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GEEK4FOOD

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

8.4

Dissemination and Communication Activities

Co-funded by the European Union

PROJECT No.	101087203
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1. Executive summary

Over the past 16 months (M2-M18), the GEEK4Food project has actively engaged in a variety of communication efforts to promote its objectives and achievements. These activities have played a crucial role in broadening our reach and deepening our impact:

- Events: We have hosted and participated in numerous events, targeting audiences outside our consortium. Notable among these was the Food Innovation Asia Conference 2024, which attracted over 300 participants from diverse sectors, and the Skill Sync EU event, which focused on bridging AI skill gaps in the agri-food sector.
- Media: Our engagement extended online with regular blog updates, keeping the public and stakeholders informed. A key highlight was our coverage of the "Training for the future" workshop, which was aimed at equipping educators with cutting-edge methodologies for the agri-food sector.
- Digital presence: We strengthened our online footprint through our website and social media, continually optimising our approach based on analytics of user engagement.
- Promotional materials: We developed and distributed a variety of materials, including brochures and posters, tailored to convey key information about the project effectively at various events and online platforms.

This document represents the first of three reporting deliverables, with the final report scheduled for delivery at month 36 of the project.

2. Introduction

This deliverable provides an in-depth overview of the GEEK4Food (G4F) project's communication and dissemination activities from M2 toM18. It outlines the various methods and channels the project has used to share its progress and results with a broad audience. This includes stakeholders from different sectors and the public. According to the Dissemination strategic plan (D8.1), efforts have been concentrated across several key areas: hosting events, maintaining a robust digital presence, engaging with media, and effectively using promotional materials.

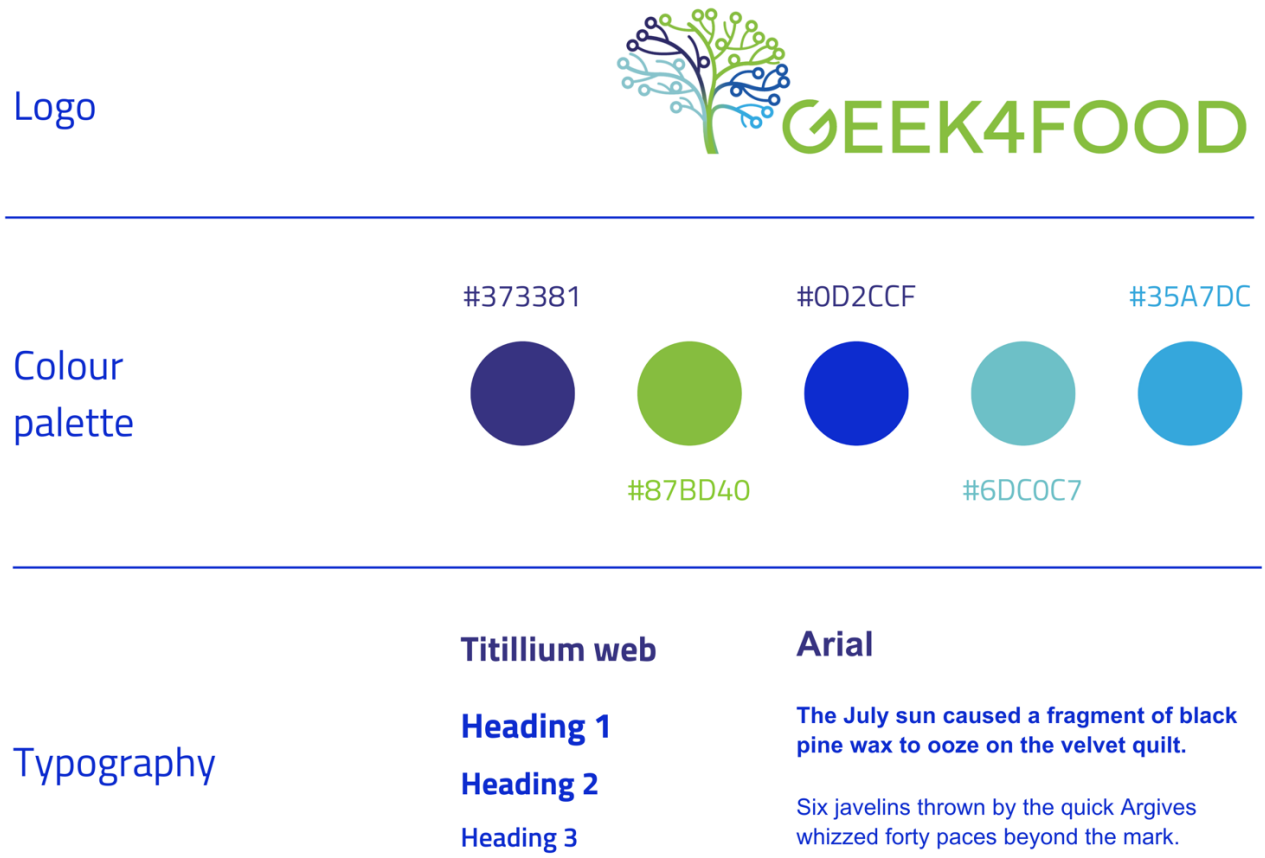
By organising and participating in various events such as conferences, workshops, and seminars, the consortium has engaged directly with external stakeholders, fostering discussions and idea sharing. The project' digital efforts focus on maintaining a strong online presence, using the project website and social media platforms to connect with a broader audience. Regular blog posts keep the project's audience informed and engaged with the its developments.

