GEEK4FOOD

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

D8.2
Website and Communication and Dissemination Material

PROJECT No.	101087203
PROJECT ACRONYM	GEEK4Food
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PROJECT WEBSITE	www.geek4food.eu
PRJECT COORDINATOR	Paola Pittia, UNITE	Via R. Balzarini 1, 64100, Teramo (TE), Italy
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EU PROJECT OFFICER	Barbara Hermans

DELIVERABLE No. - TITLE	D8.2 – Website and Communication and Dissemination Material
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GEEK4FOOD

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CONTENT

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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	GEEK4FOOD

Colour palette	#373381 #0D2CCF #35A7DC #87BD40 #6DC0C7

Typography	**Titillium web** / **Arial** — 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 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
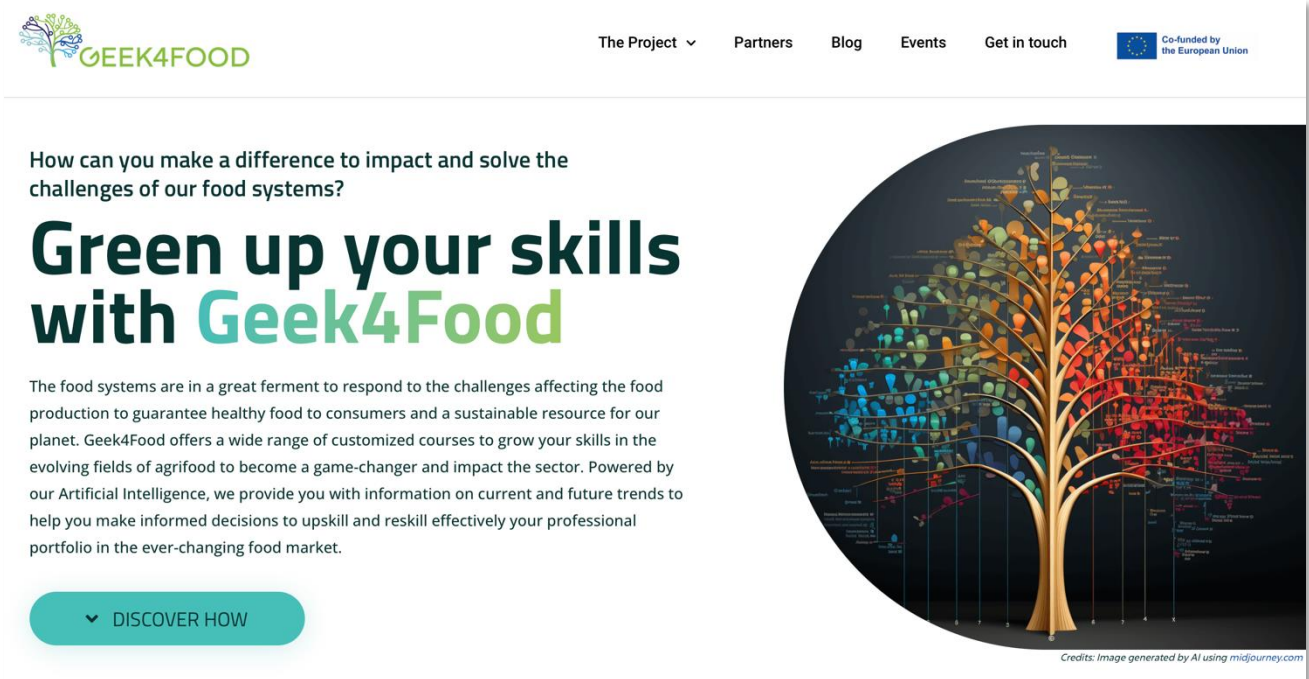6. Log in button to access the Partners private area or Intranet

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.

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.

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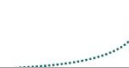

Fig. 4 - GEEK4Food Website: Home Page, Information aligning with the project's core objectives (2)

