator contact details, list of participants, European flag, funding statement, and project results, should be presented on the beneficiaries' websites or social media accounts.
 - b. **Display of signs and posters at public events:** for actions involving public events, signs and posters that mention the action, along with the European flag and funding statement, must be displayed prominently.
 - c. **Upload of public project results:** the beneficiaries are responsible for uploading the public project results to the Erasmus+ Project Results platform, which is accessible through the Funding & Tenders Portal.

4.2.2 GEEK4Food visual identity

The visual representation of GEEK4Food will include the following elements:

LOGO





The Dissemination & Communication Guidelines (see Annex) presents the G4F visual identity in detail, illustrating the logo in various formats and variations, website and social media banners, visual style guide - including the obligation to use the EU emblem -, social media posts templates, and promo material (leaflets, posters, roll-ups, etc.).

In addition to the visual elements and material included in the GEEK4Food CDG, and besides the project's website, other templates will complement the G4F visual identity, such as Minutes, Reports and WP Deliverables co-designed templates.

4.2.3 GEEK4Food website and channels

4.2.3.1 GEEK4Food website

The high-quality website is designed in English. The public area of the website will contain information about the objectives, the consortium, the WPs (and related deliverables), and news. It will be progressively updated with the links to the project's primary outcomes (3P-G4F platform, training platform, etc.).

The website will serve as a means of communication and dissemination for both internal and external purposes, operating within both public and private virtual environments:

- the public section of the website will provide general information about the project, including its description, activities, contact details, reports, events, news, and registration for new members.
- the private environment (also known as “intranet”) will be used to store and share documents and other forms of communication exclusively with the project consortium partners.

Specifically, the website will include all essential project management documents, quality assurance tools, and activity reports, along with internal work package discussion forums and all relevant materials for internal communication purposes. Access levels will be assigned to the coordinator, WP coordinators, consortium partners, and associated partners.

The intranet will feature a designated section for the collection of dissemination activities carried out by project partners. Partners will be required to fill out an online form that contains relevant information about the activities, such as type, tool, date, and place.

Additionally, the public project website will provide access to a virtual platform that combines a repository of various open-access tools and links to other related databases and projects, including IFA's e-learning platform and webinars, if necessary.