Additionally, promotional materials like brochures and posters have clearly communicated the project's objectives and achievements. These materials ensure that essential information is easily accessible and widely disseminated.

This document represents the first of three reporting deliverables, withthe final one scheduled for M36.

1.1. GEEK4Food visual identity

The visual representation of GEEK4Food includes the following elements:



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. Activities and channels

From M2 to M18, the G4F project conducted various communication and dissemination activities to share the project's progress and results with a broad audience. These activities included:

- Events: conferences, workshops, and seminars aimed at stakeholders outside the consortium. Each event's details, such as dates, locations, number of attendees, and target audiences, are documented.

- **Media and press:** blog posts and press release activities to highlight the project's visibility in the public domain.
- **Digital presence:** active digital presence through the project's website and social media. Metrics such as website visits, social media followers, and engagement levels are provided.
- **Promotional materials:** posters to support the dissemination efforts.

3.1 Events

This section highlights engagements such as networking activities, meetings or webinars, and conferences that are contributing to the visibility and impact of GEEK4Food. These events span various geographic locations and are attended by various stakeholders, including higher education institutions, research centres, professional organisations, and industry professionals. For example, the Skill Sync EU meeting was a focused networking session to discuss AI skill gaps relevant to the agri-food sector, attracting key stakeholders and fostering targeted dialogue around innovative educational outcomes. The Food Innovation Asia Conference 2024 (FIAC24) served as a significant platform for discussing innovation in the food system and presenting the GEEK4Food project, with over 300 attendees from multiple sectors.
Table 1 summarises event details such as dates, locations, attendee numbers, and target audiences.

Table 1 – GEEK4Food events

Event	Date	Location	Attendees number	Target audience
Strategic Foresight and the Future of the Food System Transition by 2040 Workshop (organised by the GEEK4Food project team)	12.01.2024	Technical University Dublin, Ireland	21	Higher Education (teachers, researchers), Research centres, Organisations, Associations of stakeholders, Professionals and consultancy
NEMOS project meeting	13.03.2024	Dublin, Ireland	12	Higher Education (teachers, researchers)
Agri-food Pact for Skills	11.04.2024	Bruxelles, Belgium	40	Higher Education (teachers, researchers), Research centres, Organisations, Associations of stakeholders, Professionals and consultancy

Food Innovation Asia Conference 2024	15.06.2024	Bangkok, Thailand	300	Higher Education (teachers, researchers), Research centres, Industry, Organisations, Associations of stakeholders
CASEE 2024 Conference	19.06.2024	USAVM Cluj Napoca, Romania	150	Higher Education (teachers, researchers), Research centres, Organisations, Associations of stakeholders, Professionals and consultancy
Training for the future: innovative design methods to advance agri-food education (organised by the GEEK4Food project team)	20.06.2024	CASEE 2024 Conference, USAVM Cluj Napoca, Romania	11	Higher Education (teachers, researchers), trainers at the higher education and professional levels
UNIFOODS 2024	28.06.2024	Belgrade, Serbia	200	Higher Education (teachers, researchers), Research centres
Skill Sync EU meeting	12.07.2024	Online	6	Organisations, Associations of stakeholders

3.2 Media

This section of the deliverable summarizes how GEEK4Food's developments and insights have been communicated to the public and stakeholders via media channels, particularly through blog posts on the GEEK4Food website. These blog entries are essential for disseminating information about the project's progress, achievements, and future plans in an accessible yet thorough manner.