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.
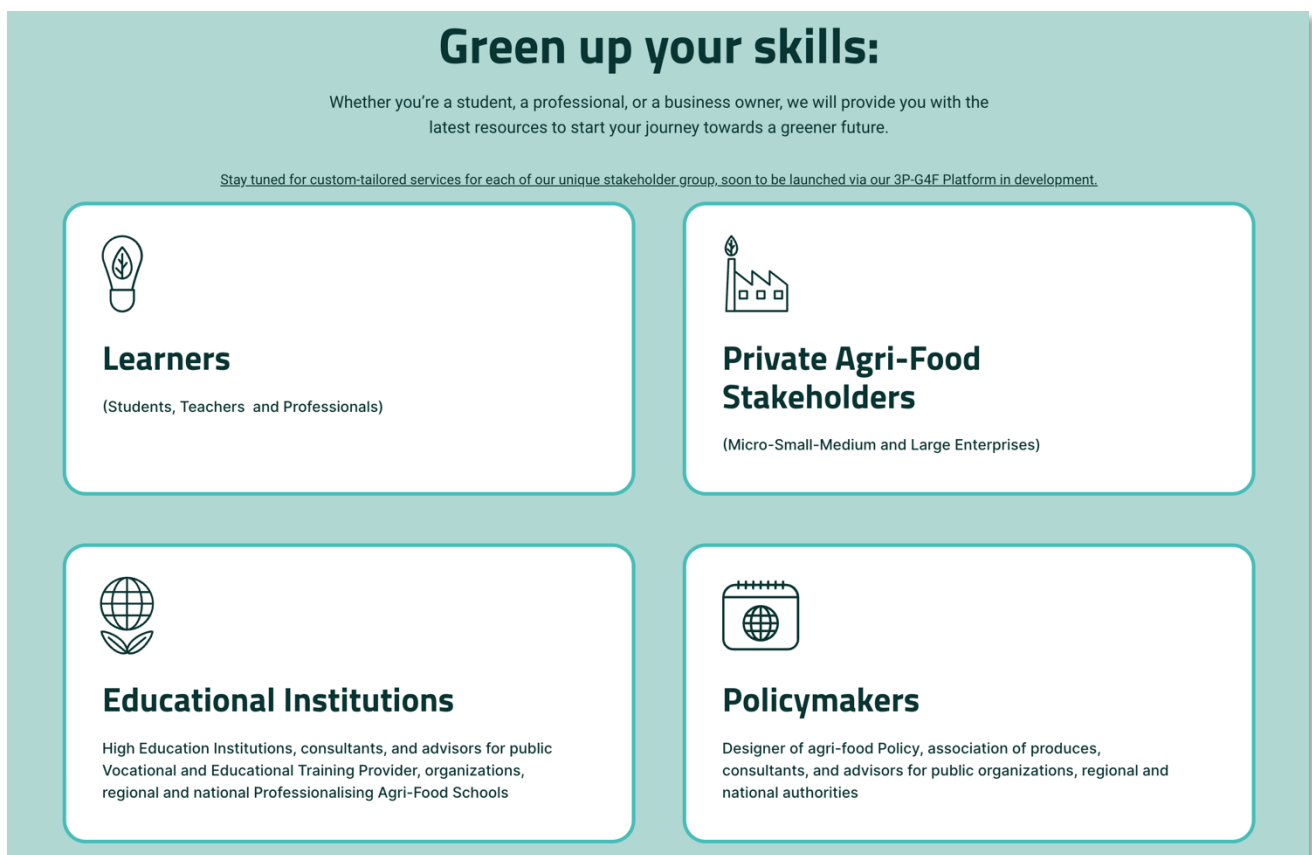

Green up your skills:

Whether you're a student, a professional, or a business owner, we will provide you with the latest resources to start your journey towards a greener future.

Stay tuned for custom-tailored services for each of our unique stakeholder group, soon to be launched via our 3P-G4F Platform in development.

Learners

(Students, Teachers and Professionals)

Private Agri-Food Stakeholders

(Micro-Small-Medium and Large Enterprises)

Educational Institutions

High Education Institutions, consultants, and advisors for public Vocational and Educational Training Provider, organizations, regional and national Professionalising Agri-Food Schools

Policymakers

Designer of agri-food Policy, association of produces, consultants, and advisors for public organizations, regional and national authorities

