



smart4food

Communications and
Dissemination Strategy

www.smart4food.eu



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*When one eats, one should
not forget those who till the
fields*

Unknown source



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01

INTRODUCTION

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INTRODUCTION

Project Objective

Smart4Food aims to positively affect rural areas in all partner regions by addressing the lack of structured educational training within the smallholder community.

Project Implementation

Smart4Food will

- create curriculum and open multimedia education resources (OER) for the smallholders' community
- develop the microlearning training platform - Smart4Food Hub - as a synergistic space to strengthen farmers' key competencies defined in the curricula and set of innovative multimedia educational resources based on the microlearning principles
- roll out and exploitation of the Smart4Food results.

Project Dissemination

This Communications and Dissemination Strategy will create guidelines for the sharing and promotion of project news, tools and results.

Dissemination will be implemented on each project result and continuously throughout the project to connect with and empower our key target groups, and those who work with them, across Europe.

02

AIM OF THE DISSEMINATION STRATEGY

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Aim of the Dissemination Strategy

This Dissemination Strategy outlines our WP4 roadmap to maximise the transferability and impact of our work on this project, ensuring continuous engaged communication and promotion of the project activities. The dissemination strategy will help us achieve our planned objectives.

Key objectives include:

- Explaining how Smart4Food's outcomes impact stakeholders' lives.
- Highlighting the importance of small-scale farming for rural sustainability.
- Demonstrating how project outcomes enhance stakeholders' capacity, responsibility, and competitiveness.

A strong and consistent communication strategy for the project with content and channels to reach different target groups and audiences is essential to share and promote the project. It will ensure we achieve our goals of motivating key stakeholders to participate actively in project activities.

Specific objectives include:

- TG1 (Small and family farmers/Smallholders) - Tailored, easily understandable educational materials using visuals, infographics, and practical demonstrations. - Communication in local languages based on farmers' preferences. - Personalized assistance and mentoring. - Providing tangible incentives to encourage participation.
- TG2 (Educational Institutions) - Highlighting the Smart4Food Hub as a collaborative space for institutions to share experiences and learn from each other. - Organizing webinars and seminars on technology utilization (e.g., GPS, sensors, drones) for crop farming optimization. - Creating learning and networking opportunities through Smart4Food events.
- TG3 (Policymakers and Organizations): - Inviting employees, ministries, knowledge-based agriculture institutions, and representatives of Local Action Groups (LAGs) to project activities. - Leveraging roll-out activities as networking events to promote cooperation and support innovative agricultural initiatives. Communication techniques with stakeholders will include public meetings, focus groups, marketing presentations (press releases, presentations, leaflets), and representation on relevant boards and committees

In addition to the traditional aspects of our communications strategy, we take digitisation approaches as stand-out features that leverage more attention for the project while also serving both educational and motivational.



DISSEMINATION EXPLAINED

Dissemination is the combined marketing and exploitation tactics used to make the results/products of a project visible to others. It is the process of promotion and awareness raising that should occur throughout the project. It is useful to think of dissemination across three levels: -



Level 1 - Awareness

Focuses on enabling our target groups to become aware of our work on the project. At this level, they do not require detailed knowledge of our work, but it is helpful for them to be aware of the relevance of and need for greater exposure to the potential role of microlearning credentials in supporting innovation and viability. Creating such awareness will help us build an identity and profile within our community.



Level 2 - Understanding

Through more in-depth dissemination actions, our target groups will begin to trust the project messaging. They will then start to engage with our dissemination actions, gaining an understanding of how they will benefit from our offerings. This in turn provides them with a deeper appreciation for the role of micro-education credentials in improving their knowledge, expertise and performance..



Level 3 - Action

This refers to a change of practice resulting in engagement with the Smart4Food microlearning system and Smart4Food Hub. Participation in the Smart4Food Innovation Training Programme and attendance at project rollout events.

Our target groups in this phase will acquire the skills, knowledge, and influence to bring about change within their communities and with target group beneficiaries.

The document focuses on Communication and Dissemination activities as set out below. The project's Sustainability and Exploitation activities will build on this Communication and Dissemination activity to reach its objectives.

