



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

## D8.2

# Website and Communication and Dissemination Material



**Co-funded by  
the European Union**

<b>PROJECT No.</b>	<b>101087203</b>
<b>PROJECT ACRONYM</b>	GEEK4Food
<b>PROJECT TITLE</b>	Glocal Ecosystems and Expanded Knowledge for green skills and capability in the Food Sector
<b>PROJECT CALL</b>	ERASMUS-EDU-2022-PI-FORWARD
<b>PROJECT DURATION</b>	01/01/2023 – 31/12/2025 (36 months)
<b>PROJECT WEBSITE</b>	<a href="http://www.geek4food.eu">www.geek4food.eu</a>
<b>PROJECT COORDINATOR</b>	Paola Pittia, UNITE   Via R. Balzarini 1, 64100, Teramo (TE), Italy
<b>Contact</b>	<a href="mailto:ppittia@unite.it">ppittia@unite.it</a>
<b>EU PROJECT OFFICER</b>	Barbara Hermans
<b>DELIVERABLE No. - TITLE</b>	<b>D8.2 – Website and Communication and Dissemination Material</b>
<b>WORKPACKAGE</b>	WP8 - Dissemination, community engagement and exploitation
<b>WP LEADER</b>	EIT Food
<b>RESPONSIBLE AUTHOR</b>	Mario Roccaro, EIT Food
<b>Contact</b>	<a href="mailto:mario.roccaro@eitfood.eu">mario.roccaro@eitfood.eu</a>
<b>OTHER AUTHORS</b>	
<b>DELIVERABLE NATURE</b>	Report
<b>DISSEMINATION LEVEL</b>	<input checked="" type="checkbox"/> PU: Public <input type="checkbox"/> SEN: Sensitive
<b>DELIVERABLE REVIEWERS</b>	Paola Pittia, UNITE
<b>DELIVERABLE DUE DATE</b>	M6 – 30/06/2023
<b>DELIVERABLE REVIEW DATE(S)</b>	M18 – 20/06/2024
<b>DELIVERABLE SUBMISSION DATE</b>	M18 – 30/06/2024
<b>VERSION   STATUS</b>	Final

PARTNERS		CONTACT
<b>UNIVERSITY OF TERAMO</b> Italy		Paola Pittia <a href="mailto:ppittia@unite.it">ppittia@unite.it</a>
<b>AARHUS UNIVERSITY</b> Denmark		Milena Corredig <a href="mailto:mc@food.au.dk">mc@food.au.dk</a>
<b>USAMV CLUJ-NAPOCA</b> Romania		Dan Vodnar <a href="mailto:dan.vodnar@usamvcluj.ro">dan.vodnar@usamvcluj.ro</a>
<b>UNIVERSITY OF MINHO</b> Portugal		Antonio Vicente <a href="mailto:avicente@deb.uminho.pt">avicente@deb.uminho.pt</a>
<b>TECHNOLOGICAL UNIVERSITY DUBLIN</b> Ireland		Jesus Maria Frias Celayeta <a href="mailto:jesus.Frias@tudublin.ie">jesus.Frias@tudublin.ie</a>
<b>SKYHIVE</b> Ireland		Mohan Reddy <a href="mailto:mohan@skyhive.io">mohan@skyhive.io</a>
<b>CASSIOPEA</b> Italy		Germana di Falco <a href="mailto:germana.difalco@gmail.com">germana.difalco@gmail.com</a>
<b>MILCOOP</b> Italy		Milena Marzano <a href="mailto:milena.marzano@milcoop.com">milena.marzano@milcoop.com</a>
<b>4CF SP ZOO</b> Poland		Ania Sacio-Szymanska <a href="mailto:anna@4cf.pl">anna@4cf.pl</a>
<b>EIT FOOD</b> Belgium		Mario Roccaro <a href="mailto:mario.roccaro@eitfood.eu">mario.roccaro@eitfood.eu</a>

# CONTENT

1. Executive summary	1
2. GEEK4Food visual identity	2
3. Website Design and Development	2
2.1 Website Structure	3
2.1.1 Home Page	3
2.1.2 The Project	8
2.1.3 Partners	12
2.1.4 Blog	13
2.1.5 Events	15
2.1.6 Get in touch	15
2.1.7 GEEK4Food’s Partners private area	16
4. Communication and Dissemination Material	17
3.1 Communication and Dissemination Material Selection	17
3.1.1 Brochures	17
3.1.2 Posters	19
3.1.3 Social media material	20

The information and views set out in this document are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

---

## Project Coordinator

Paola Pittia | University of Teramo | ppittia@unite.it

# 1. Executive summary

Deliverable 8.2 encompasses a detailed exposition of the GEEK4Food project's website and the array of dissemination materials crafted to promote the project's goals and achievements. This deliverable clarifies the strategic design and operational capabilities of the GEEK4Food website, which functions as the principal informational conduit for all stakeholders involved in or affected by the project.

The GEEK4Food website is structured to enhance user engagement and ease of navigation. It is segmented into key areas that provide insights into the project's scope, including detailed partner profiles, regular blog updates, forthcoming events, and accessible contact details. Moreover, the website is integral as a management tool for project collaborators, offering secure access to vital documents and updates essential for the project's continuity and success.

Parallel to the website, this deliverable outlines the development and utilisation of diverse communication materials intended to broaden the project's outreach. These materials include specifically designed brochures, posters, and social media content, each tailored to address the distinct needs of a varied audience.

## 2. GEEK4Food visual identity

The visual representation of GEEK4Food includes the following elements:

Logo



Colour palette

#373381



#0D2CCF



#35A7DC



#87BD40



#6DC0C7



Typography

**Titillium web**

**Heading 1**

**Heading 2**

**Heading 3**

**Arial**

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

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

The GEEK4Food colour palette and typography have been slightly revised, with one of the palette colours changing from #1B55A4 to a brighter blue (#0D2CCF). Additionally, the body text has been updated from *Poppins* to *Arial* to create a cleaner and more professional look. For a detailed comparison of these changes, please refer to Deliverable 8.1.

These and other visual identity elements are now being used across all project communication and dissemination materials.

## 3. Website Design and Development

Effective communication and engagement with the target audience are critical factors for the success of any project. In today's digital era, a well-designed website plays a key role in conveying information, showcasing achievements, and fostering meaningful connections. This deliverable presents the design

and development of a dynamic and user-friendly website that serves as the central hub for all project-related activities.

The GEEK4Food project's [website](#) serves as the primary interface, providing an overview of its goals, objectives, and ongoing initiatives. It delivers a seamless and immersive experience to visitors, enabling them to delve into various aspects of the project and access pertinent resources. This user-friendly platform allows users to navigate through the project's multifaceted landscape with ease and efficiency.

The GEEK4Food [website](#) also serves as a management tool exclusively for project partners. Through an intranet, it offers secure and private access to critical documentation and deliverables produced during the project's lifecycle. This exclusive access streamlines reporting and collaboration, enabling partners to efficiently access and contribute to the project's progress. Partners seeking more detailed information about the intranet functionalities should refer to the intranet deliverable.