The inaugural blog post, "Training for the future: working with agri-food educators for future challenges," published on 11 July 2024, exemplifies our strategic approach to outreach. It describes an educators' workshop at the University of Agricultural Sciences and Veterinary Medicine in Cluj-Napoca on 20 June 2024. This event aimed to equip educators with innovative methodologies for addressing current and future challenges in the agri-food sector.

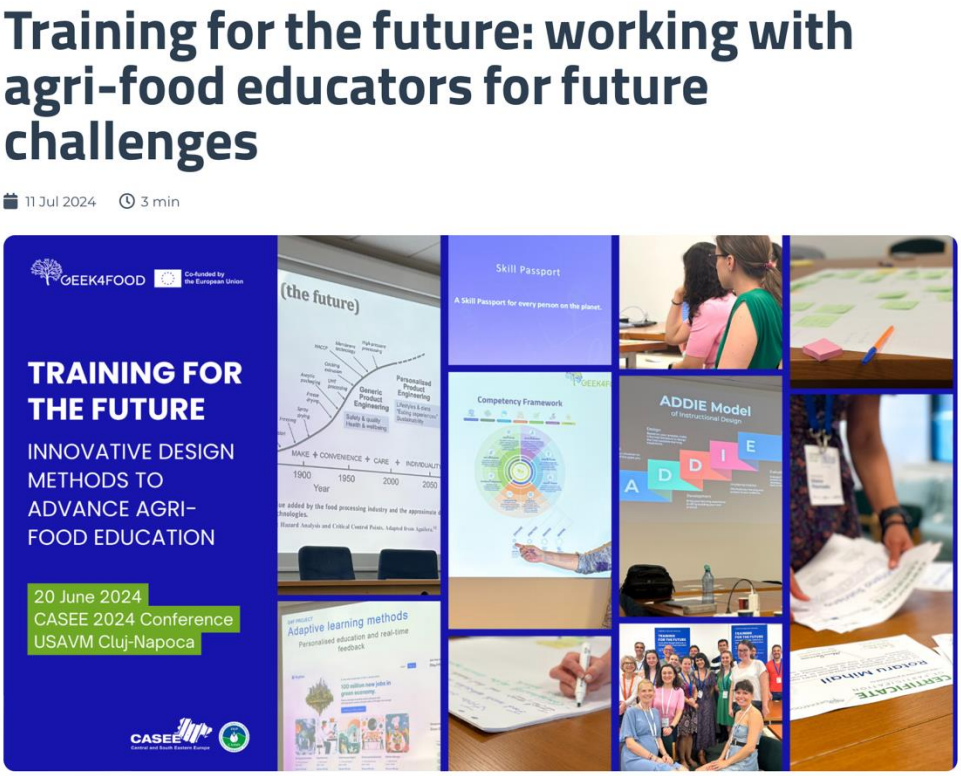


Fig. 1 – Screenshot of the blog post "Training for the future: working with agri-food educators for future challenges"

3.3 Digital presence

This section outlines our project's digital presence across various online platforms, highlighting how our content and interactions are engaging our target audience. It includes detailed analytics from our project website and social media activities, specifically focusing on LinkedIn (*Table 2*). These insights help us understand the effectiveness of our digital communication strategies and guide future content and engagement efforts.

Annex 1 includes a collection of GEEK4Food and Partners' LinkedIn posts.

3.3.1 Definitions of metrics

Project website Google Analytics metrics:

- All visitors: The total number of unique users who have visited the website during the specified period.
- Total sessions: Measure the total number of user interactions with the GEEK4Food website during a specified period. Each session includes all activities from when a user enters the site until they leave or become inactive.

- **Session duration**: The weighted average session duration is calculated by summing the total time spent on the GEEK4Food website and dividing it by the total number of sessions.
- **Engagement rate**: The percentage of sessions in which the user interacted actively with the content beyond mere page loading, such as clicking and navigational events.

LinkedIn metrics:

- **Followers**: The number of LinkedIn users who follow the GEEK4Food page to receive updates directly in their feed.
- **Reactions**: The total count of emotional responses (Like, Love, Insightful, etc.) that users have given to the GEEK4Food posts.
- **Comments**: The number of comments made on posts.
- **Reposts**: The number of times the content has been shared or reposted by users on their own LinkedIn profiles or with their networks.

Table 2 – Digital engagement metrics summary

Digital channel	Metric	Value
Project website[1]	All visitors	116
	Total sessions	138
	Session duration	1m 31s
	Engagement rate	60%
Social media - LinkedIn[2]	Followers	151
	Reactions	213
	Comments	20
	Reposts	11
	Visitor demographics by job function	
	Programme and project managers	60%
	Research	10%
	Business development	10%
	Engineering	10%
	Others	10%

[1] The data presented spans the most recent 30-day period, coinciding with the activation of the GEEK4Food's Google Analytics tracking one month ago.
[2] Last 365 days.