01 COMMUNICATION

Raise visibility and inform identified stakeholders of the benefits of easily accessible microlearning tools and multimedia educational resources



- Telling the story of the whole project
- Communication activities of Erasmus Plus projects extend beyond project results. They must reach a wide audience, including the mass media and the general public.
- As the communications activities reach non-specialist audiences, they must use less technical language so that the goals and activity of the project can be easily understood.
- Communication activities include: visual identity (logo, graphics etc.), website, leaflets, flyers, social media channels, videos, podcasts, press releases etc.
- Communication creates public awareness and enhances the visibility of the project, consortium, research programme and project results.
- Communication activity occurs from the start of the project to the end.

02 DISSEMINATION

Reach and engage stakeholders and establish a dialogue to facilitate use and upscale of the project results



- Telling the story of project results and the process of achieving those results
- Dissemination activity aims to maximise the impact of the research and innovation results.
- The target audience of dissemination activities is the potential users of the educational resources. Target audiences are identified in the project application and typically include the academic and scientific community, stakeholders, industry, policymakers, investors, family farm owners and smallholders etc.,
- Dissemination uses a variety of channels including industry journals, public databases, conferences and events etc.
- Dissemination facilitates the reuse of the results creating long-term educational and commercial impact
- Dissemination activity can occur at any time but at the very least, must begin as soon as the project has results.

03 SUSTAINABILITY

Set the pathway to the exploitation and replication of results and ensure future re-use after the project by the policy makers, communities, and civil society



- Focuses on the actual use of project results.
- Sustainability activities translate research concepts into concrete solutions that have a positive impact on the public's quality of life.
- The target audience can be commercial, societal, political or aimed at improving public knowledge and action.
- Sustainability actions can include creating roadmaps, prototypes, and software, and sharing knowledge, skills and data.
- Sustainability includes recommendations for policy making through feedback to policy partners or facilitating uptake by others e.g., through making results available under open licenses.
- Sustainability occurs towards the end of the project and beyond, as soon as the project has exploitable results.

03

THE ROLE OF PARTNERS

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ROLE OF PARTNERS

Partner involvement is vital from the outset. All of the Smart4Food project partners have a role to play in ensuring the maximum sharing, promotion and exploitation of our project results and ambitions

Let us remind ourselves of our roles as set out in the project application

MEI

In charge of the dissemination activities

- Created this detailed WP4 Communications and Dissemination Strategy
- Design:- logo - visual elements and patterns - project fonts – flyers brochures - roll-up banners - posters - PowerPoint templates - infographics templates - newsletter templates - promotional videos - templates for reports and guidelines and further the success of and impact of the project.
- 5 Newsletters published during the project

VuS

Purchase domain, host and co-ordinate website development with MAGNETAR

Meridauna

Responsible partner for the overall roll-out and exploitation activities of the project.

MAGNETAR

Collaborate with VuS in the website development. Initially a traditional website, it will soon become an interactive platform, forming the hub for all project resources and will encourage direct user interaction via chats/forums, surveys, self-assessment etc

New EDU

- Create 2 short videos to promote the project
- operate social media channels to build community in the project and promote “shareable” takeaways and peek previews of the PRs produced.

ALL PARTNERS

- Provide requested dissemination content in correct formats, in agreed timelines
- Develop and contribute to the stakeholder database
- Share and Promote project content and results on their own channels and with their own networks.

04

TARGET GROUPS

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A man wearing a camouflage cap, sunglasses, and a tan jacket is looking over a wire fence. He is standing in front of a large wooden structure, likely a barn or stable, with several stalls visible in the background. The scene is lit with warm, golden light, suggesting late afternoon or early morning. A thick green vertical bar is positioned on the right side of the page, partially overlapping the man's jacket and the fence.

TARGET GROUPS

Based on research carried out by the partners the following have been identified as the primary project Target Groups

Target Group 1 - EU small and family farmers/smallholders whose lower levels of education and lack of technological skills pose a serious obstacle to the effectiveness and sustainability of their small businesses.

Target Group 2 - Sustainability, Farming, and Community Education Bodies that offer training and supports to the farming sector but lack the knowledge/pedagogical strategies to provide niche outreach support, training, and guidance to promote innovation and new trends in farming.