## 2.1 Website Structure

### 2.1.1 Home Page

The GEEK4Food website home page serves as the initial landing point for users who enter the web address in their web browser. At the heart of the home page lies the website menu bar, directly included in the header, which serves as the primary navigation tool for seamless exploration throughout the entire website hosting different subsections and tools:

1. The Project
  - a) Project Deliverables
  - b) Dissemination Activities
2. Partners
3. Blog
4. Events
5. Get in touch
6. Log in button to access the Partners private area or Intranet

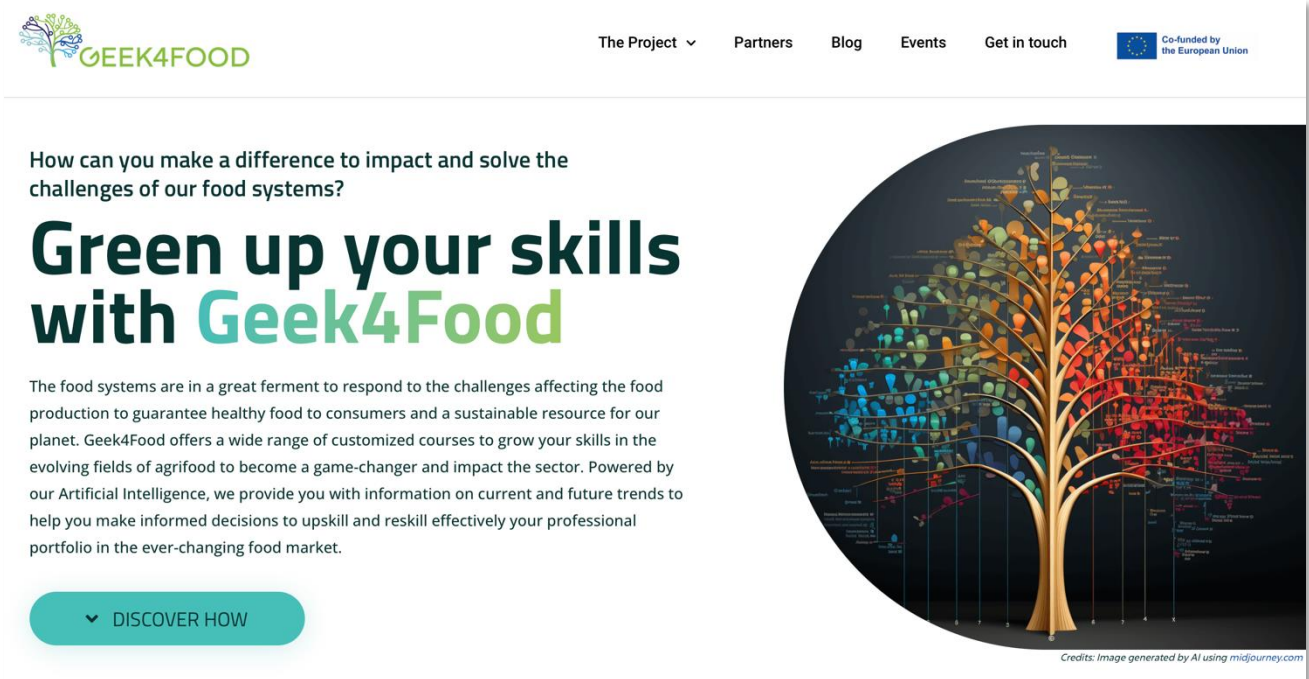


Fig. 1 – GEEK4Food Website: Beginning of Home Page

In addition, the home page features a slide show showcasing a series of images relevant to the project. Each image is carefully selected to visually represent different aspects of the GEEK4Food initiative. Accompanying each picture is a thought-provoking question that serves as an enticing advertisement, piquing the curiosity and interest of the users, inviting them to delve deeper into the GEEK4Food experience.

### Which knowledge can support you best to guide the sustainable transition of the agrifood sector?



Fig. 2 – GEEK4Food Website: Home Page, slide show

Continuing down the home page, users will discover information that directly aligns with the project’s core objectives, such as the importance of utilising AI and leveraging green skills to drive a sustainable



transformation in the food system, or how artificial intelligence can revolutionise and enhance food education.

Leveraging AI and GreenSkills for Sustainable Food Systems

## Transforming the Food systems Sector with Green-Skills Leveraging AI and Green-Skills for Sustainable Food Systems

Geek4Food aims at transforming the food sector through the power of Green-Skills. Geek4Food is building a community of game-changers with an expand the skill portfolio by offering a digital platform that connects learners (students and professionals) with learning opportunities providing the skills in high-demand for the transformation of food systems in a sustainable sector. With its AI-powered skill-matching system, the platform ensures that the right skills meet the right job, reducing the skills gap in the sector.



Fig. 3 – GEEK4Food Website: Home Page, Information aligning with the project’s core objectives



## Revolutionising Food Education with Artificial Intelligence (AI)

Geek4Food has a mission: analysing your current skills and your career aspirations and providing you with an overview of your possibilities in the job market in 5 or 10 years from today: you'll get to know the new skills that will be highly demanded and shape your learning path accordingly.

Taking new steps in the right direction, always.

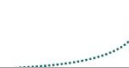


Fig. 4 - GEEK4Food Website: Home Page, Information aligning with the project’s core objectives (2)

As users continue to scroll down the home page, they will discover the project’s dedicated focus on specific target audiences. Presented in the form of clickable boxes, the next image highlights four key groups that GEEK4Food aims to serve:

- Learners
- Educational Institutions
- Private agri-food stakeholders
- Policymakers

By providing visitors with these clickable boxes, the home page ensures easy access to tailored content and services for each key audience. However, these will be provided through the access of the 3P-G4F Platform which is under development. As such, the stakeholders are informed that the boxes are not yet clickable.

