



FOODLEVERS

Deliverable 4.1.

Communication and Dissemination Strategy

FOODLEVERS factsheet	
Project start date	December 2020
Project duration	36 months
Project website	http://www.FOODLEVERS.org
Deliverable number	4.1
Deliverable title	Communication and Dissemination Strategy
Due date deliverable	30.06.2021
Actual submission date	07.2021
Editors	Mignon Sandor, USAMVCN
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Reviewers	PFT
Participating beneficiaries	All
Work Package No.	4
Work Package title	Dissemination and communication
Work Package leader	USAMVCN
Work Package participants	All
Estimated person-months per deliverable	N/A
Draft/Final	Draft
No of pages (including cover)	

Summary

This deliverable presents the communication and dissemination strategy for the FOODLEVERS project. It defines clear and coherent messages tailored to the various project target groups identified in the strategy, reflecting the diversity of these actors as well as the EU policy cycle. It includes an overview of communication channels (such as the project website, leaflet, social media etc.), presents the project's visual identity, gives a detailed plan for communicating the various project outputs and results and addresses the evaluation of the strategy's implementation.

Document History

(Revisions – Amendments)	
Version and date	Changes
09.07.2021	First draft
19.07.2021	Feedback ILVO
25.07.2021	Feedback UMR
31.07.2021	Final version

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Introduction

In FOODLEVERS communication and dissemination extend seamlessly into each other and complement each other, as the target audiences for both communication about the project and for dissemination of the project results are all actors related to the food chain and the scientific community.

Each project partner will create a network of stakeholders in different socio-economic and environmental conditions across Europe. To achieve this, FOODLEVERS will use bottom-up participatory engagement, including citizen dialogue and workshops, that will link knowledge in a system-oriented manner to identify solutions for transformational change.

Objectives

We formulate the following objectives for our communication and dissemination strategy:

Increase & spread knowledge: FOODLEVERS aims to promote sustainable and organic farming and food chains. We therefore re-think knowledge creation and sharing and stimulate and facilitate the knowledge flow among different actors.

Raise awareness and stimulate change: To influence attitude, communication tools will promote FOODLEVERS methods and findings. Spreading knowledge amongst farmers about alternative food production practices (organic and agroforestry models) and the opportunities they entail, can shift farmers' attitude to the uptake of those practices and increase their overall sustainability. Consumers and other food chain actors will become more aware of how their choices impact food production and its environmental impact. This can trigger change in behaviours and reinforce cooperation among actors and social relationships. Promoting findings on a policy level helps challenge the current food regime's institutions and thus enables re-structuring on a wider political and societal scale.

Re-connect actors of food production and consumption: The communication tools designed in FOODLEVERS facilitate the engagement of food producers with consumers and vice versa.

FOODLEVERS Key Messages

Farmers, consumers, public authorities and policy makers, SMEs, business support organizations, education and research are thus all targeted with specific messages and following key messages:

- We identify the leverage potential of innovative food systems to further develop and scale up existing innovative organic and sustainable food systems.
- We provide tools to close the gap between production, processing and consumption in the food chain.
- We challenge the current food regime's institutions and thus stimulate change towards a sustainable system.
- We facilitate the creation and distribution of knowledge on sustainable and organic food production and consumption amongst all target audiences.

FOODLEVERS Target audiences and specific Key Messages

The key messages will be communicated to specific audiences, hereby targeting besides mainly local and regional stakeholders also paying attention to possible outreach of the project to European (or worldwide) stakeholders.

Innovative farmers and farming activities are highly involved and consulted (e.g. interviews, focus groups, for data collection and feedback) as the cases throughout the project. They are the focal points of the assessments, as they hold key leverage potential for food system transitions. Communication and dissemination activities will focus on learning from each other and exchange best practices and a better understanding of their system.

Key Message: *“Those are the strengths and limitations of your systems, these are possibilities to further improve and these are strengths you can build on.”*

Farmers and farming initiatives are one of the pivotal actors in the food system transitions. Communication and dissemination will thus largely target this broader group to learn from best practices, stimulate sustainability transition and encourage a stronger re-connection with consumers. Farmers will be empowered by the information gathered in the project, which allows for informed decisions in changing current systems. Workshops connecting all actors offer opportunities to engage with other groups and learn about needs, challenges and solutions when shifting to a new food production and distribution model.