Target Group 3 - Farming and Regional Development Agencies are also a key target training group.

05

DISSEMINATION RESOURCES

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Our Brand and Brand Manual

Designed by Momentum in a collaborative process with project partners, the Smart4Food logo and brand manual are ready for partner sharing and promotion.

Having a strong visual identity is a key element and the first step in our share and promote strategy. Our distinctive logo and clear brand guidelines work to ensure a consistent brand and project.



The logo for smart4food was developed with the core principles and objectives of the project in mind. The project strategically addresses the needs of family farms and smallholders. These are represented by using Green in the brand identity. The selection of various shades of Green, presented in different shapes reflects the diversity within this community, each small holding telling its own story.

Overlaying the project title in white is a strong highly visual statement and the leaf-like icon confirms our commitment to sustainability. Finally, the tagline clearly states our project purpose and target audience.

Colour Palette

The **smart4food** distinctive colour palette will help keep a global consistency. Tints can be used to achieve subtle background colours. Be mindful to keep contrast between background colours and text or logos.



C = 87 Y = 36 M = 61 Y = 17
R = 18 G = 114 B = 104
HEX = 127268



C = 82 Y = 20 M = 69 Y = 4
R = 32 G = 146 B = 112
HEX = 209270



C = 77 Y = 13 M = 54 Y = 0
R = 44 G = 164 B = 141
HEX = 2CA48D



C = 66 Y = 0 M = 100 Y = 0
R = 96 G = 187 B = 71
HEX = 60BB47



C = 47 Y = 0 M = 66 Y = 0
R = 142 G = 203 B = 129
HEX = 8ECB81

Communication Templates

Professionally designed by Momentum, project partners have access to three main project communication templates for sharing and promoting use and use in learning materials development.



- Landscape PowerPoint template
- Smart4Food branding
- Images embedded in editable placeholders
- 16 slide options to choose from
- Recommended use: Project presentations, classroom module development, short strategies, presentations on project updates and reports



- Vertical PowerPoint template
- Smart4Food branding
- Images embedded in editable placeholders
- 16 slide options to choose from
- Recommended use: Strategy documents and reports for external use and publication, design is customisable, the template is easy and flexible to use PowerPoint



- Newsletter template
- Smart4Food branding
- Images embedded
- 4 page options to choose from



Hero Stock Images

A library of royalty-free stock images has been collected for use on the project website, social media channels and learning/promotional channels.

You can access this library in the WP4 folder on the project TEAMS



Social Media and Website

The Partners responsible for the digital promotion of the project are:

VUS

Responsible for the purchase of the domain and hosting and will coordinate the website development with MAGNETAR.

MAGNETAR

Responsible for building, regularly updating and managing the project website. Initially a traditional website, it will soon become an interactive platform, forming the hub for all project resources and will encourage direct user interaction via chats/forums, surveys, self-assessment etc. We will seek active Inclusion in EVE database and integrate links to our website in EU Networks like AgriEdu Network, MEET-COMPARE SHARE or EIP-Agri.

New Edu

Responsible for the establishment and management of the project's social media to build community and promote "shareable" takeaways and peek previews of the PRs produced. Also, for create 2 x videos for sharing on Social media and the website





Social Media

New Edu will manage the project's social media channels on Facebook, Instagram and LinkedIn

All Partners are responsible for:

- engaging with Project social media posts,
- sharing them on their organisation and personal channels
- Providing timely, high-quality content to New EDU for use on social media channels

HASHTAGS

Hashtags are used on social media for the categorization of conversations and content on different topics.

Dedicated hashtags like #smart4food, #smallholder, and #familyfarm will make our content more accessible and viewable by anyone in an interest in the topic. Considering our target audience, the latter two should be localised, and that version used when sharing project posts on organisation or personal channels.

Website

The project website www.smartforfood.eu will be developed by MAGNETAR.