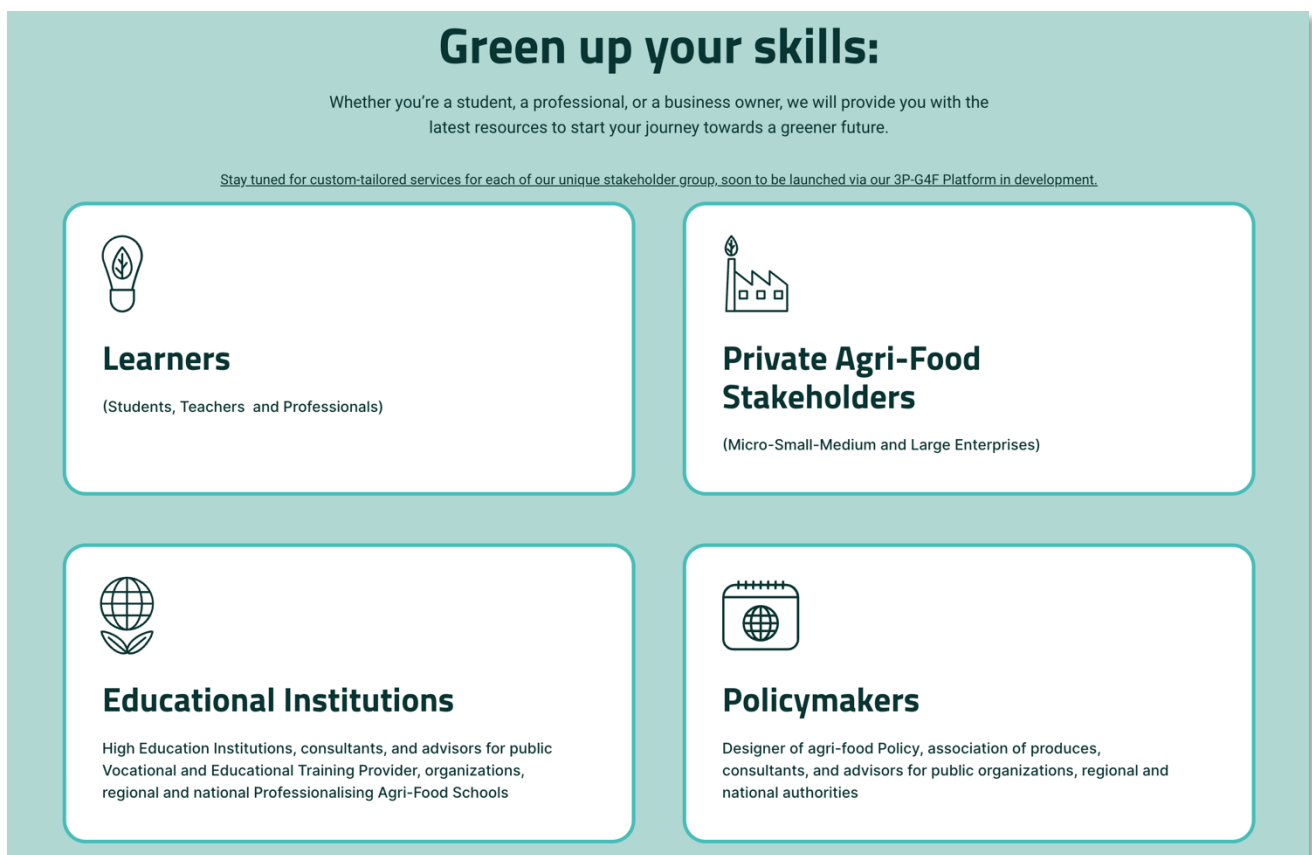


Fig. 5 – GEEK4Food website: project’s specific target audiences

Prior to reaching the footer of the website, visitors will encounter a section dedicated to showcasing the benefits of the GEEK4Food’s services. Presented in the form of square boxes, these highlights the advantages that individuals and organisations or collectivities can gain from engaging with the project. Some of the benefits include, for instance, unlocking potential with in-demand green skills, upskilling or reskilling one’s task force, shaping new agri-food policies, and gaining entrepreneurial and green skills to transform the food industry.

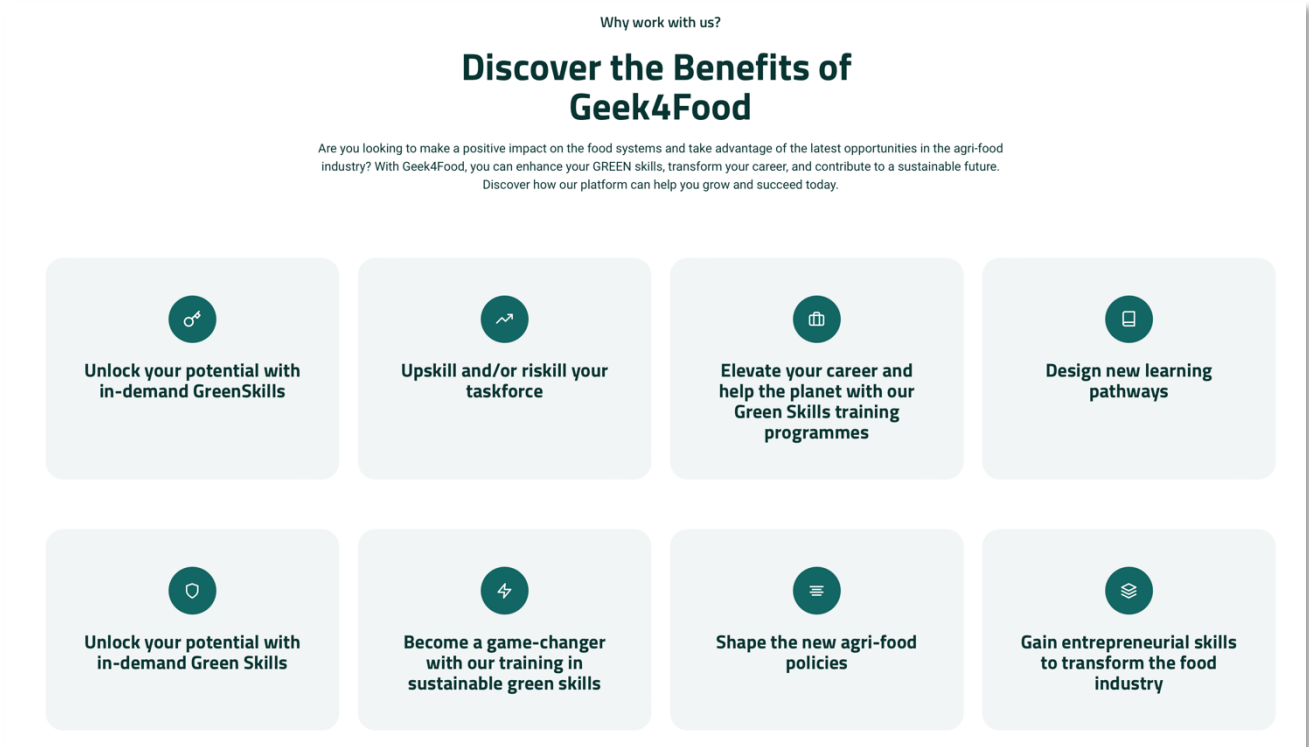


Fig. 6 – GEEK4Food Website: Home Page, The Benefits

The footer of the GEEK4Food website provides essential information and links in a clean and organized layout:

- The GEEK4Food logo is prominently displayed on the left side of the footer.
- A contact email, 'info@geek4food.eu', is provided for visitors who wish to get in touch with the project team.
- An icon for LinkedIn is included, allowing users to follow GEEK4Food on this platform.
- Information about the project coordinator, the University of Teramo, and co-coordinator, EIT Food, is listed.
- Quick access links (e.g., 'The Project', 'Partners') are available on the right side of the footer to facilitate easy navigation to key sections of the website.
- Partners logo are displayed.
- Legal and funding information and policy and cookie links are provided.
- The logo of the European Union is included, highlighting the project's co-funding by the EU.

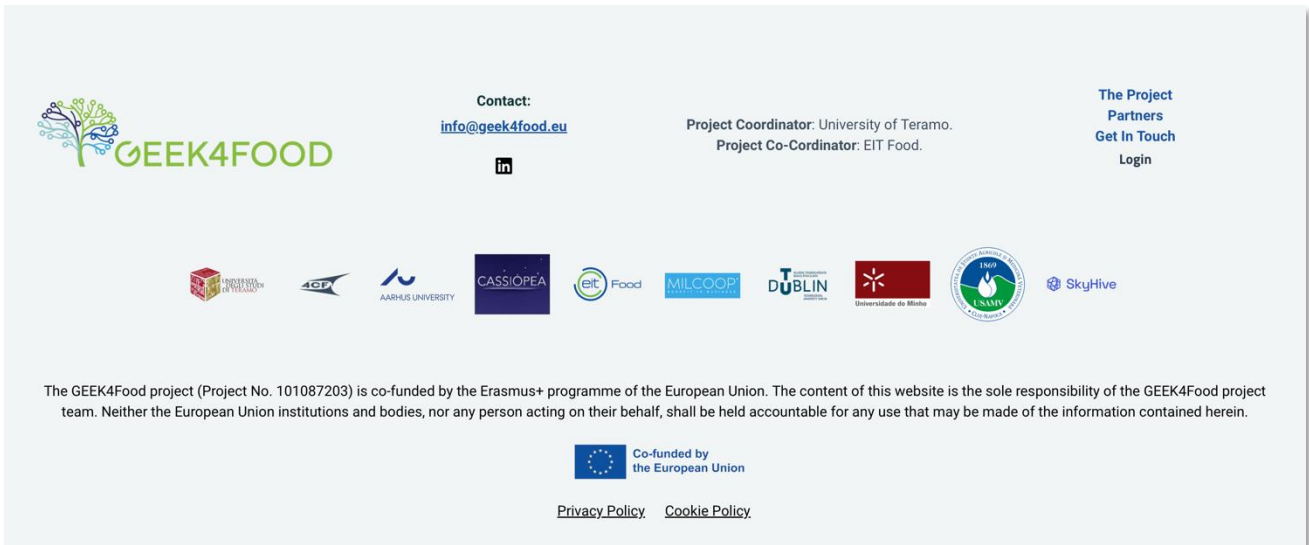


Fig. 7 – GEEK4Food website footer

## 2.1.2 The Project

The "The Project" webpage on the GEEK4Food website provides an overview of the GEEK4Food project, outlining its description, objectives, impact, and work packages. The page is designed to inform visitors about the project's mission, goals, and structure, and to encourage collaboration, with a form inviting visitors to get involved in the project on the right side of the page.