GEEK4Food partners have been sharing the project's activities through their digital platforms, including websites (*Table 3*) and social media (*Annex 1*).

Table 3 – Partners' websites and promotion of GEEK4Food

Partner	Promotion of GEEK4Food (link)
University of Teramo	https://www.unite.it/UniTE/Erasmus_finanziati/GEEK4Food
Aarhus University	https://food.au.dk/collaboration/international-collaboration/erasmus-project-geek4food
4CF	https://4cf.eu/food-system-transition-geek4food/
EIT Food	https://learning.eitfood.eu/collaborate/codevelop-eu-projects-collaborations/eu-projects-collaborations

3.4 Promotional materials

This section details the range of promotional materials created to support the dissemination and communication efforts of our project. These materials are designed to effectively convey key information about the project's objectives, progress, and outcomes to diverse audiences. Included in this section are descriptions and visuals of the various types of materials developed, such as brochures, posters, and roll-ups, each tailored to specific promotional needs and settings.

Furthermore, Annex 2 includes two versions of the GEEK4Food PowerPoint templates currently in use by the partners.

3.4.1 Brochures

Brochures are a key component of the GEEK4Food outreach efforts, designed to provide concise, yet comprehensive information about the project. They highlight key objectives, achievements, and future directions in an easily digestible format.

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. 3* 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. 2 – GEEK4Food general brochure

Fig. 3 - GEEK4Food specific brochure example (link)

3.4.2 Posters

Posters are visual tools to essential for attracting attention and conveying important information at events, conferences, and other public spaces.

We utilise two main types of posters within the GEEK4Food project:

1. Event-specific posters: These are tailored to specific events, conferences, or public spaces where the project is being presented or discussed. They are designed to resonate with the particular themes and audiences of each event, providing relevant information and visuals that highlight the specific aspects of the project pertinent to that gathering.
2. General project posters: In addition to event-specific materials, we have developed a general poster that serves as an all-encompassing representation of the GEEK4Food project. This poster, as exemplified in the provided image (Fig. 4), outlines the overarching objectives and key innovations of the project.

2nd project meeting poster

GEEK4Food general poster

GEEK4Food event specific poster

Fig. 4 – GEEK4Food posters

4. Annex 1: LinkedIn Posts

Annex 1 presents a collection of some of the most recent LinkedIn posts from the GEEK4Food project[3] and partners' LinkedIn pages. This collection includes screenshots of the posts, along with engagement metrics such as reactions, comments, reposts, and engagement rates where available.