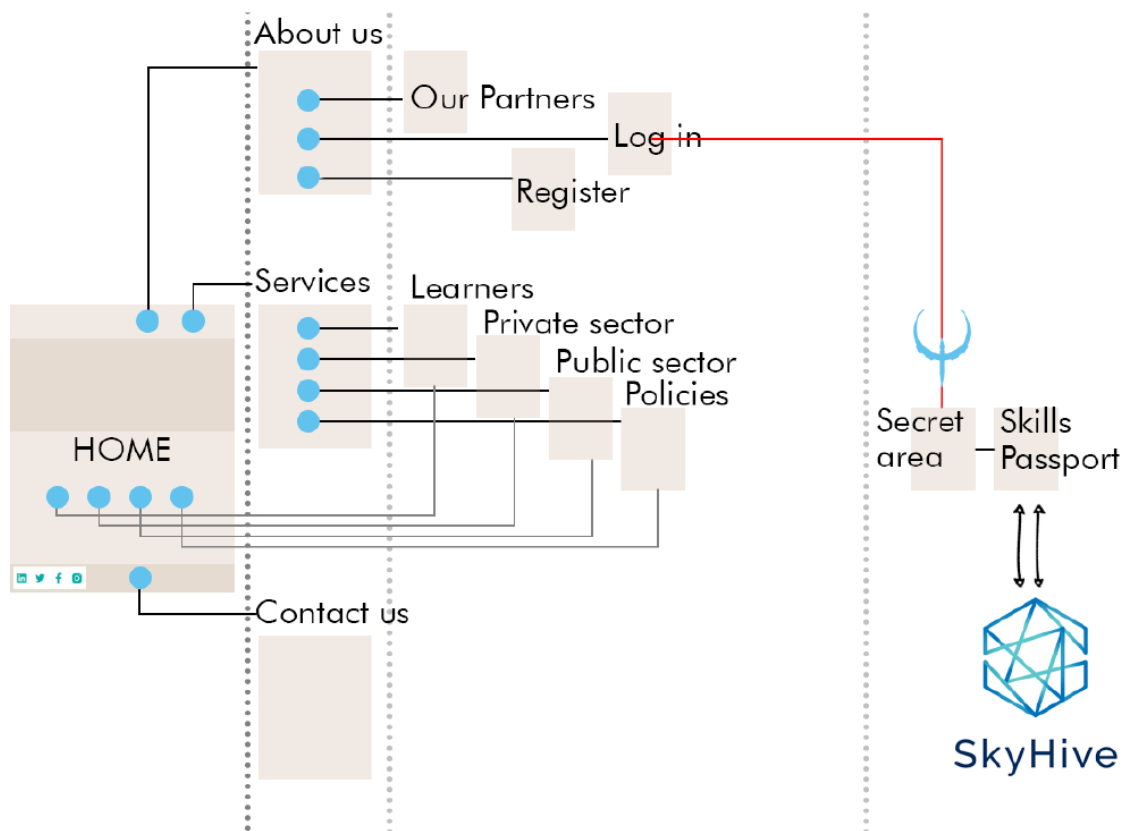


Fig. 4 – GEEK4Food website architecture

4.2.3.2 GEEK4Food tools




Managing internal communication will primarily involve the Intranet section of the website, as well as uploading and sharing materials on the G4F Dropbox folder (<https://www.dropbox.com/scl/fo/veavc7jri53ncnus9g37u/h?dl=0&rlkey=jh0lqmqz1ok2pr9is6uztuxx8>).

In addition, co-creation and sharing of various elements and information will be carried out using MIRO's and CANVA's boards, as well as Google Drive folders.

4.2.3.3 GEEK4Food social media channels

Social media channels will allow GEEK4Food to provide on-demand content access anytime to heterogeneous stakeholder categories. All content will be filtered to avoid inadequate communication, and information will be monitored to enable relevance and suitability. Accordingly, WP8 will use social media to disseminate and communicate the projects' progress, news and outcomes to the target groups and the general public.

Table 3 – GEEK4Food social media accounts

TWITTER	
	Account: Geek4Food_EU Official hashtag: #Geek4Food_EU
LINKEDIN	
	Account: Geek4Food Official hashtag: #Geek4Food
FACEBOOK	
	Account: Geek4Food Official hashtag: #GEEK4Food

- The project's **Twitter** account will be mainly used for news and G4F's achievements dissemination, also promoting the project's events.
- GEEK4Food's **LinkedIn** profile will allow for building a solid professional network among relevant stakeholders fostering networking and proactive discussion on the project, its

outcomes, and the need to update and rethink green skills and competencies at the EU and international level for the transformation of the agri-food sectors.

- G4F's **Facebook** profile will support the engagement of stakeholders through the use of a plain language.

The project's **YouTube** channel will complement the communication and dissemination actions by sharing promotional videos targeting and engaging educators and learners and the food sector industry. The platform will also be used to go live with some of GEEK4Food's events and conferences.

Other channels include trainings, events and webinars, and the final Open Symposium. Table 4 shows the G4F channels and products.