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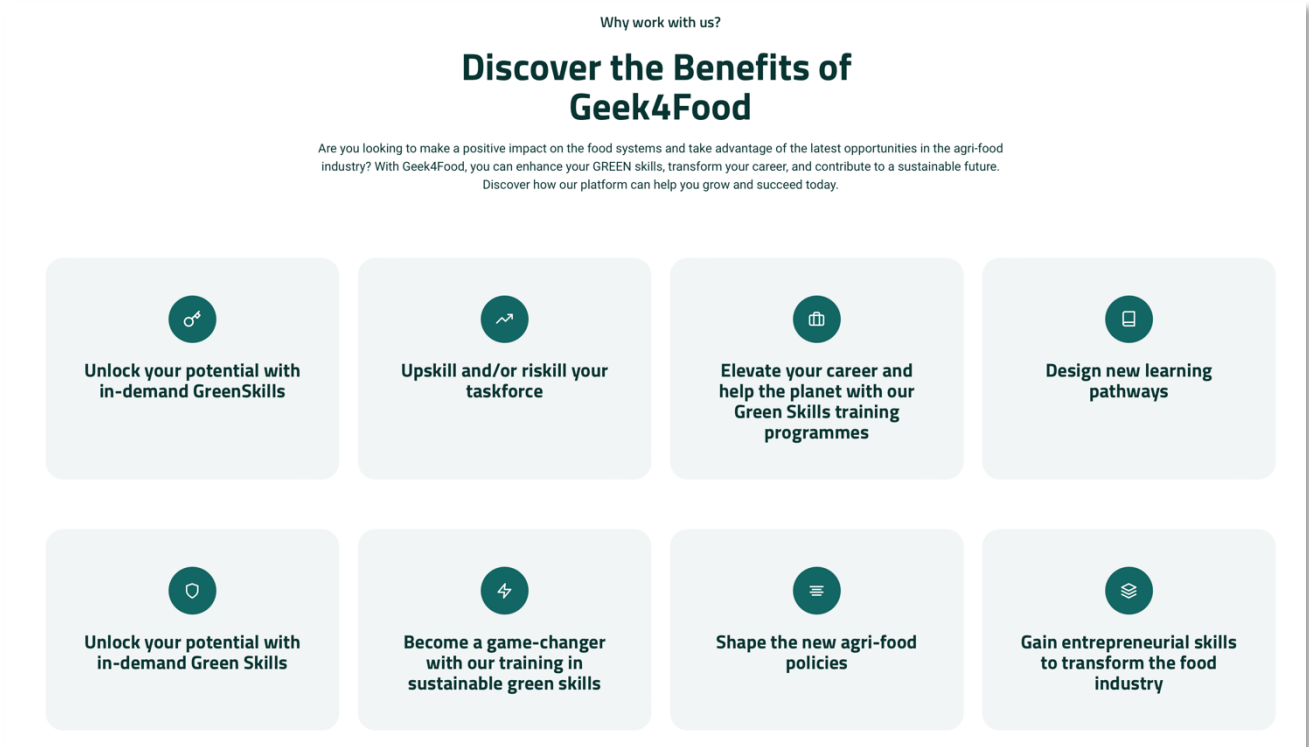
Fig. 6 – GEEK4Food Website: Home Page, The Benefits

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 navitagion 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.
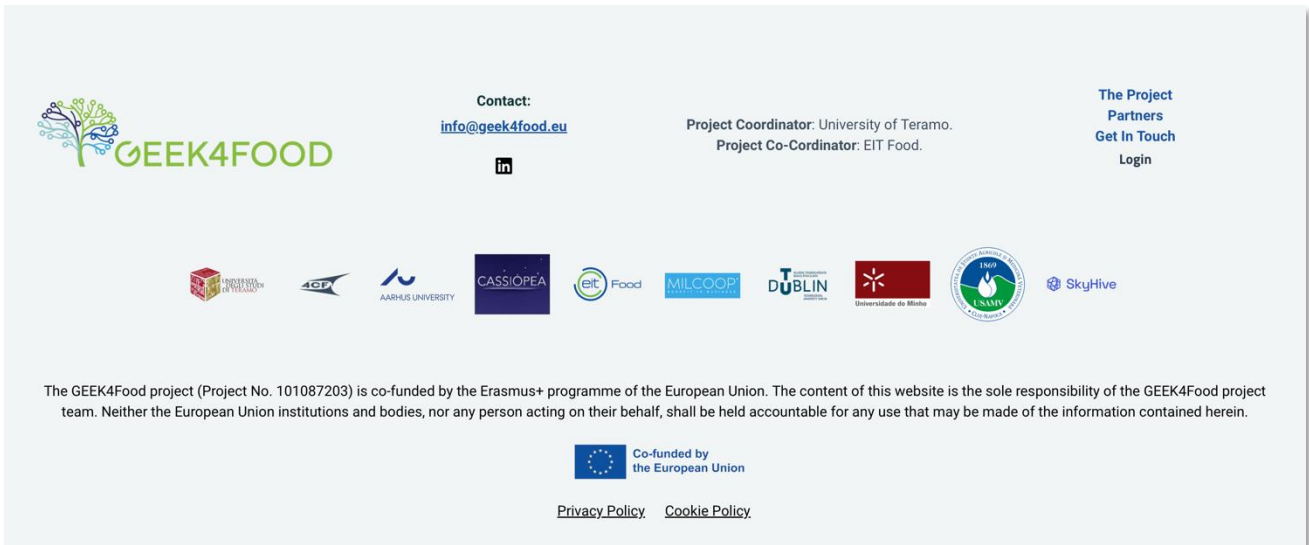
Fig. 7 – GEEK4Food website footer