Key Message: *“Sustainable food systems provide a number of environmental, economic and social benefits. These are opportunities for you to engage with other producers and consumers.”*

Consumers being re-connected to food producers is a main aim of FOODLEVERS. Communication and dissemination focus on the general public as a pool of food consumers re-connection starts with increasing their knowledge and awareness about the benefits of sustainable forms of food production and distribution. This will first be done by organizing workshops connecting all target groups. Further, on the project’s online channels, publishing information will be paired with details on where this direct connection to sustainable farms is possible.

Key Message: *“Sustainable food systems provide a number of different environmental, economic and social benefits. This is where you can find them and engage with producers.”*

Public authorities are a key partner for re-structuring institutions in an orderly manner maintaining the overall stability of the food system during change. They also provide leverage through their proper procurement or by facilitating local distribution. FOODLEVERS will target public authorities on different scales in order to mainstream innovative practices into policies and enhance local and community support to promote a change in attitudes and habits. Public authorities will be invited to the workshops to see best practices and directly engage with actors of food production and consumption.

Key Message: *“Those are the strengths and limitations of the systems and these are the needs to enable improvement and wider implementation.”*

SMEs that are not farms will be targeted due to their role in supporting and facilitating the shift to innovative, sustainable forms of food production and distribution involving companies along the whole value chain.

Key Message: *“Those are the strengths and limitations of the systems and this is where you can help enable improvement and foster local implementation.” [LDC5]*

Business support organizations will benefit from the information gathered on best practices, leverage efficiencies and key for long term successful transitions. This enhances possibilities for a reevaluation of the farming sector and allows for a shift of economic gains to local regions.

Key Message: *“Those are the strengths and limitations of the systems and these are the needs to enable improvement and local implementation.”*

Higher education and research will benefit from FOODLEVERS’ role in academic debates on food system transitions, which will contribute to closing research gaps on the mechanisms and efficiency of points of deep leverage able to transform the food system.

Key Message: “These are the leverage potentials for the different systems. How can we take the academic debate to the next level?”

For each of the targeted audience the most effective material, tools and channels to communicate with them will be chosen. The main way of reaching the attention of the target audience will be through a mix of channels and tools shown in fig. 1.