STAR TIPS

As dissemination leads, Momentum recommends:

- Use #smart4food every time you post about the project or related topics on social media
- Collectively, we will create a myriad of online content and conversations that highlight the potential of our project and our emerging and powerful offering
- Hashtags are particularly powerful when it comes to live events as people often tweet about the event live. Keep this in mind when planning your multiplier events! Make sure someone is online to reply, retweet etc.
- Leveraging our social media channels by adding them to our website and including a direct feed of content.
- Regular blog updates – at least 2 per partner per year of the project

Deliverables and Impact

Dissemination & Communication materials will be developed to help project partners promote the results and events in their everyday activities as well as specific events.

The dissemination and communication materials support the project's overall exploitation and roll-out strategy (WP4). The main objectives of this work package are formulated as follows:

- To generate communication reach, including the website, project brochures and/or newsletters
- To support intensive & open stakeholder dialogue
- To promote the main exploitable outputs developed during the project to potential adopters not affiliated with Smart4Food (i.e. neither partners nor associates) in project countries and beyond
- To advance the collective knowledge of rural attractiveness, generational renewal, innovations and green technologies in agriculture in different contexts through collaboration with target groups, stakeholders, and other initiatives and bodies working on similar topics
- Develop pathways to sustainability that lend continuity to Smart4Food results well after the end of the project
- To foster confidence in the quality & relevance of Erasmus+

The following quantitative key performance indicators (KPIs) have been set to assess the achievement of work package 4 objectives:

- # of users/visitors of the Smart4Food Hub >1000;
- # of contacts in roll-out database (>1000) partners will mobilise their networks of alliances at the local, regional and national level to raise general awareness of the project, attract supporters and promoting project outputs;
- # of internal campaigns (6 partners) - partners will utilise all possibilities within their own institutions to promote the project and its results. Relevant internal publications, such as website news/blogs and content, information bulletins (electronic or printed), brochures, student newspapers, etc. can be a suitable medium for promoting the project within institutions (including among learners and/or farmers) and among local networks of partners and stakeholders;
- # of learners interested/using the project's materials in the form of the Smart4Food microlearning system and Open Education Resources >270;
- # of target groups' members evaluating Smart4Food learning outcomes/units and materials >270;
- # of individuals taking part in the "Small and Family farming towards sustainable agriculture" events >270;
- # of European languages in which Smart4Food learning outputs will be developed – 6.

Dissemination goals:

- # of promotional video (2)
- # of brand development (1)
- # of unique visitors to the website (15,000+)
- # of social media channels (3) –
- # of followers on social media (400+) –
- # of newsletters sent in campaigns (#5)
- engagement of newsletter and e-marketing campaigns (80%) –
- # of articles/content pieces published on partners' digital media (12) –
- # of articles/content pieces published third party's traditional or digital media (6) –
- # of presentation of project at conferences/relevant events (6) –
- # of project blogs (14)

Erasmus+ Share and Promote Requirements

Recognising EU funding support

As a beneficiary of EU funding, our project is required to make the funding visible to the outside world. We need to ensure that the Erasmus+ programme logo is clearly visible on all types of publications – usually on the title page or home page. The logo consists of the EU emblem (flag) and the name of the programme along with the reference to funding, as part of which the European Union must be explicitly named.



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Is it mandatory that you add the following disclaimer to publications:

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General information on the use of the logo and the logo with funding information in English is available on the Commission website. On the European Commission's website, you will find logos for project beneficiaries. Erasmus + projects must use the "Co-funded by the European Union" logo. You can download it in different languages and in different templates from the page below. Also read the instructions for using the logo

[Logos for projects funded in 2021–2027 in different languages](#)

[Operational guidelines on the use of logo for projects funded in 2021–2027](#)

06

APPENDICES

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APPENDIX ONE - PARTNER REACH DATABASE

Partner Name

Person Leading Your Dissemination

YOUR NETWORK	NUMBER OF ORGANISATIONS YOU CAN CONNECT SMART4FOOD WITH	PROFILE OF YOUR NETWORK
YOUR DATABASE	NUMBER OF SUBSCRIBERS	PROFILE OF SUBSCRIBERS
YOUR ORGANISATION WEBSITE	WEB ADDRESS	TYPICAL MONTHLY REACH
SOCIAL MEDIA CHANNELS (please list all channels, and organisational and personal accounts you might use to promote the project)	LINK TO CHANNEL	NUMBER OF FOLLOWERS



Follow our journey



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