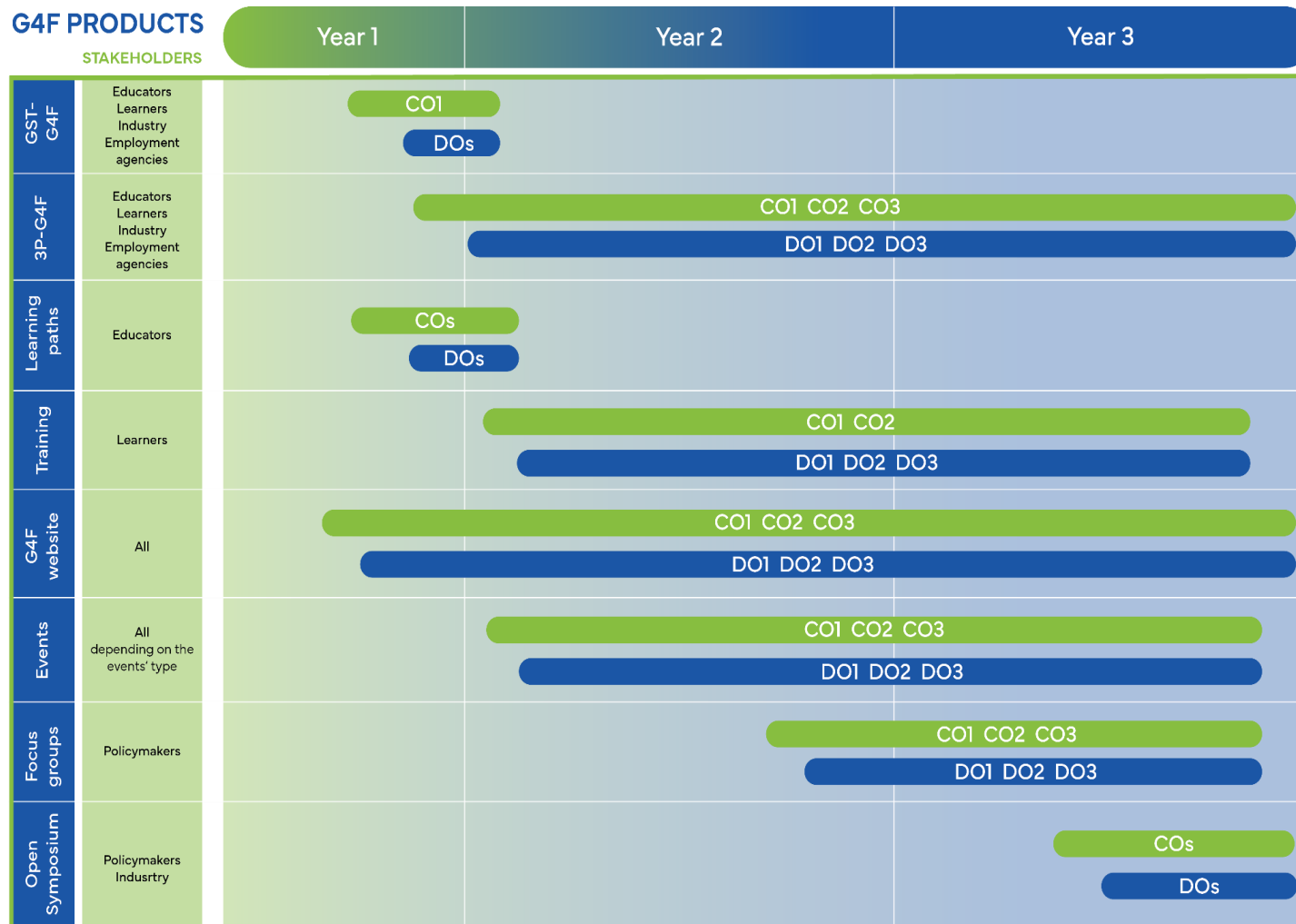
As set out in the Guidelines (see Annex), the GEEK4Food communication and dissemination actions will be implemented using some products' templates. For instance, posters and brochures will serve to gain the project's visibility at a national, European and International level and will be distributed at various events, training and workshops, adapting them to the context and purpose of their use. Specific informative policy material (e.g., factsheets and policy briefs) will be disseminated to relevant policymakers and made available to the general public through the project's website and channels. Other material, such as tailored press releases and videos, will be disseminated on the project's channels and at specific local or international events.