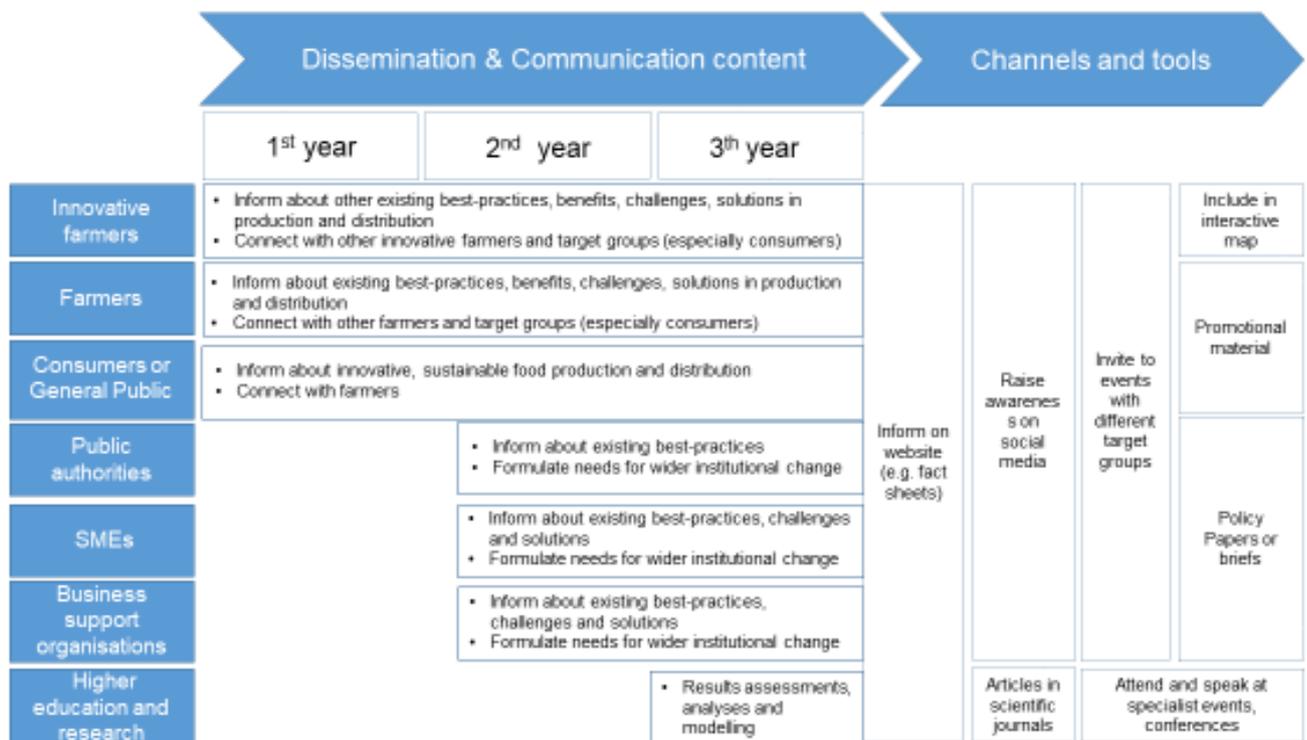


Figure 1. Priority target stakeholder groups, content, channels and tools

Internal communication among the partners will play an important role by bringing more consistency and quality to communication and dissemination. Therefore the project communication will be coordinated as a joint effort by the WP4 leader (external communication) WP1.1 task lead, WP1.3 task lead and project coordinator (internal communication WP5) with the active support of all partners. This involves mainly the following responsibilities and tasks (see WP4 task 1-4):

- Communication and dissemination strategy, stakeholder engagement and exploitation
- Development of a corporate identity and style guide (Promotional material)
- Coordinate the implementation of communication activities during public events
- Manage project web space through digital activities.

Communication approach

The communication and dissemination activities within the FOODLEVERS project aim at raising awareness on the topics of: organic and sustainable food systems, efficient resource use, farm's overall sustainability, distribution channels, how organize innovations that minimize trade-offs, sustainable food choices and circular economy, generating understanding, achieving commitment from the different stakeholders involved in the process and moving to action. The communication activities will follow this approach:

Awareness: To make identified target audiences aware of the FOODLEVERS project, its objectives, approach, developments and outcomes. By raising awareness of the project, the ultimate goal is to raise awareness on the gap between production, processing and consumption and, at the same time, on the transition from the current linear food systems, to more circular systems that also re-connect producers and consumers.

Understanding: To make identified target groups understand this approach for the development of waste prevention and management strategies, and to highlight the opportunities of co-creating innovative and sustainable policies that improve the well-being, the quality of life and the environmental resilience.

Commitment: To encourage the commitment of different stakeholders by taking an active role in the project, by participating in the workshops, events and by engaging them in the co-development and the co-testing of new solutions.

Action: To make stakeholders move from commitment to practice, by achieving their support in the adoption of strategic frameworks for farm development and management.