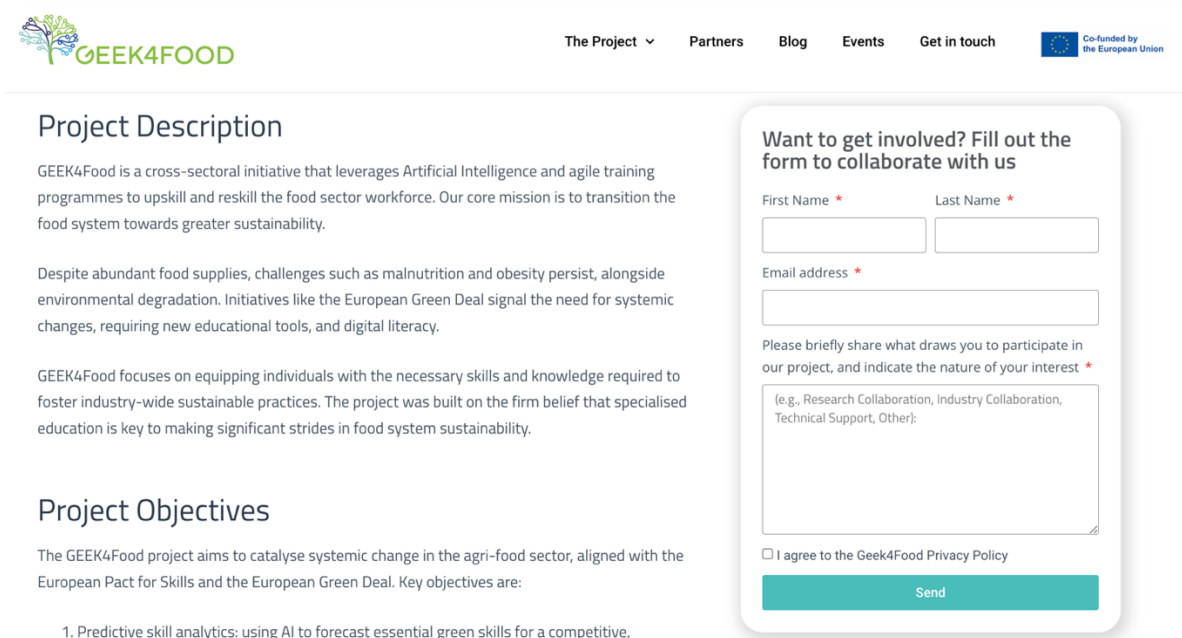


Fig. 8 – GEEK4Food “The Project: Project Description

## Project Objectives

The GEEK4Food project aims to catalyse systemic change in the agri-food sector, aligned with the European Pact for Skills and the European Green Deal. Key objectives are:

1. Predictive skill analytics: using AI to forecast essential green skills for a competitive, sustainable agri-food industry.
2. 3P-G4F Platform: serving as a hub for stakeholders to conduct skill assessments, provide targeted training, and foster private-sector involvement.
3. Pedagogical innovation: developing agile, future-focused educational models that meet sector-specific needs.
4. Multi-stakeholder synergy: facilitating engagement among academia, industry, and policymakers for green workforce development.
5. Policy impact: leveraging empirical data to inform multi-level policy initiatives that support the sector's green transition.
6. Sustainable growth: aligning skill development with sustainable practices to encourage long-term industry growth.

Through these focused objectives, GEEK4Food aims to equip the agri-food sector with vital skills, laying the groundwork for a sustainable future.

### Want to get involved? Fill out the form to collaborate with us

First Name \*  Last Name \*

Email address \*

Please briefly share what draws you to participate in our project, and indicate the nature of your interest \*

(e.g., Research Collaboration, Industry Collaboration, Technical Support, Other):

I agree to the Geek4Food Privacy Policy

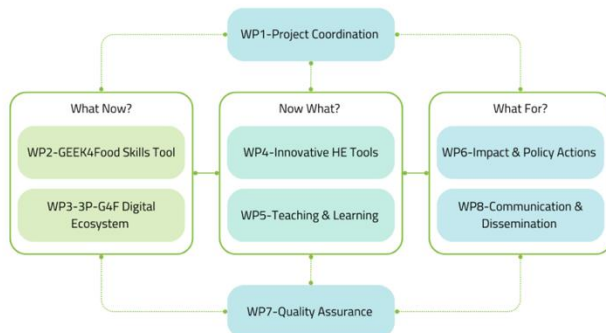
Fig. 9 – GEEK4Food “The Project: Project Objectives

## Project Impact

GEEK4Food aims for a multidimensional impact:

- Research innovation: supporting EU policies through skill adaptability studies.
- Business innovation and technology commercialisation: creating job opportunities and supporting new commercial avenues.
- Social innovation: empowering individuals and organisations to actively participate in the green transition.
- Educational innovation: improving training and educational offerings for the food sector.
- Policy innovation: promoting cross-sectorial policy alignment and engaging stakeholders at various levels.

## Project’s Work Packages



### Want to get involved? Fill out the form to collaborate with us

First Name \*  Last Name \*

Email address \*

Please briefly share what draws you to participate in our project, and indicate the nature of your interest \*

(e.g., Research Collaboration, Industry Collaboration, Technical Support, Other):

I agree to the Geek4Food Privacy Policy

Fig. 10 - GEEK4Food “The Project: Project Impact and Work Packages

- WP1 – Project Management and Coordination | University of Teramo, Italy
- WP2 – GEEK4Food's Skills Tool (GST-G4F) | SkyHive, Ireland
- WP3 – 3P-G4F: Digital Ecosystem for Green Skills, Training and Knowledge Transfer | MILCOOP, Italy
- WP4 – Innovative HE Tools and Methodologies for Developing Circular and Green Agri-Food Talent | Aarhus University, Denmark
- WP5 – Teaching and Learning Activities to Boost a Green and Sustainable Food System | University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Romania
- WP6 – Impact and Policy Actions | Cassiopea, Italy
- WP7 – Quality Assurance and Evaluation | University of Minho, Portugal
- WP8 – Dissemination, Community Engagement and Exploitation | EIT Food, Belgium

[Discover our partners →](#)

**Want to get involved? Fill out the form to collaborate with us**

First Name \*  Last Name \*

Email address \*

Please briefly share what draws you to participate in our project, and indicate the nature of your interest \*

(e.g., Research Collaboration, Industry Collaboration, Technical Support, Other):

I agree to the Geek4Food Privacy Policy

Send

Fig. 11 - GEEK4Food "The Project: Project Work Packages and "Discover our partners" call to action

As users hover over "The Project" in the header menu, a drop-down sub-menu becomes visible. This sub-menu includes the options "Project Deliverables," and "Dissemination Activities" which appears below "The Project."

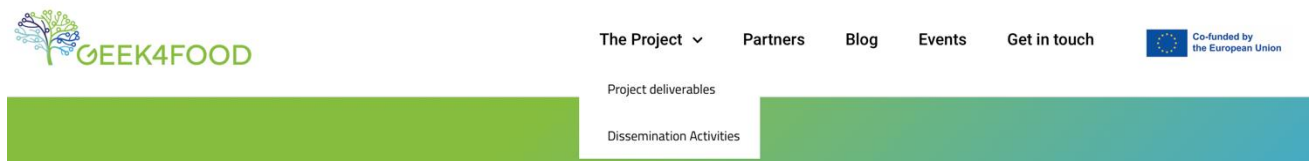


Fig. 12 – "Project deliverables" and "Dissemination activities" sub-menu options

The "Project deliverables" webpage on the GEEK4Food website serves as a repository for the public deliverables produced by the project. This page is designed to provide visitors with easy access to comprehensive reports, summaries, and other documentation that outline the project's progress, findings, and outcomes. A deliverable title, description, and a clickable "Discover more" link are provided.