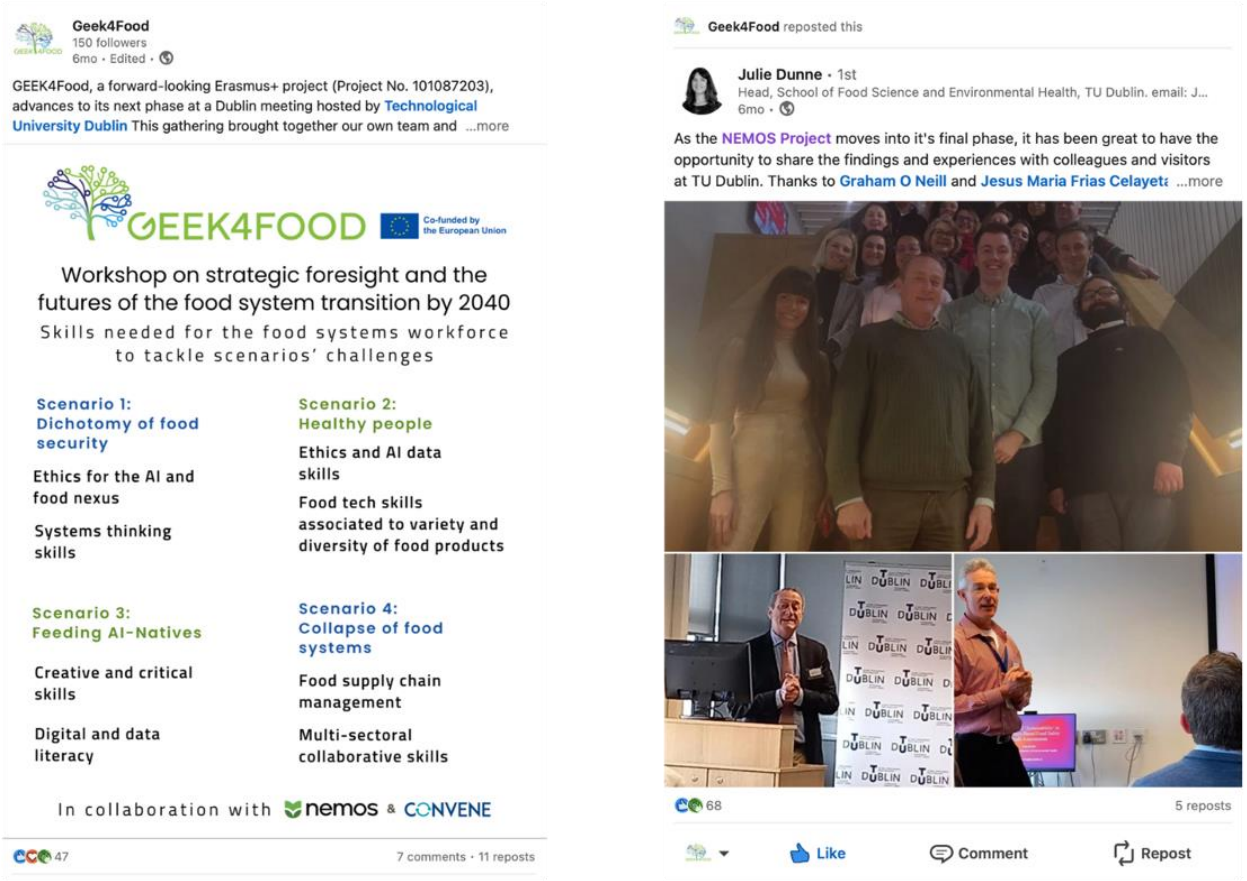
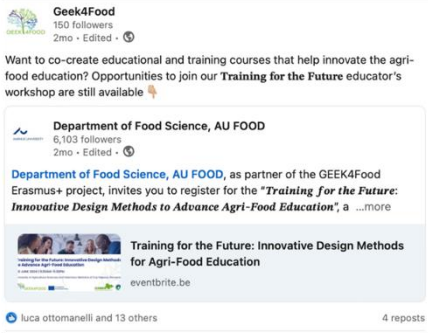


Fig. 1 – GEEK4Food Dublin project meeting and Foresight Workshop (post on the left engagement rate: 24.09%)

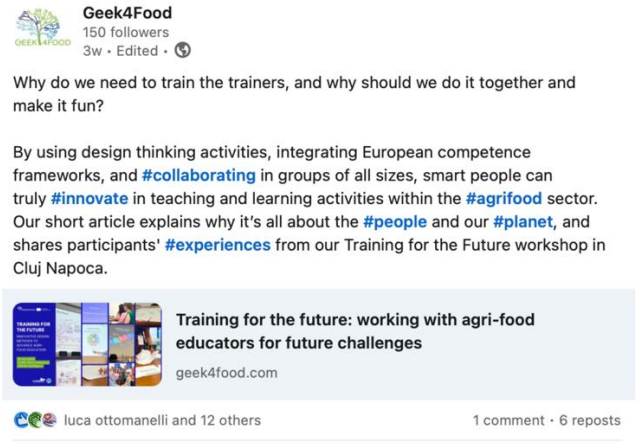
[3] Due to LinkedIn's platform limitations that restrict access to posts after a specific period, we are presenting only the most recent posts in this documentation.

Fig. 2 – GEEK4Food presented at the Agrifood Pact for Skills event (engagement rate: 12%)



Engagement rate: 8.02% Engagement rate: 10.17% Engagement rate: 9.16%

Fig. 3 – GEEK4Food promotion of the Training for the Future educators' workshop



Engagement rate: 144.2%

Engagement rate: 11.64%

Fig. 4 – GEEK4Food promotion of the Training for the Future educators' workshop (2)

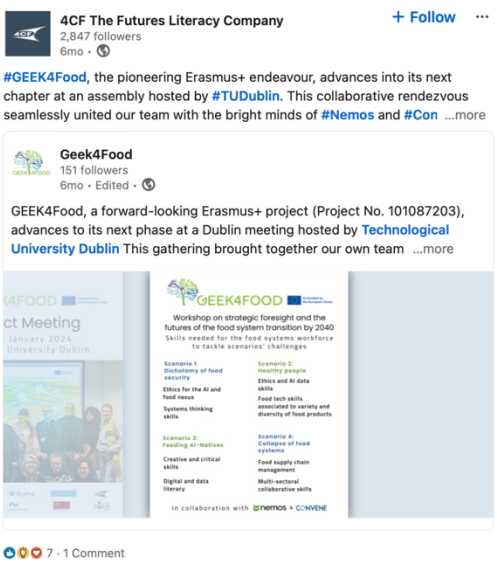


Fig. 5 – LinkedIn posts shared by partners about the GEEK4Food Foresight workshop