Table 4 – GEEK4Food Channels & Products

GEEK4Food Channels & Products			
CHANNELS	PURPOSE	PRODUCTS	
Project and partners' websites	G4F website	<ul style="list-style-type: none"> project presentation and promotion information and methodology exchange fostering collaboration among EU-funded projects and networking creating access to the project's 3P-G4F platform and outcomes 	Public deliverables, news, promotional and informative videos and material
	Partners' websites	<ul style="list-style-type: none"> project presentation and promotion allowing access to the project's 3P-G4F platform and outcomes fostering networking 	GEEK4Food web links and news
Project and partners' social media	G4F social media	<ul style="list-style-type: none"> raise awareness and inform the general public and specific target groups engaging the G4F audience encouraging it to participate and exploit its results fostering collaboration among EU-funded projects and networking 	Posts, videos, news and informative material
	Partners' social media	<ul style="list-style-type: none"> project presentation and promotion fostering collaboration among EU-funded projects and networking 	GEEK4Food news and informative material
Trainings	<ul style="list-style-type: none"> raise awareness and inform the general public and specific target groups engaging the G4F audience encouraging it to participate and exploit its results 	News posted on G4F website and social media pages, leaflets and brochures targeting different stakeholders categories, promotional and informative videos, newsletters	
Events and webinars	<ul style="list-style-type: none"> raise awareness and inform the general public and specific target groups 	News posted on G4F website and social media pages, leaflets and brochures targeting different stakeholders categories, promotional and informative videos	

	<ul style="list-style-type: none"> ● engaging the G4F audience encouraging it to participate and exploit its results ● fostering collaboration among EU-funded projects and networking 	
Open Symposium	<ul style="list-style-type: none"> ● information and methodology exchange ● fostering research and decision-making discussion 	News posted on G4F website and social media pages, leaflets and brochures, press releases

4.3 CDS action plan



4.4 Performance measurement and reporting

GEEK4Food will assess how well the project's communication and dissemination activities have been received from the moment of publication to later periods.

To this end, G4F has created its dissemination strategy evaluation criteria, building them into key performance indicators (hereafter, KPIs) to compare the expected impact with the progressive and final results.

4.4.1 Impact and performance measurement

To measure the performance of the project's actions, GEEK4Food has developed a number of KPIs which depend on the previously defined objectives. The KPIs identified will later serve to analyse the results of the communication and dissemination actions taken, adjust the strategy where needed throughout the project supporting the GEEK4Food exploitation plan.

Table 5 illustrates the G4F communication and dissemination objectives and relative KPIs, which are clustered into three broad categories:

1. **Visibility KPIs**, aiming at measuring the reach of the dissemination and communication actions taken. These are quantitative indicators, such as the number of visitors and users to G4F's social media channels and website.
2. **Engagement KPIs**, measuring the audience's interest in the actions and their success. Engagement KPIs are mainly quantitative and comprise, among others, the G4F website bounce rate (i.e., the time spent on a web page) and the social media total number of interactions. Qualitative engagement KPIs include user and stakeholders' interviews/surveys and interactions, and focus groups.
3. **Conversion KPIs**, measuring the plan's effectiveness through a call to action's users' response. These include quantitative indicators such as G4F's website conversion rate (i.e., the percentage of visitors converted into potential users), and the number of subscribers to a webinar, training or newsletter.

Visibility and engagement KPIs relate to the communication actions, while the conversion KPIs and some of the engagement ones pertain to the dissemination ones.