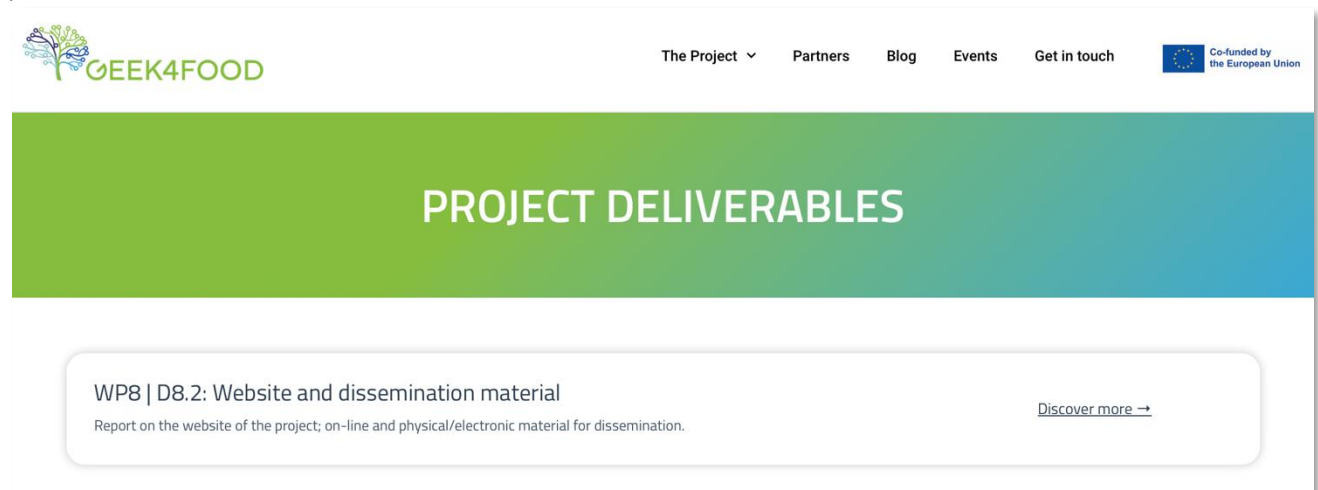


Fig. 13 – GEEK4Food “Project deliverables” landing page

By clicking on "Discover more," users are directed to the dedicated deliverable page, where they can download the relevant files or follow a corresponding link.

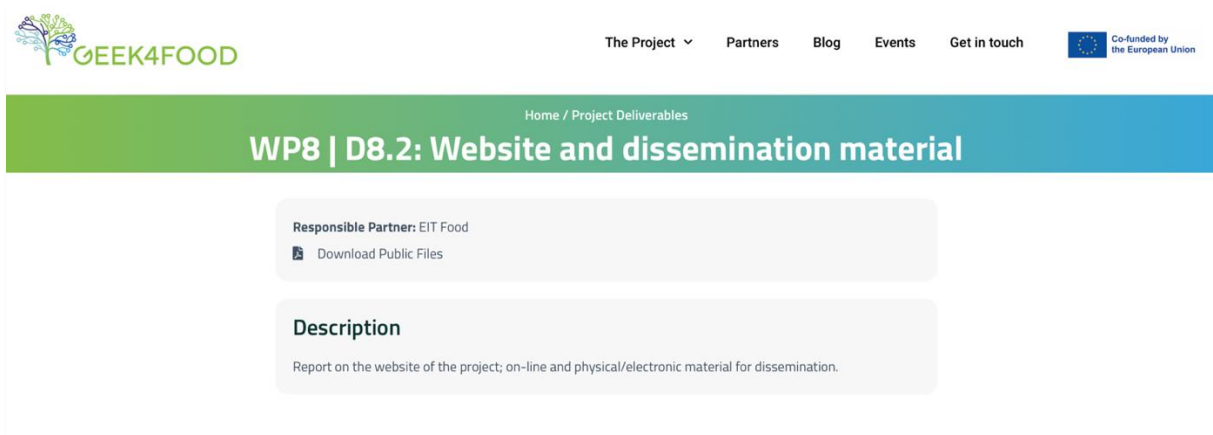


Fig. 14 – GEEK4Food project deliverable webpage example

The “Dissemination activities” landing page has a clean and organised layout. The main content of the page consists of a table listing the various project dissemination activities. Each row in the table provides details about different events, including the title of the activity, type, date, location, and the responsible partner. Examples of activities listed are "Pact for Skills and Blueprint project FIELDS," "UNIFOODS 2024," and "Food Innovation Asia Conference 2023 – FIAC23".

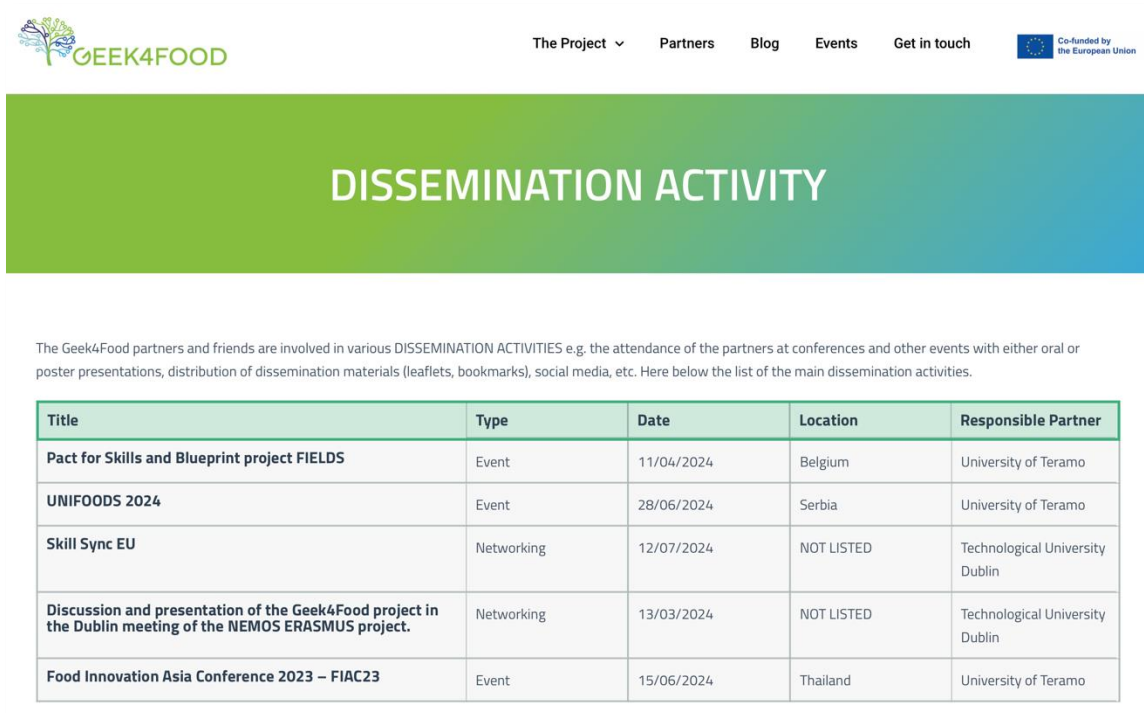



Fig. 15 – GEEK4Food “Dissemination activities” landing page

Home / Dissemination Activity

## Pact for Skills and Blueprint project FIELDS

Date of the Event: 11/04/2024 to 11/04/2024

**Type of Dissemination:** Event  
**Location:** Belgium  
**Place:** Bruxells  
**Activity Type:** Oral presentation  
**Participant Name:** no  
**Institution:** University of Turing – FIELDS project  
**Responsible Partner:** University of Teramo  
**Participant category:** Higher Education (teachers, researchers), Research centers, Organisations, Associations of stakeholders, Professionals and consultancy  
**N° Attendes:** 40  
 Download Public Files