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.
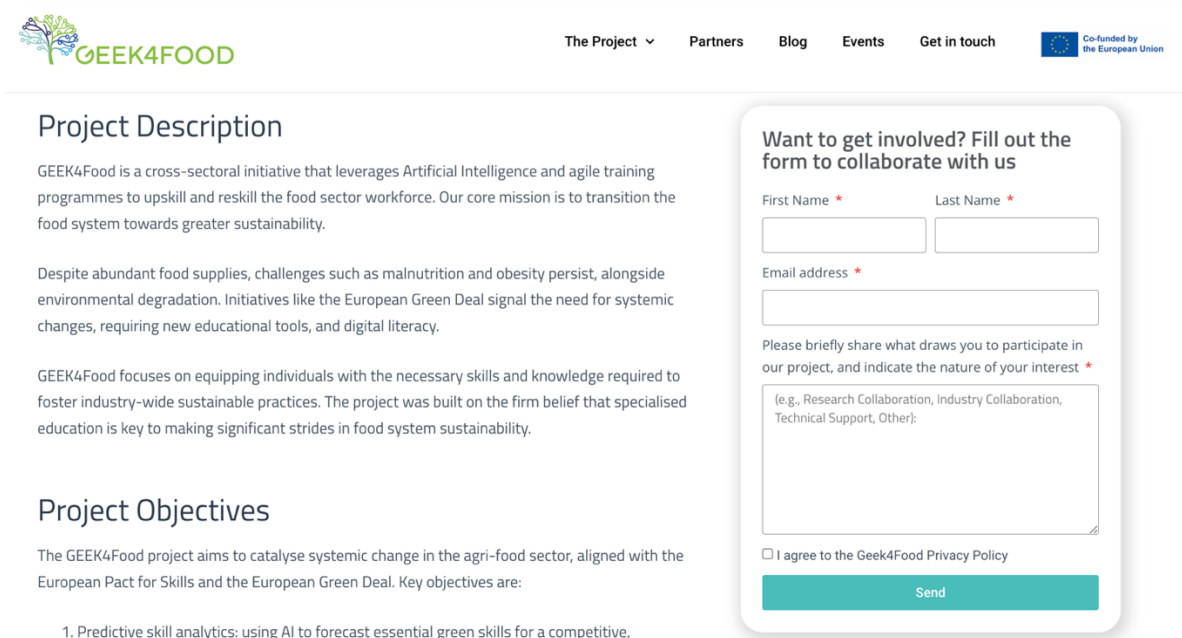
Fig. 8 – GEEK4Food "The Project: Project Description

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

Send

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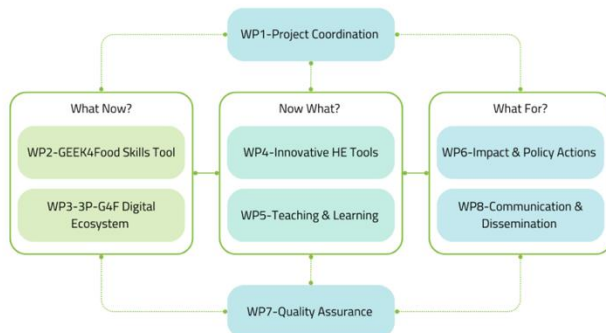
Want to get involved? Fill out the form to collaborate with us

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

Send

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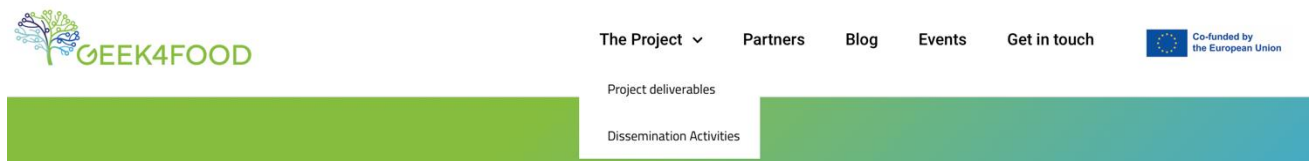
Fig. 12 – "Project deliverables" and "Dissemination activities" sub-menu options

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.