Table 5 – GEEK4Food Communication & Dissemination KPIs

KPIs	OBJECTIVES
Visibility KPIs	Communication Objectives
G4F website <ul style="list-style-type: none"> ● number of users ● rate of new visitors G4F social media <ul style="list-style-type: none"> ● impressions' number ● total number of followers ● number of views on a video 	<p><i>CO1: increasing the project's visibility and results beyond the local and regional realities and the project's community</i></p> <p><i>CO2: raising awareness about green skills fluidity and reskilling encouraging citizens' engagement within local and international decision-making communities related to the food sector</i></p> <p><i>CO3: connecting with other EU-funded projects, networks and initiatives on food skills and sustainability, fostering collaboration</i></p>
Engagement KPIs	Communication and Dissemination Objectives
G4F website <ul style="list-style-type: none"> ● engagement rate, divided by pieces of content (e.g., 3P-G4F platform; trainings' offer) ● number of pages visited per session ● number of visitors G4F social media <ul style="list-style-type: none"> ● total number of interactions divided by posts' type (e.g., 3P-G4F platform dissemination actions; trainings' offer dissemination posts) ● number of subscribers gained 	<p><i>CO2: raising awareness about green skills fluidity and reskilling encouraging citizens' engagement within local and international decision-making communities related to the food sector</i></p> <p><i>CO3: connecting with other EU-funded projects, networks and initiatives on food skills and sustainability, fostering collaboration</i></p> <p><i>DO1: maximising the impact of the project's outcomes through their dissemination to relevant stakeholders</i></p>

<ul style="list-style-type: none"> rate of clicks divided by posts' type <p>Qualitative KPIs</p> <ul style="list-style-type: none"> stakeholders online surveys stakeholders online and on-site interactions 	<p><i>DO2: increasing shared understanding among key stakeholders about the actions needed to foster green innovation in the food sector especially in terms of skills fluidity and reskilling</i></p>
<p>Conversion KPIs</p>	<p>Dissemination Objectives</p>
<p>G4F website</p> <ul style="list-style-type: none"> conversion rate <p>Number of subscribers to</p> <ul style="list-style-type: none"> training webinars and events focus groups 	<p><i>DO1: maximising the impact of the project's outcomes through their dissemination to relevant stakeholders</i></p> <p><i>DO2: increasing shared understanding among key stakeholders about the actions needed to foster green innovation in the food sector especially in terms of skills fluidity and reskilling</i></p> <p><i>DO3: fostering cross-sectoral discussion and research and policy actions on green skills and competences at the EU and international level for the transformation of the agri-food sectors</i></p>

4.4.2 Monitoring and reporting

The KPIs mentioned above will be used to analyse quarterly data to fine-tune the strategy and actions and plan ahead. To this end, WP8 will carry out basic checks of data collected to support the actions taken, develop reports and ensure transparency.

Data collection will be carried out through web and social media analytics, results of online and on-site surveys and interactions with stakeholders.

Monitoring actions will be then supported by meetings with specific partners where needed, the consortium as a whole and the WP8 team.

Communication and dissemination reporting will take place yearly (M13, M25, M36), with the purpose of informing about the progress, status and results of the actions. The reports will thus set out how the strategy has been managed, areas of success, and potential failures, reporting any changes and adjustments that might have occurred.

Each deliverable will be submitted to an internal review prior to the relative due date. The deliverables will then be shared on the GEEK4Food Dropbox folder and the website intranet to allow the project coordinator to upload them on the SYGMA platform and carry on with the continuous reporting process.

----- **END OF THE DELIVERABLE** -----

5. Annex

GEEK4Food Communication and Dissemination Guidelines.

The Guidelines are compiled as a pdf file including the following slides and made available to the partners in the intranet of the project website.

GEEK4FOOD

www.geek4food.eu

info@geek4food.eu

Communication and Dissemination Guidelines



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G4F COM-DIS TOOLKIT:	https://www.dropbox.com/scl/fo/bm8l3nlz520rk3ocabuu/h?dl=0&rlkey=e9qca5y7lpjzps95ed5wh89

Introduction

These Guidelines have been designed to help the **GEEK4Food consortium** to share the project's assets and get the most out of the communication and dissemination actions.

All partners should engage in the following activities:

- **present the project** on their websites and social media channels
- for actions involving public **events**

Any time a content is being posted or shared, the G4F consortium must use the **European flag** and funding statement:



WP8 has set up a **GEEK4Food digital toolkit** for the consortium to find, use, adapt and share the material uploaded:

[GO TO THE TOOLKIT](#)

The toolkit includes pre-drafted content, social media and dissemination assets and visuals, including the partners logos.