### Description

Within the event the GEEK4Food project was presented by Paola Pittia as exploitation of the ASKFOOD project (1 slide)

Fig. 16 – GEEK4Food dissemination activity webpage example

### 2.1.3 Partners

The "Partners" webpage on the GEEK4Food website highlights the organisations and institutions collaborating on the project. On the left side of the page, there is a vertically arranged list of partners, each presented in a clickable format. Clicking on a partner's name reveals detailed information about that organisation on the right side of the page. Additionally, a clickable link is provided to direct users to the partner's official website.



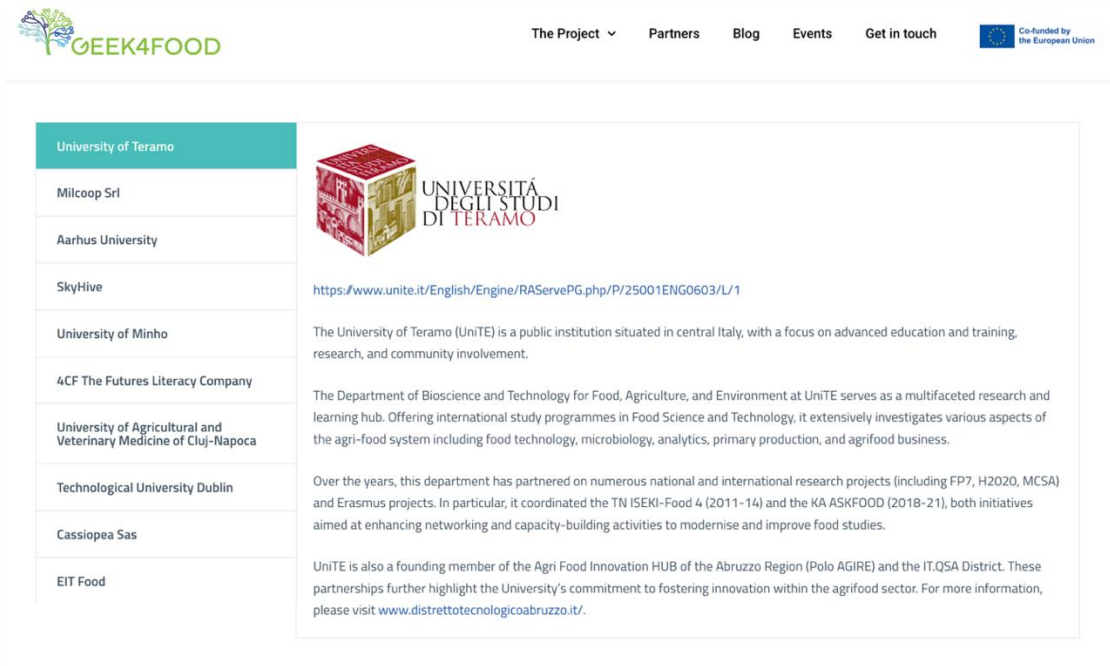


Fig. 17 – GEEK4Food “Partners” section (University of Teramo example)

### 2.1.4 Blog

The "Blog" webpage on the GEEK4Food website is designed to provide visitors with the latest news, updates, and insights related to the GEEK4Food initiative and its activities.

- Images
- Titles
- Dates
- “Read more” buttons

Are provided for each blog post.



Fig. 18 – GEEK4Food “Blog” section



Fig. 19 – GEEK4Food Blog Post example

## 2.1.5 Events

The "Events" webpage on the GEEK4Food website is designed to inform visitors about upcoming conferences, workshops, and other events related to the project's goals and activities. It includes both events organised by the GEEK4Food project and those where the project will be presented or where the project team will collaborate and disseminate GEEK4Food-related activities. Clicking on an event will open a new window that directs users to the corresponding registration webpage.

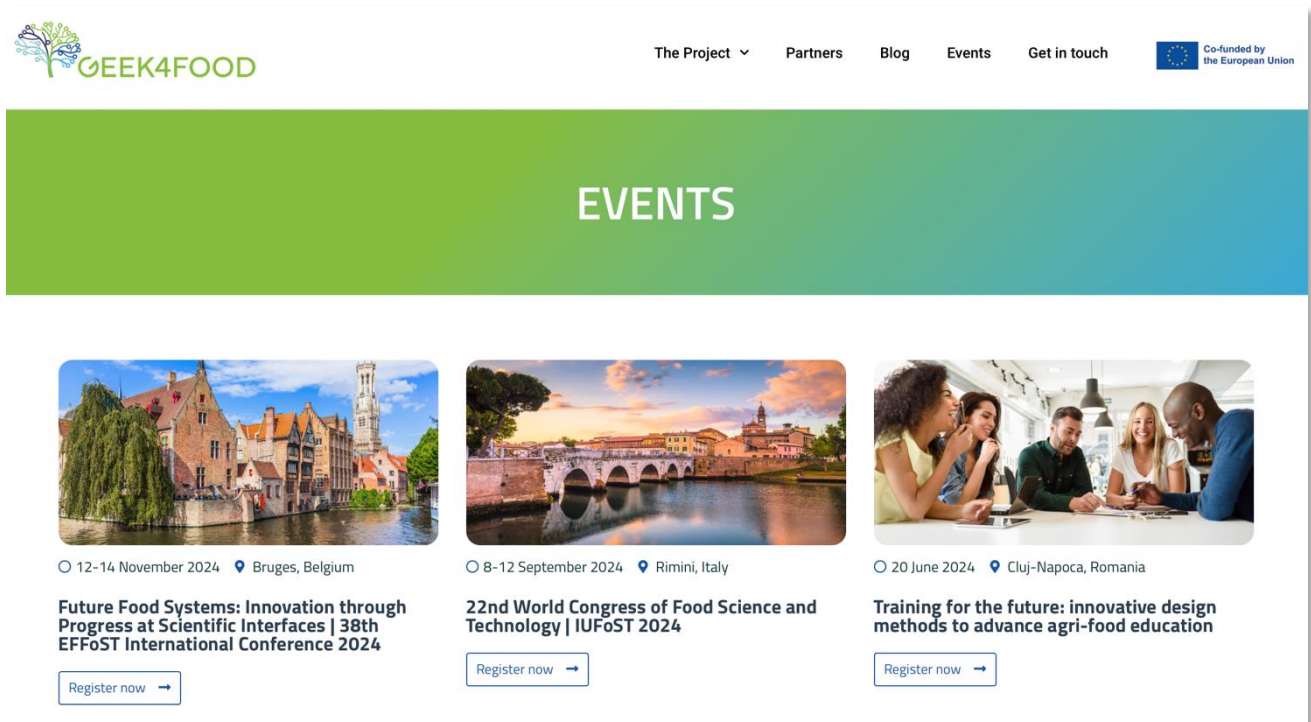


Fig. 20 – GEEK4Food “Events” section

## 2.1.6 Get in touch

The "Get in Touch" webpage on the GEEK4Food website is designed to facilitate communication between the project team and visitors.