PROJECT DELIVERABLES

WP8 | D8.2: Website and dissemination material
Report on the website of the project; on-line and physical/electronic material for dissemination.
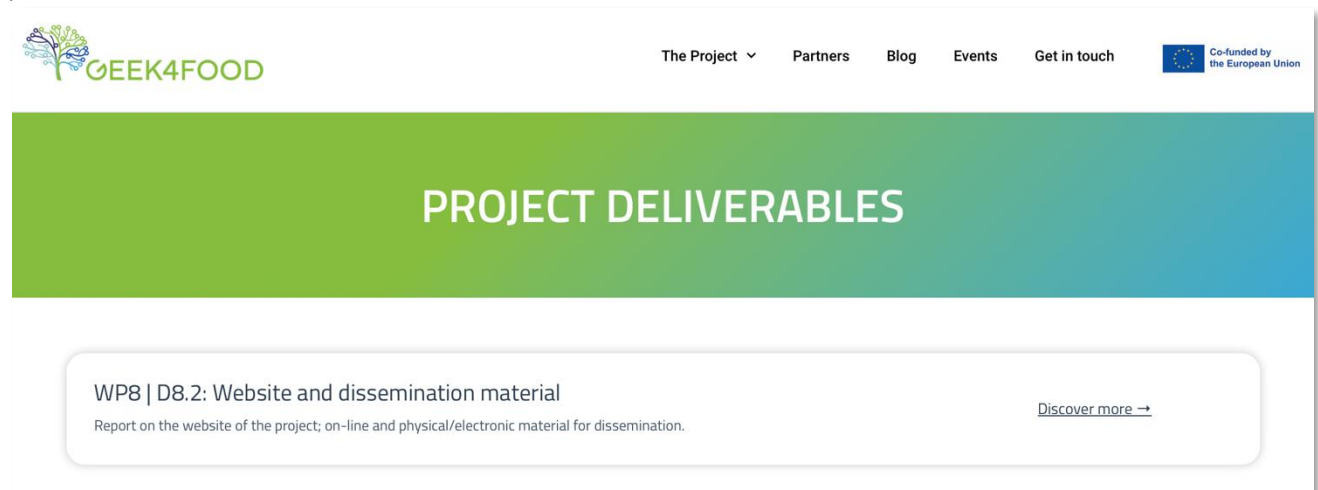
Discover more →

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.
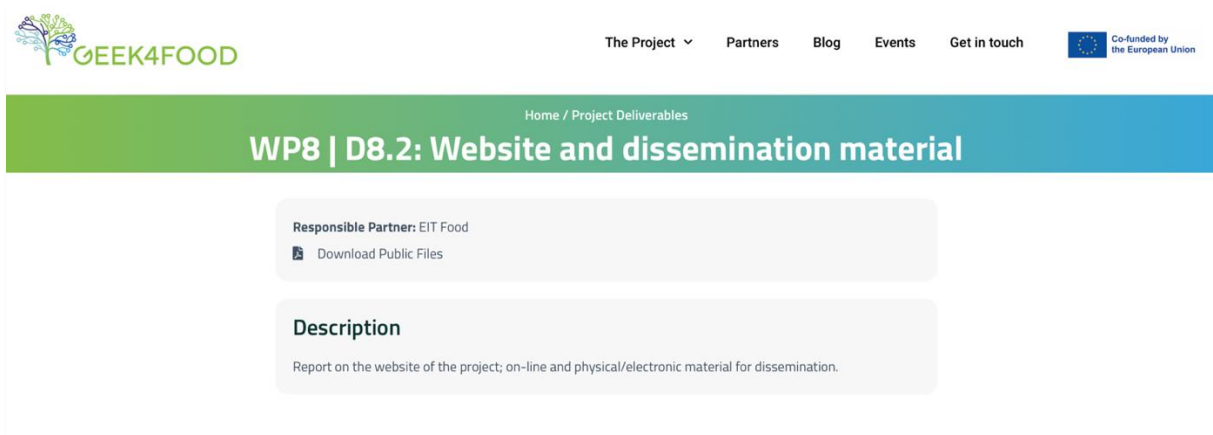
Fig. 14 – GEEK4Food project deliverable webpage example