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Introduction | CONSORTIUM GUIDELINES

All partners (consortium, associated) have a primary role as a dissemination force and are expected to integrate the GEEK4Food project into the communication strategy of their institutions:

- Each partner shall create a **dedicated space/page** in the institution/department/faculty/company webpage showcasing the GEEK4Food website
- Each partner is encouraged to organise local, regional, and country-level dissemination events and stakeholder meetings to enhance **community engagement**, fostering local and international **networking** by contributing to the project's exploitation and promoting its objectives
- Partners are requested to contribute with additional **GEEK4Food-related content** and to share and amplify GEEK4Food posts within their personal and institutional accounts
- Each partner shall carry out **local and national marketing actions** via SoMe to promote educational offerings/training courses for green and entrepreneurial skills and competences

GEEK4FOOD SOCIAL MEDIA CHANNELS

LinkedIn: <https://www.linkedin.com/company/geek4food>

Twitter: https://twitter.com/geek4food_eu

Facebook: <https://www.facebook.com/geek4food>

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Branding

In any communication and dissemination actions related to GEEK4Food, the project branding shall be fulfilled by including the logo in any of its variations:



GEEK4Food visual identity also includes specific fonts and colour palette for graphic material:

TYPOGRAPHY

HEADING 1

HEADING 2

HEADING 3

The July sun caused a fragment of black pine wax to ooze on the velvet quilt.

Six javelins thrown by the quick savages whizzed forty paces beyond the mark.



PRIMARY COLOUR PALETTE



#87BD40



#2056A5



#37AAE1



#2C2967



#88C3CB

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Templates and samples | SOCIAL MEDIA INTRODUCTION

SOCIAL MEDIA	CONTENT
<p>Twitter (recommended post's image size is 1.600 x 900 or 900 x 900 pixels)</p>	<ul style="list-style-type: none"> • twitter polls questioning the audience • posting of news related to the skills and the food sector • promotion of GEEK4Food tools, products and resources • invitation to events
<p>LinkedIn (recommended post's image size: 1.200 x 1.200 or 1080 x 1350 pixels)</p>	<ul style="list-style-type: none"> • interesting statistics and infographics relevant to the project that will help start a conversation • a successful story that has impacted, benefited or helped the GEEK4Food, local and international communities • posting of news related to the skills and the food sector • video case studies • invitation to events • promotion of GEEK4Food tools, products and resources • dissemination of GEEK4Food papers and articles
<p>Facebook (recommended post's image size is 1.200 x 630 pixels)</p>	<ul style="list-style-type: none"> • a successful story that has impacted, benefited or helped the GEEK4Food, local and international communities • GEEK4Food videos • infographics relevant to the project that will help start a conversation • invitation to events • sharing of user-generated content • sharing of a call to action (e.g., subscription to newsletter, invitation to sign up for access to a G4F product/tool) • promotion of GEEK4Food tools, products and resources • promotion of other GEEK4Food social channels

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Templates and samples | SOCIAL MEDIA & GRAPHIC MATERIAL

WP8 has prepared a range of **SoMe templates** divided by social media channels for the partners to use and adapt to their own targets:

SOCIAL MEDIA TEMPLATES 



These can be paired with graphic material found on the right.

Partners can find **ready-to-use and vector graphic material** for social media by clicking on the button below:

GRAPHIC MATERIAL 

The toolkit also includes brochures and posters, fact sheets and infographics assets like the ones below.



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Templates and samples | PRESS RELEASE AND NEWSLETTER

GEEK4Food communication and dissemination actions comprise disseminating and sharing press releases and newsletters.

The GEEK4Food communication and dissemination toolkit provides the partners with templates:

PRESS & NEWS TEMPLATES 



Partners can adapt the templates to their targets and needs and translate them into their national language where needed, while ensuring compliance with the project branding guidelines.

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Templates and samples | DELIVERABLES, REPORTS AND MINUTES

WP8 has prepared the project's deliverables, reports, and minutes templates.

The G4F communication and dissemination toolkit provides the partners with ready-to-use templates:

DOCS TEMPLATES 


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Contacts

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