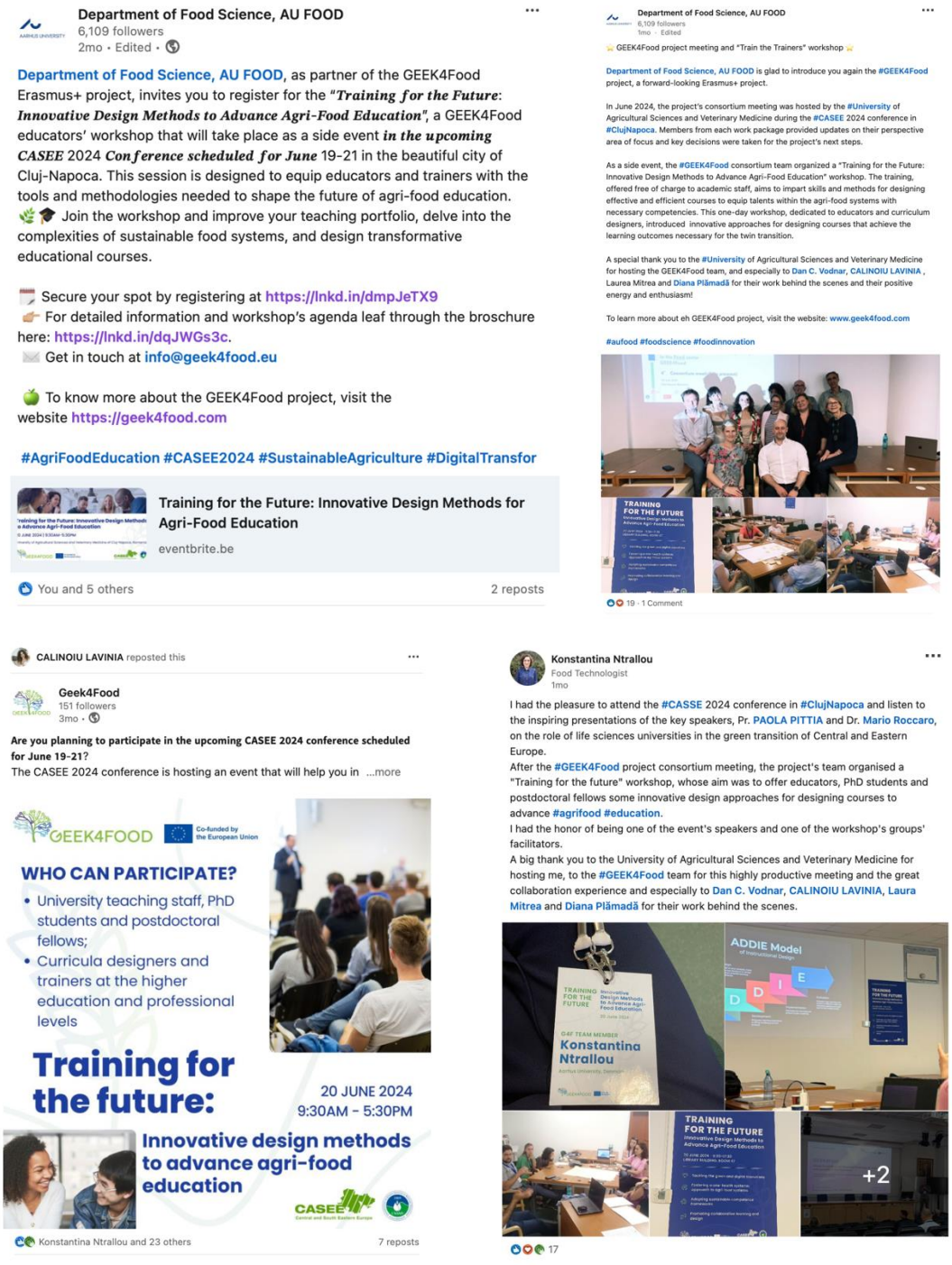


Fig. 6 – LinkedIn posts shared by partners about the GEEK4Food Training for the Future workshop and CASEE 2024 Conference (Cluj-Napoca, Romania)

5. Annex 2: PowerPoint Templates

At the outset of the project, WP8 developed the initial GEEK4Food presentation template. The template has now been revised based on data collection, feedback interpretation, and to ensure alignment with the design of the 3P-G4F platform currently in development.
While both versions of the template are available for use by GEEK4Food partners, it is recommended that the updated version be used, particularly for communication and dissemination activities outside the consortium.