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".
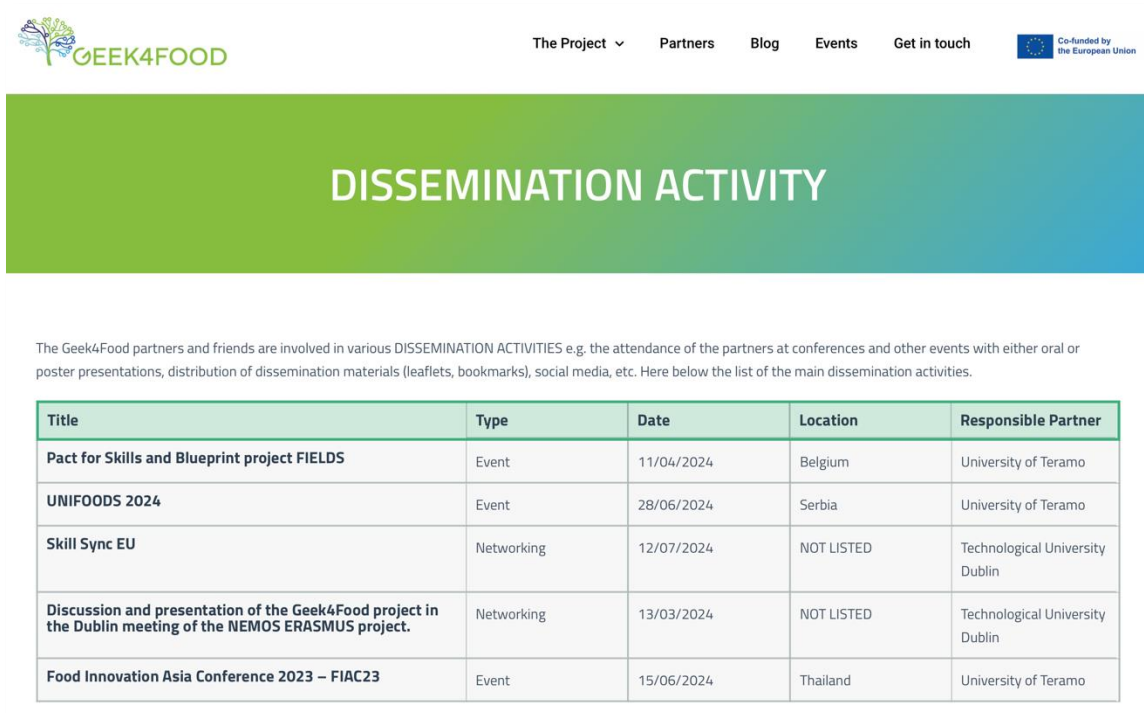
Fig. 15 – GEEK4Food "Dissemination activities" landing page

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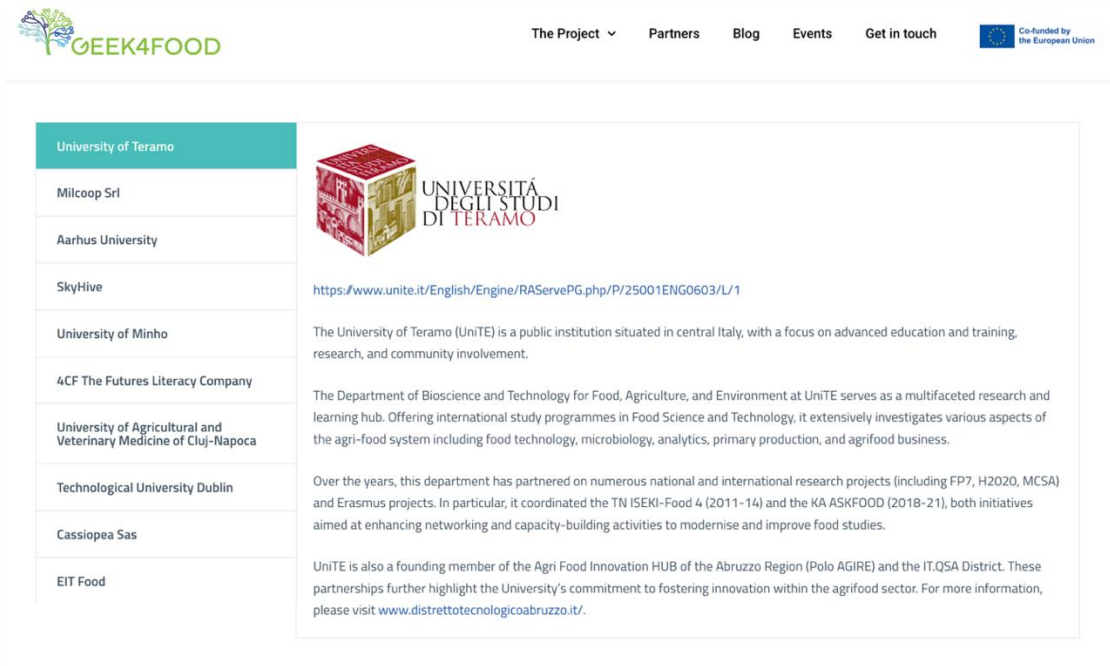
Fig. 17 – GEEK4Food "Partners" section (University of Teramo example)