Visual identity

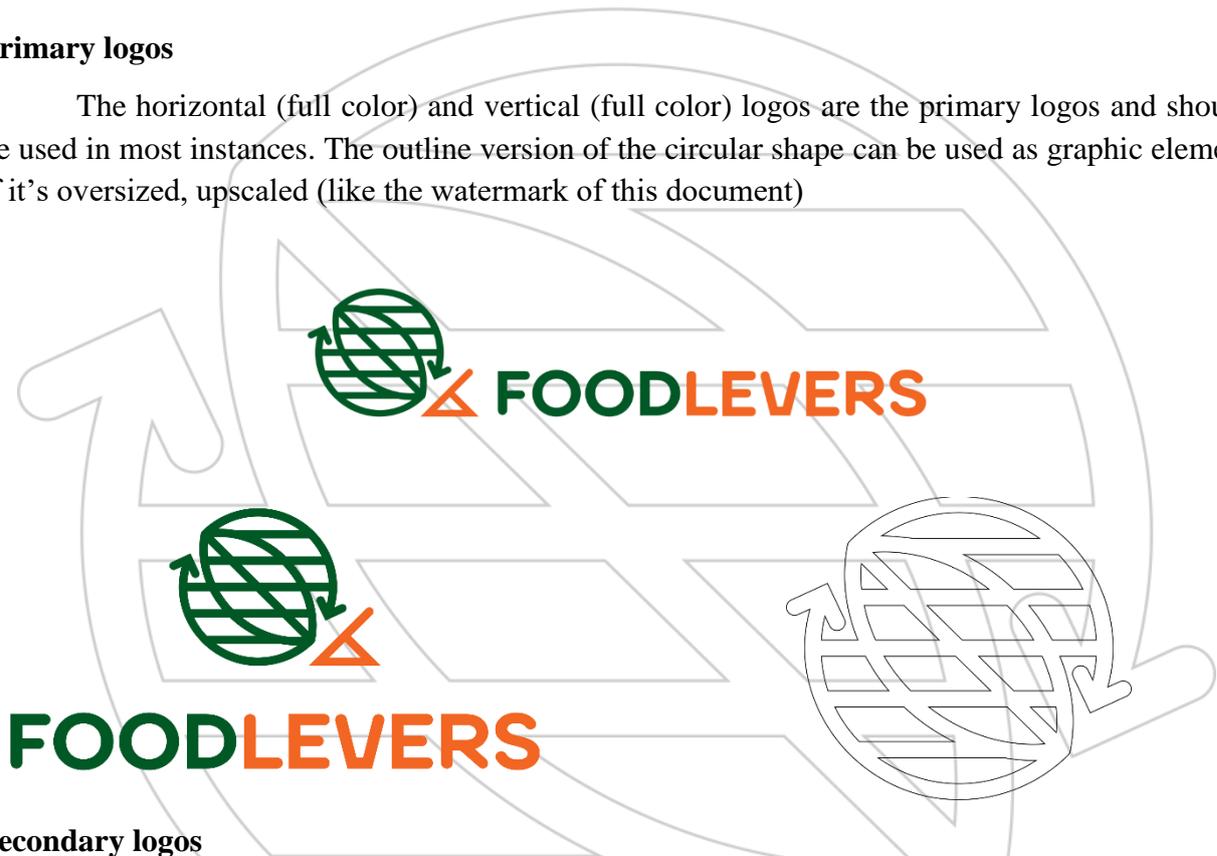
Logo, Symbol & Wordmark

The logo is the combination of a wordmark and a symbol. Our symbol is a shorter version of our logo, only use it if you do not have enough room for the full logo. The wordmark is fully customized type design that follows the rounded and the squared edges of the symbol. While the symbol can exist without the wordmark, make sure the wordmark never exist without the icon.



Primary logos

The horizontal (full color) and vertical (full color) logos are the primary logos and should be used in most instances. The outline version of the circular shape can be used as graphic element if it's oversized, upscaled (like the watermark of this document)



Secondary logos

Also known as negative and positive or one-color logos. Use them only when the background color is one of the main brand color or the full color version of the logo can not be reproduced because of technological limitation.

Usage on backgrounds

The full-color logos should be used only on white, or any light colored backgrounds.

Misuse on backgrounds

Avoid using full-color logos on main brand colors, dark background or photographs unless the logo sits on a white or light colored area of the image.

One-color use

The one-color logo should be used only on photographs and vivid color backgrounds.

Exclusion zone

The logo and the symbol's exclusion zone is equal to 1/3 of the height of the symbol.

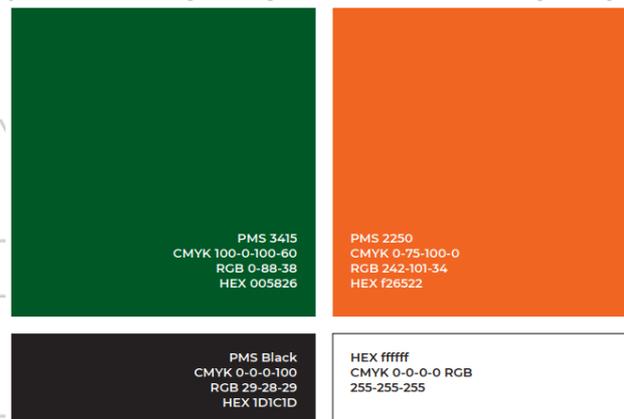
Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised. The FOODLEVERS horizontal logo's width should never be smaller than 71px in digital or 25mm in print. The FOODLEVERS horizontal logo's width should never be smaller than 49px in digital or 17mm in print. The FOODLEVERS symbol's width should never be smaller than 20px in digital or 7mm in print.