Initial template

GEEK4FOOD

Co-funded by the European Union

WP title

Subtitle

WPN | Full Name, Organisation or Institution
Context - Date

GEEK4FOOD

Co-funded by
the European Union

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eit
Food

SkyHive

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UNIVERSITÁ
DEGLI STUDI
DI TERAMO

Universidade do Minho

EFFoST

ICC
INTERNATIONAL ASSOCIATION FOR
CEREAL SCIENCE AND TECHNOLOGY

ICC

FOODDRINK
EUROPE

Updated template

Information

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This template is versatile and can be adapted for various types of presentations, such as project meetings or dissemination events.

The primary font for headings is **Titillium Web**. If this font is not available on your computer, you can download it here. For the body text, the template uses **Arial** with a character spacing of 2.4 points.

Name of event or date

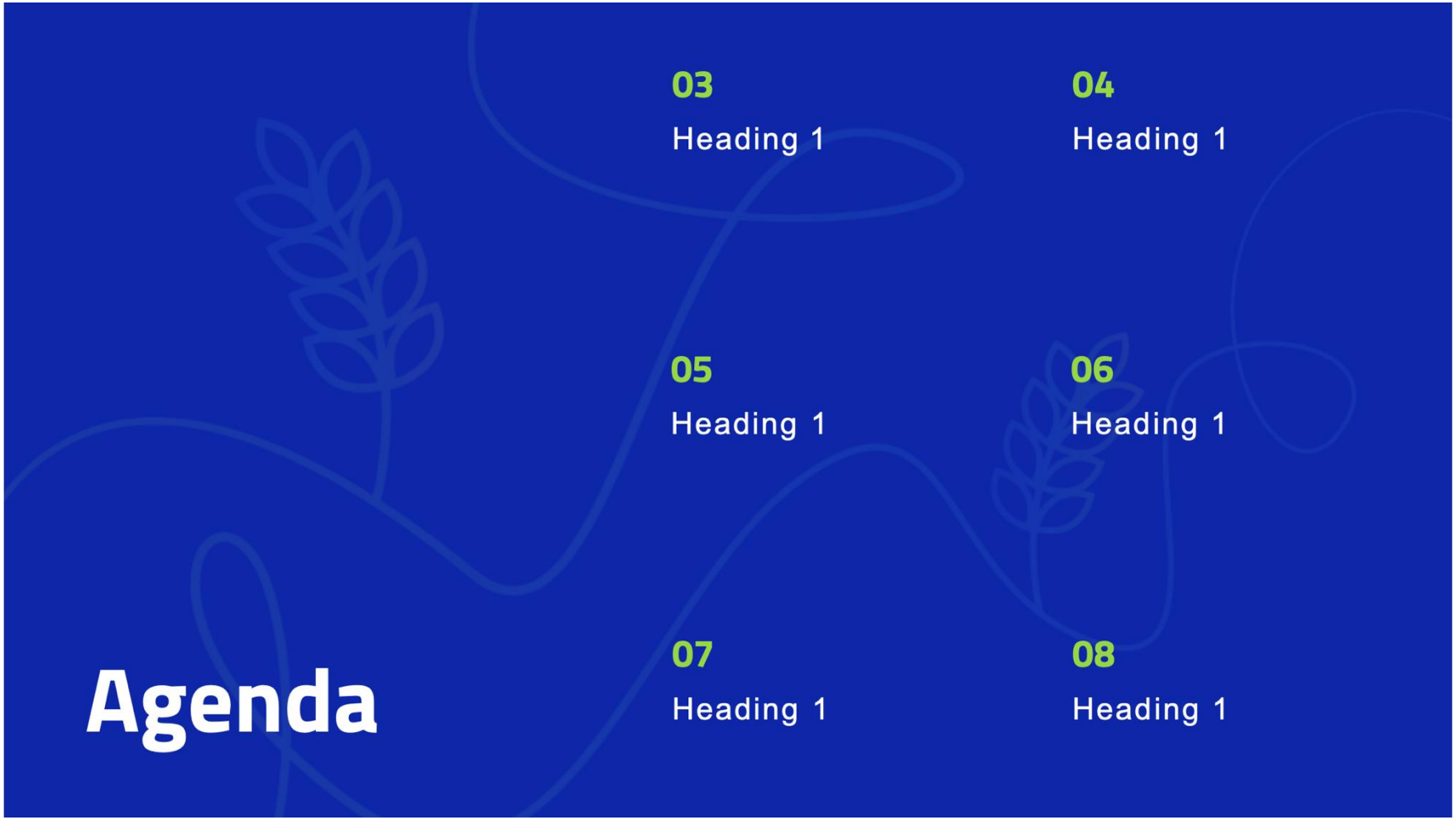
Co-funded by the European Union

Title goes here

Subtitle / brief key highlight goes here

Full name(s),
Titles/roles and/or WP number

info@geek4food.eu
www.geek4food.com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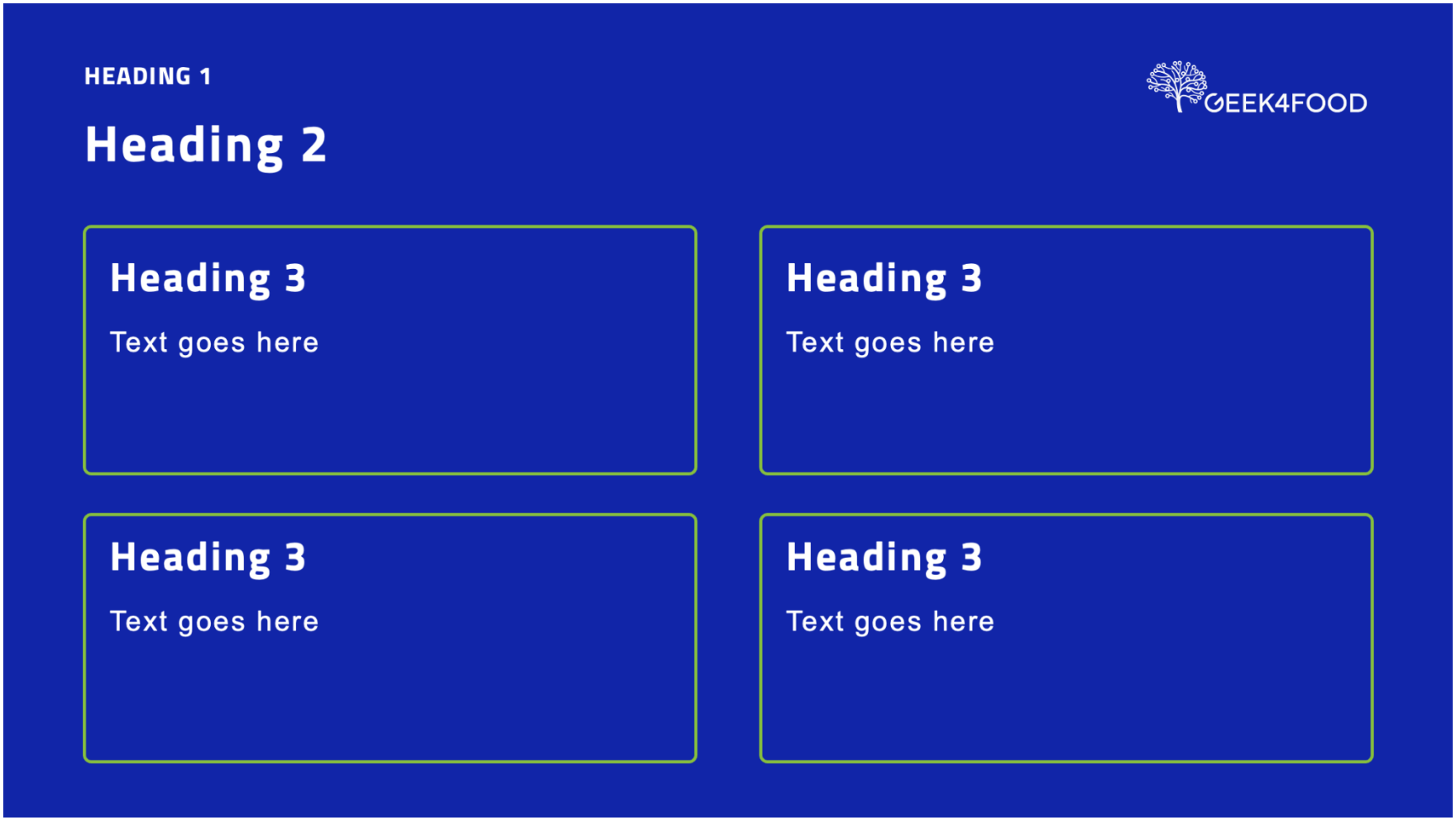
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Our partners

Associated partners

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