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.
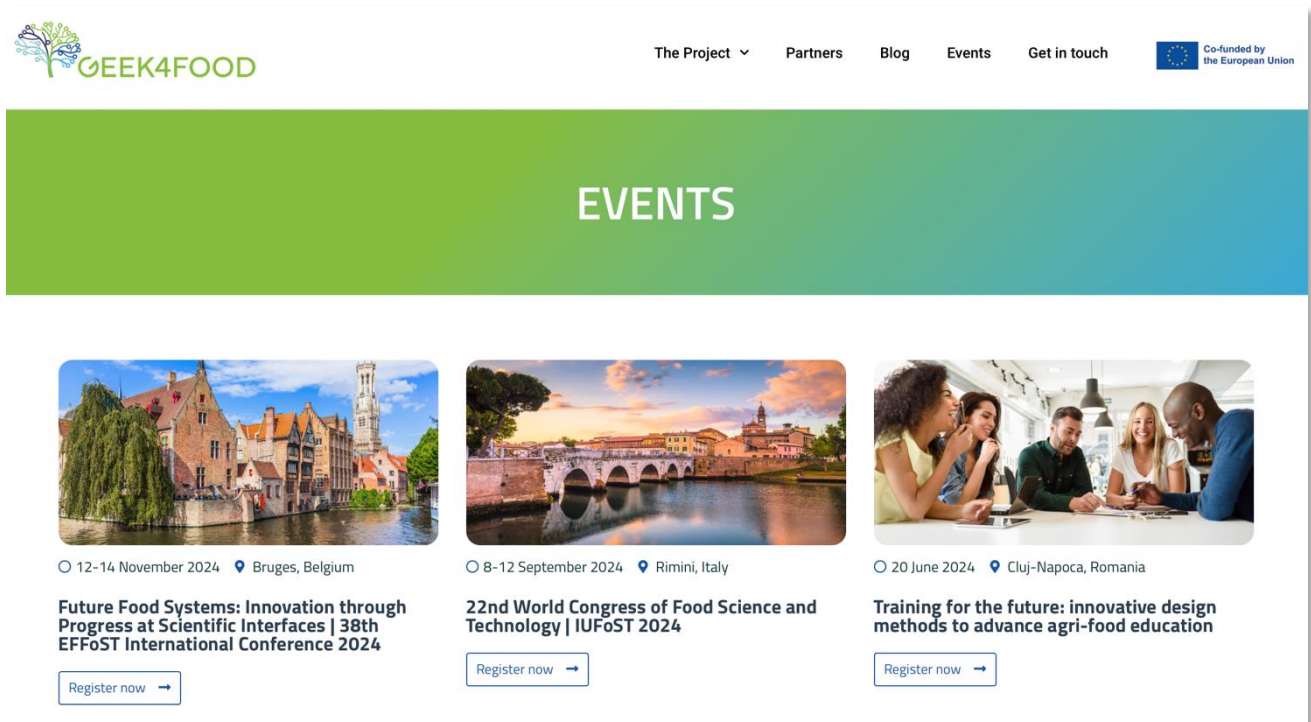
Fig. 20 – GEEK4Food "Events" section

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
- Project Co-Coordinator:
    - **Name**: Mario Roccaro
    - **Email**: mario.roccaro@eitfood.eu
- Project Communication & Press:
    - **Email**: info@geek4food.eu
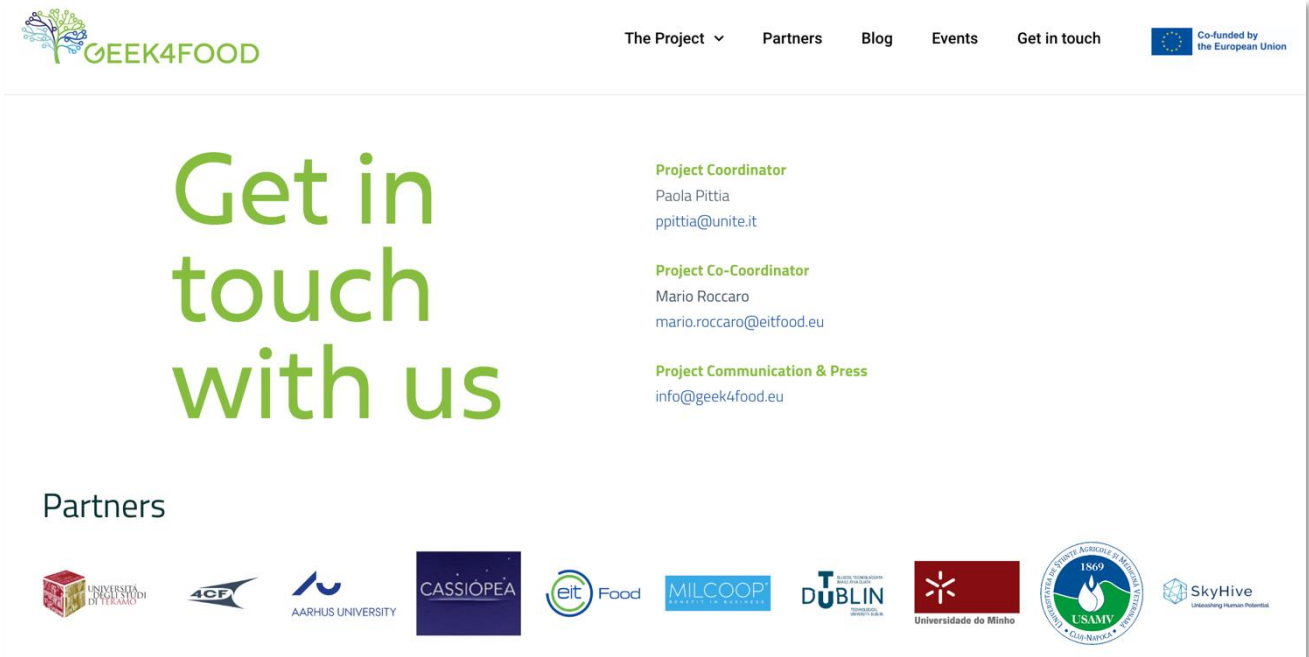
Fig. 21 – GEEK4Food "Get in touch" section