Colors

Main colors

FOODLEVERS Green and orange are our main brand colors and should be used in whatever you create. It can be used with black and/or white to add dimension, depth, and contrast. Also it can be used with our secondary colors.



Secondary colors

The secondary colors give vibrancy and variety to the brand. Only use a few at a time.

CMYK 80-0-80-0 RGB 0-178-107 HEX 00b26b	CMYK 0-55-90-0 RGB 246-139-51 HEX f68b33
CMYK 60-0-60-0 RGB 103-193-140 HEX 67c18c	CMYK 0-40-80-0 RGB 250-164-74 HEX faa74a
CMYK 40-0-40-0 RGB 155-211-174 HEX 9bd3ae	CMYK 0-25-70-0 RGB 254-196-101 HEX fec465
CMYK 20-0-20-0 RGB 204-231-211 HEX cce7d3	CMYK 0-10-60-0 RGB 255-255-127 HEX ffe17f

Communication and Dissemination Activities and Materials

Each selected dissemination/communication action (activity or material) has a specific purpose/objective or focus on a specific audience. For each action we consider Who is it for? What do we want to happen as a result? And describe the method to be used for delivery.

This can be organised in the form of various communication routes (both national and international) such as scientific papers, posters, presentations, a course or training material, web based tools, workshops as well as stakeholder involvement or direct intervention directed towards end users (consider a multi-actor-approach in line with the cross-cutting issues of the call). Where appropriate we will use the services and channels provided by the EC, for example COREOrganic/SUSFOOD newsletter

All communication and dissemination materials and reports will be uploaded and shared via the open access archive “Organic Eprints” (<https://www.orgprints.org>)

Website and online platform

The **project website** will contain the project aims, objectives and activities, events and publications. Furthermore, a toolbox with materials on best practices (e.g. fact sheets) on both technical and business-related issues will be designed. The website will be maintained by the communication work package lead, with information being submitted by all partners as required.

All partners will share information about the project in their own **online magazines and newsletters**.

Social Media

A **Twitter account** will be set up by the lead of the communication work package. It will be used for updates on the project and stimulating discussion on the topic of sustainable food system transitions. All partners share information about the project on their own accounts using the hashtag and provide the communication work package lead with suitable material to share on the project's account. Twitter is a useful medium for quickly sharing information to linked networks and communities, public authorities, business support organisations and academic circles as well as distributing knowledge and results from the project.

Facebook accounts will be set up by each of the project partners in their own languages or existing active Facebook groups directed to consumers and farmers can also be used. While information is being provided by the communication lead to share on Facebook, it is each partner's responsibility to translate these materials and add more information as appropriate. This channel is particularly interesting for connecting farmers and consumers, especially for promoting participation in the interactive map on the project website.

Print materials

Will be used for dissemination at events for all target groups to raise awareness for the project's aims and outcomes and to stimulate participation in the online tools or future events.

The communication work package lead will design various print materials for the project including: **a roll up, a brochure about the project aims and activities, a booklet on results and recommendations**, and a postcard promoting the interactive map of farms. While the roll up and brochure will be prepared during the first year, the postcard will be prepared in the second year and the booklet towards the end of the project. Project partners can then translate the materials and will have to print them on their own budgets.

All partners will share information about the project in their own **magazines** and **local newspapers**, which will be finally approved by the lead of the communication work package lead.

Events

FOODLEVERS will be represented by **stands** with information material, presentations or sessions at 2 agriculture events per year and will attend 7 scientific conferences during the duration of the project with a **poster or a presentation on project contents or scientific papers**. Furthermore, each project partner will organise at least one **workshop** for farmers or farming initiatives, the general public, public authorities, SMEs and business support organisations to share experiences, create new knowledge and connect target groups. There will be a **final conference** organised for all target groups, which will conclude on the project's results, outputs, recommendations, future scenarios and planning beyond the project's timeframe.

Higher education and scientific community

Contents of the project will be published in **scientific journals** with results on organic systems also being shared via the open-access archive “Organic Eprints”.

Impact Maximization Plan

Internal Communication Plan

Project team use a number of communication methods in a proper way in order to ensure that each participant has appropriate access to the information that allows them to be productive and efficient in the delivery of milestones and deliverables, whilst minimizing information overburden.