The contact information is presented in a simple, easy-to-read format, making it straightforward for visitors to find the appropriate contact person for their needs:

- **Project Coordinator:**
  - **Name:** Paola Pittia
  - **Email:** [p.pittia@unite.it](mailto:p.pittia@unite.it)
- **Project Co-Coordinator:**
  - **Name:** Mario Roccaro
  - **Email:** [mario.roccaro@eitfood.eu](mailto:mario.roccaro@eitfood.eu)
- **Project Communication & Press:**
  - **Email:** [info@geek4food.eu](mailto:info@geek4food.eu)

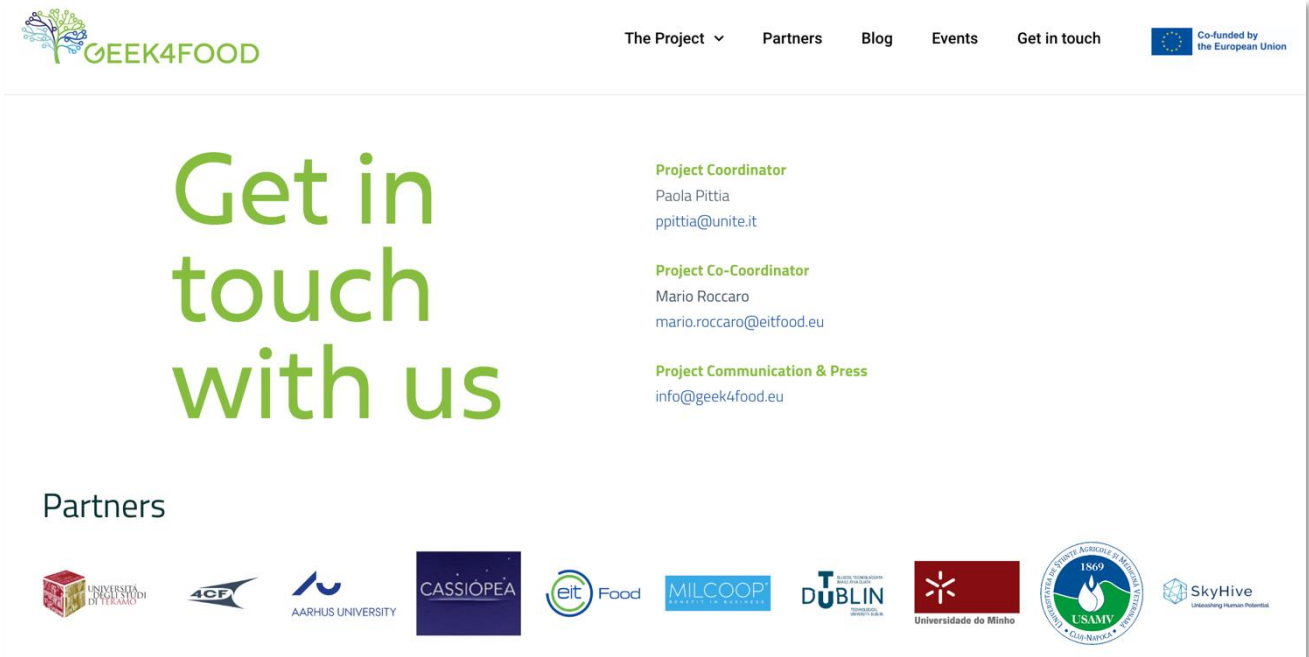


Fig. 21 – GEEK4Food “Get in touch” section

### 2.1.7 GEEK4Food’s Partners private area

The "Login" section in the footer of the GEEK4Food website is intended exclusively for project partners. It provides access to the project’s intranet, a secure area for collaboration and information sharing among team members. For more detailed information about the intranet and its functionalities, partners are encouraged to refer to the intranet deliverable.

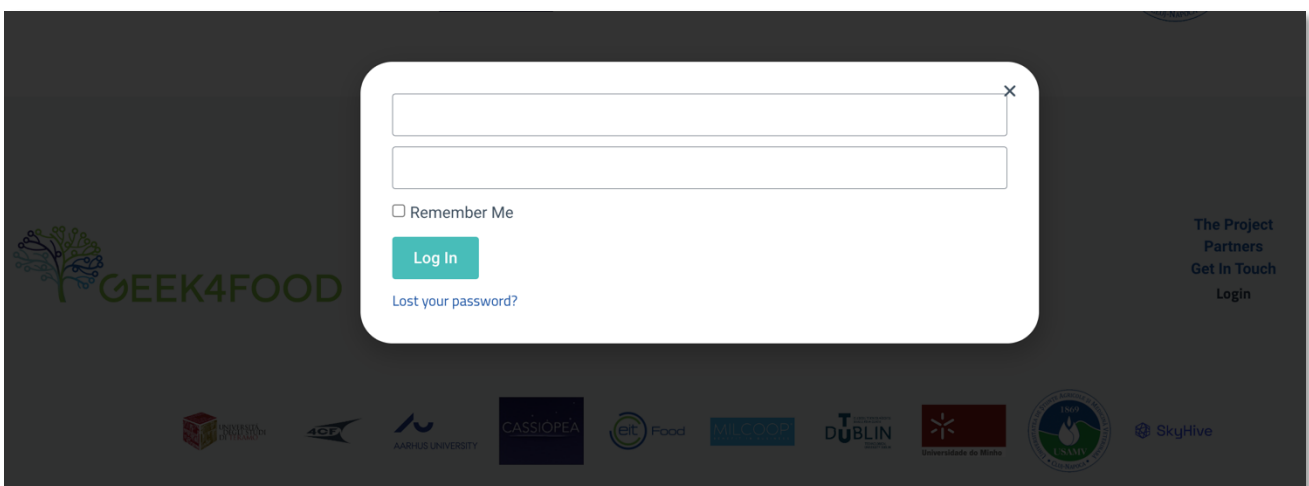


Fig. 22 – GEEK4Food Footer: “Login”

## 4. Communication and Dissemination Material

This section focuses on the development of material designed to communicate and disseminate the project's goals, achievements and impact. Dissemination material play a key role in raising awareness, engaging stakeholders, and creating a lasting impression.

Within the scope of this section, several types of communication and dissemination material will be considered. These include brochures, posters and roll up banner, and social media material.

### 3.1 Communication and Dissemination Material Selection

#### 3.1.1 Brochures

Brochures serve as a medium to convey essential information about the GEEK4Food project. These printed and online materials are designed to provide an overview of the project's objectives, activities, and expected outcomes. They are distributed at conferences, workshops, and other events to inform and engage a diverse audience, including policymakers, industry professionals, and the general public.

Two types of brochures are utilised:

- **General printable brochure:** This brochure provides an overarching view of the GEEK4Food project, including its objectives, activities, and expected outcomes. It is designed to be printed and distributed at various events, such as conferences and workshops, to inform and engage a broader audience, including policymakers, industry professionals, and the general public. This brochure ensures that essential information about the project is readily available in a tangible format.
- **Event-specific brochure** (see *Fig. 24* for an example): This type of brochure is tailored for specific events and is designed for online and on-site dissemination. It includes detailed information about the event, the project's role in it, and how attendees can engage with GEEK4Food's initiatives, etc. This brochure is interactive and easily accessible through digital platforms, making it ideal for pre-event promotion and on-the-go access during the event.



In the last 50 years, we have improved our food production to fight hunger and poverty, but this has caused environmental and health issues.

The way we produce and consume food is hurting our planet and contributing to health problems, like heart disease and diabetes. We need to change our food systems to better respect our planet's limits and improve our health.

This includes adopting the "Food-Health-Planet" and Bioeconomy approaches, considering how our diet affects both our health and the environment, and how to use renewable biological resources in a sustainable manner.