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.
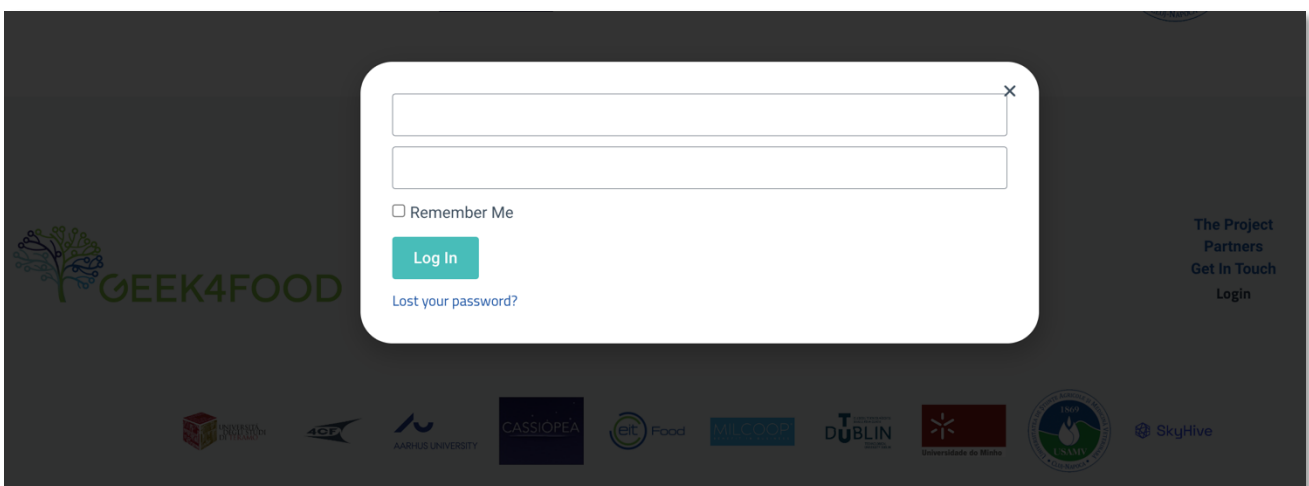
Fig. 22 – GEEK4Food Footer: "Login"

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.

Fig. 23 – GEEK4Food general brochure

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.
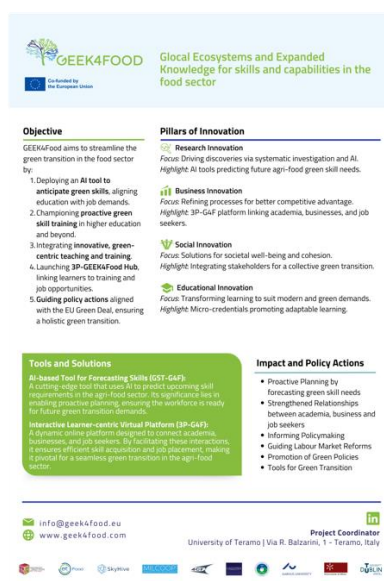
Fig. 25 – GEEK4Food Poster examples

3.1.3 Social media material

The GEEK4Food project utilises [LinkedIn](#) to disseminate information[1], 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.

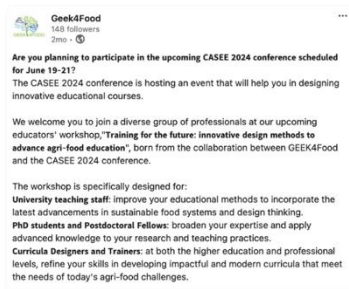[1] For a detailed report on LinkedIn, please refer to Deliverable 8.4.

Fig. 26 – GEEK4Food social media material examples

--- END OF DELIVERABLE ---