- Any communication between ERA-NET SUSFOOD2 and CORE Organic Cofunds Management Team and the other participants should take place through the Project Coordinator.
- Each participating organization has an identified representative who is their contact person with the Consortium and with the Project Coordinator.
- The role of Advisory Board is to provide critical feedback on the course and performance of the project and in critical cases to propose remedial measures.
- Face-to-face meetings of the Consortium will be held twice per year, while online conferences will occur at least once per month.
- Each partner is responsible for reporting their own activities to National Agencies funding the project in their country, while the Coordinator is in charge of reporting of all FOODLEVERS activities to ERA-NET SUSFOOD2 and CORE Organic Cofunds Management Team.

External Communication and Dissemination Plan

In order to monitor communication activities and outputs of the project tailored to stakeholder groups in right form and time with tools defined in the above section, some indicators have been established for measuring the impact of communication and dissemination activities (see table below). All members of FOODLEVERS Consortium are obliged to use Impact Indicators in order to develop regional Individual Knowledge Sharing, Communication and Impact Maximization Plan (Individual KCIM Plan). The evaluation of the effectiveness of KCIM Plan will help to assess whether the communication and dissemination activities have influenced the knowledge, opinion or behaviour of the target group.

Outcome	Indicator	Target	Means of monitoring	Time scale
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Successful dissemination on events	Representation of project on information stands, working sessions or presentations at 2 events per year (combination with meetings or dissemination to other projects possible)	2 events/year: 6 events	List of events to be filled in by all partners, photos of events	Month 13-35
Successful dissemination and awareness creation by promotional material	Development of brochure introducing the project in national partner languages and English.	7 national brochures (one per partner) 1 common brochure English	8 brochures printed and available online	Months 1-4
	Development of leaflets with results of project activities in national partner languages and English.	7 national results leaflets (one per partner) 1 common results leaflet English	8 leaflets printed and available online	Month 32-36
Successful dissemination on website	Number of visitors on the website	1000	Regular requests of website visitors from Google Analytics	Month 1-35
Successful dissemination on social media	followers on Facebook during the project	700	Count of followers	Month 1-35
	followers on Twitter during the project	700	Count of followers	Month 1-35
	Posts on social media channels (facebook, twitter)	40	Count individual posts	Month 1-35
Successful dissemination by fact sheets	Fact sheets on farming systems or practices	At least one for each case study = 7	Count of factsheets	Month 19-35
Successful dissemination in magazines and newsletters	Articles in print or online magazines or newsletters (national, regional, European level e.g. COREOrganic, Susfood, TPOrganics, EIP-Agri.), journals and newspapers accessible for general public on different scales: EU, national, regional	15	List of articles to be filled in by all partners, copies of articles	Month 1-35
Successful scientific dissemination	Publications in scientific journals	5	List of papers to be filled in by all partners, copies of articles	Month 25-35
	Attendance of scientific conferences with presentation or poster	7	List of events, presentations, posters, photos of events	Month 19-35
Successful training and capacity building activities for different stakeholders	Workshops/seminars to be organised for farmers/farming initiatives, general public, public authorities or students to share experiences, create new knowledge and connect target groups	1 workshop per project partner, 20 participants per workshop = 140 participants	Attendance lists, videos and photos of workshops	Month 19-35
Successful capacity building activities for policy makers and public authorities	Policy briefs formulating needs and recommendations to policy makers and public authorities	At least one per country = 7	Count of documents	Month 25-35
Successful final Conference	Number of attendees at the conference	50 attendees	Attendance signed by all participants, videos and photos of the conference	Month 31-35

Roadmap for KCIM Plan

The Roadmap for Knowledge Sharing, Communication and Impact Maximization Plan describes the particular measures, timeframe and responsibilities of the partners during the course

of the project. The Roadmap aims to facilitate planning, monitoring and reporting of the project goals, including Impact Maximization Plan. Following the receipt of Individual KCIM Plans from each member of Consortium, Roadmap for KCIM Plan of the FOODLEVERS project will be developed separately. The Roadmap will be monitored once a year, during one of the two annual project meetings and the results included in Annual Reports of FOODLEVERS project. The roadmap is accessible for each partners on the internal FOODLEVERS project google drive platform.

A dissemination planning and monitoring document has been developed and it is also accessible for each partners on the internal FOODLEVERS project google drive platform.