GEEK4Food aims to transform the agri-food approach to education through the use of a smart intervention model, the 3P-G4F Hub. Using artificial intelligence, this platform assesses skills gaps within the sector and provides tailored training and professional growth paths to bridge them. It also creates an ecosystem where learners, Higher Education institutions (HEIs), and food sector organisations interact seamlessly.

The project will also embark on a Foodathon endeavour, a collaborative event where stakeholders will brainstorm solutions to improve the food systems.



Co-funded by the European Union

**"Glocal Ecosystems and Expanded Knowledge for skills and capabilities in the food sector"** (GEEK4Food) is about creating a practical, cross-industry system that will help the food sector become more green and sustainable. It aims to do this by developing innovative AI-powered tools designed to foster a culture of continuous learning and skill enhancement, benefiting both the existing workforce and aspiring professionals in the food industry. By leveraging advanced artificial intelligence, the project aims to reshape the way knowledge and skills are developed and applied in the food sector, addressing both local and global sustainability challenges.

GEEK4Food is designed around a **three-step model**, each answering a key question: 'What now?', 'Now what?', and 'What for?', to methodically progress from identifying needs to implementing solutions and ultimately fostering policy innovation and evaluating project impact.

In the initial phase, 'What now?', our focus is on the development of two key tools: an AI-powered tool to predict green skills needed (G5T-G4F) and an interactive platform (3P-G4F) to connect training providers, job seekers, and sector demands. The dual purpose of these tools is to catalyse effective training strategies and to guide investments towards the most pertinent emerging green skills.

Progressing to the 'Now what?' stage, our attention shifts to the design and implementation of targeted training solutions to support green skill development in Higher Education, upgrade professionals' skills, and pilot innovative training initiatives. This stage is crucial for translating identified skill needs into tangible educational offerings and professional development opportunities.

The final stage, 'What for?', extends our vision to encompass policy innovation to foster green and sustainable approaches in the food system, driving change and evaluating project impact.

Want to get involved? Get in touch!  
[info@geek4food.eu](mailto:info@geek4food.eu) | [www.geek4food.com](http://www.geek4food.com)

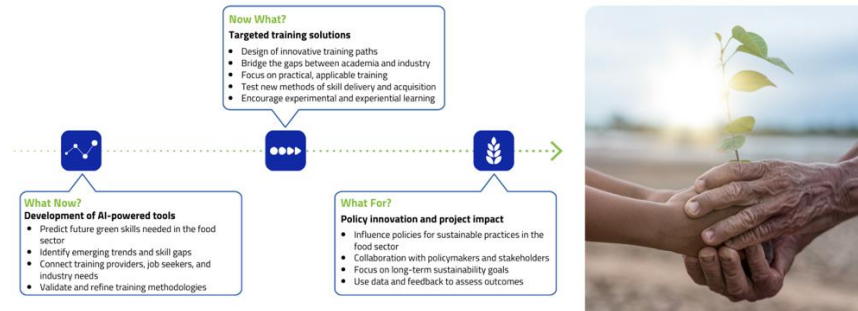


Fig. 23 – GEEK4Food general brochure



**GEEK4FOOD** Co-funded by the European Union

Global Ecosystems and Expanded Knowledge for green skills and capabilities in the Food sector

## Training for the Future: Innovative Design Methods to Advance Agri-Food Education

20 JUNE 2024 | 9:30AM-5:30PM

University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Romania

www.geek4food.com  
https://casee.usamvcluj.ro

info@geek4food.eu | www.geek4food.com

**OBJECTIVES**

- Imparting skills and innovative methods for designing effective courses;
- Preparing educators to address the challenges and opportunities presented by the green and digital transition;
- Fostering a system approach to tackling agri-food sector challenges;
- Adopting sustainable competency frameworks;
- Promoting collaborative learning and design.

**INFORMATION**

**Location:** Library Building, Room 47  
**Meals:** lunch and coffee breaks are included  
**Certificates:** at the end of the training, participants will receive a certificate of participation

**get your tickets!** 

**WHO CAN PARTICIPATE**

University teaching staff, PhD students and postdoctoral fellows;  
Curricula designers and trainers at the higher education and professional levels

**TRAINING PROGRAMME**

9:30-10:00 **Registration**

10:00-10:15 **Welcome and introduction**  
Prof. Paola Pitta, G4F Coordinator, University of Teramo (IT)  
Prof. Dan Vodnar, USAVM-Cluj-Napoca (RO)

10:15-11:15 **Inspirational lectures**  
"A systems approach to addressing the ONE-HEALTH challenges in the agri-food sector"  
Prof. Paola Pitta, G4F Coordinator, University of Teramo (IT)  
"Biotechnological applications in molecular gastronomy"  
Prof. Dan Vodnar, USAVM-Cluj-Napoca (RO)

11:15-11:30 **Coffee break**

11:30-12:00 **Sustainable competency frameworks for upskilling and reskilling in the agri-food sector**  
Dr. Mario Roccaro, G4F Co-coordinator, EIT Food (BE)

12:00-12:40 **Methods and tools for designing advanced training courses: from learning outcomes to evaluation**  
Prof. Milena Corredig & Konstantina Ntraliou, Aarhus University (DK)

12:40-13:10 **Presenting the GEEK4Food's AI-powered skill-based platform**  
Mohan Reddy, SkyHive (US)

13:10-14:10 **Lunch break**

14:10-14:25 **Introduction to afternoon activities and teams formation**  
Konstantina Ntraliou, Aarhus University (DK) & Mario Roccaro, EIT Food (BE)

14:25-15:25 **Let's design part 1**

15:25-15:40 **Coffee break**

15:40-16:50 **Let's design part 2**

16:50-17:30 **Plenary reporting of the courses designed by each team**

17:30 **Conclusions and end of activities**

Fig. 24 – GEEK4Food specific brochure example ([link](#))

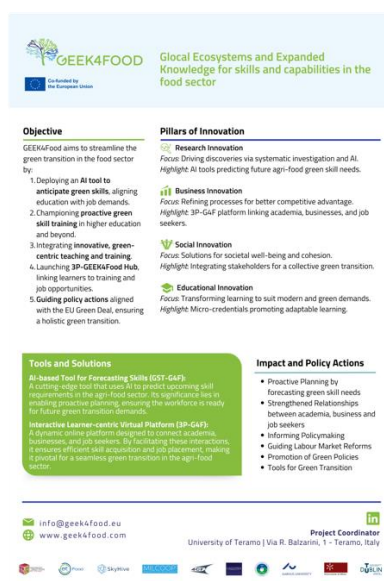
### 3.1.2 Posters

Posters are visually impactful tools used to enhance the visibility of the GEEK4Food project at various events. These materials are designed to attract attention and provide a quick snapshot of the project's key messages and visual identity. They are placed at event venues to maximise exposure and facilitate interactions with attendees.

2nd project meeting poster



GEEK4Food general poster



GEEK4Food event specific poster



Fig. 25 – GEEK4Food Poster examples

### 3.1.3 Social media material

The GEEK4Food project utilises [LinkedIn](#) to disseminate information<sup>1</sup>, share updates, and engage with stakeholders. Social media materials, including posts, graphics and videos are crafted to align with the project's communication strategy (Deliverable 8.1), ensuring consistent messaging and broad outreach.

<sup>1</sup> For a detailed report on LinkedIn, please refer to Deliverable 8.4.



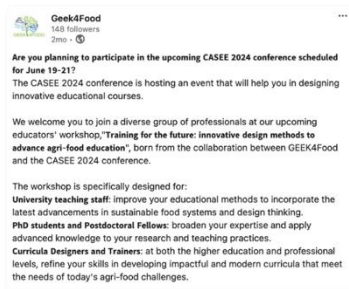


Fig. 26 – GEEK4Food social media material examples

----- END OF DELIVERABLE -----