



AGRIFOOD

4Future

D6.1

Dissemination and communication plan



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Abstract

The purpose of this document is to present a Dissemination and Communication Plan (DCP) halfway through the project, to be used by the project partners. Some activities have started since the beginning of the project and will continue until the end of the project and after. However, other actions will have to be put in place following this document.

A DCP cannot exist without the contribution of all project partners. Therefore, all partners of the AgriFood4Future project provide feedback and follow this document for their dissemination and communication actions.

The dissemination and communication plan identifies the different target groups, as well as the messages that the AgriFood4Future project intends to convey. It also presents a reporting methodology for different performance indicators related to the communication actions. The exploitation plan includes actions to be taken to exploit the results of the project during and after project life.

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1 Introduction

The objective of deliverable "D6.1 – Project website, including communication and dissemination plan" is to define the dissemination and communication strategy & actions of the AgriFood4Future project as well as anticipate actions for the exploitation of results during and after the project.

This document therefore defines:

- Communication and dissemination (C&D) plan, including tools and actions expected by all partners.
- Methodology for monitoring C&D activities to ensure objectives and KPI

This document was published and shared with partners at the start of the project. It was updated, republished and shared with partners in the middle of the project, at the time of the 2025 periodic report. All the changes presented in the document below apply as soon as this second version is shared with partners. An email summarising the various changes will be sent to them at the time of sharing.

1.1 The project long term vision

AgriFood4Future aims to develop vocational training skills and educational programmes that meet the needs of the "agriculture of the future". This mission can be divided into 3 operational objectives:

- AgriFood4Future will contribute to the transformation of the agri-food sector towards digitalisation, decarbonisation and sustainability,
- AgriFood4Future will support the large-scale implementation of new and emerging agriculture practices, such as climate-smart agriculture, precision agriculture, regenerative and organic practices,
- AgriFood4Future will provide the necessary soft and technical skills, raising awareness, and cultivating an entrepreneurial mind-set for the "agriculture of the future" for young people and workers in the agri-food sector.

These objectives can be achieved through the various stages of the project. Firstly, an assessment of skills requirements and preparatory work will be carried out. This will be followed by cooperation and networking between the partners, with the aim of creating lasting partnerships. The aim of these partnerships will be to develop innovative education and training programmes in the field of smart farming and sustainable food systems. Finally, the partners will prepare an action plan to ensure the sustainability of the project.

1.2 The partnership territorial spread

The AgriFood4Future project brings together key players in vocational education and training, academia, research and business. 7 countries are involved in the project, with a total of 23 partners:

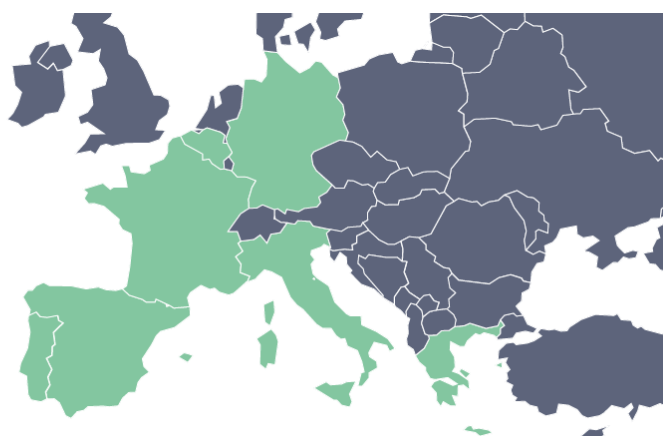


Figure 1. Map of project partner countries

Belgium

- BGT Consulting Group (BGT)
- Inagro (INAGRO)
- VIVEs – University of Applied Sciences (VIVES)

France

- AgroParis Tech (AGROPT)
- ARVALIS (ARVALIS)
- CUMA OUEST (CUMA)
- VALORIAL (VALORIAL)

Germany

- BK Consult (BK)
- European Association of Institutes for Vocational Training (EVBB)

Greece

- Agenso (AGENSO)
- AKMI (AKMI)
- Hellenic Agricultural Organization (ELGO)

Italy

- Clust-ER Agrifood (CLUST-ER)
- Phorma Mentis (PHORMA)
- Università Cattolica del Sacro Cuore (UCSC)

Portugal

- Building Global Innovators (BGI)
- Food4Sustainability (F4S)
- Instituto de Soldadura e Qualidade (ISQ)
- University of Porto (GreenUPorto) (FCUP)

Spain

- Centro Superior de Formacion Europa Sur (CESUR)
- Malaga Tech Park (PTA)
- The Catalan Cluster of Production Means (FEMAC)
- Trama TecnoAmbiental (TTA)

1.3 Communication & Dissemination dedicated Work Package

VALORIAL as leader of Work Package (WP) 6 “Dissemination, follow-up and VET promotion towards excellence” coordinates and monitors those activities, which include 5 tasks.

Leadership on the tasks is shared between 5 partners, which will be Task Leaders (TL):

- Task 6.1: Campaign and activities to raise the attractiveness of the VET ecosystem
 - M21 – M48
 - Task Leader: EVBB
- Task 6.2: Design and implementation of an international summer school in smart farming
 - M15 – M32
 - Task Leader: F4S
- Task 6.3: Promotion and awareness campaign about emerging food trends and sustainable food production practices
 - M13 – M40
 - Task Leader: CLUST-ER
- Task 6.4: Communication and Dissemination
 - M1 – M48
 - Task Leader: VALORIAL
- Task 6.5: Impact assessment, lessons learned and recommendations vor VET/agri-food policy
 - M41 – M48
 - Task Leader: ELGO

All the partners have a crucial role to play in project’s communication on their territories, within and beyond their structures.

Each task leader (TL) is responsible for its own task. TL will be able to draw on the help and inputs of all the partners and will be chaperoned by VALORIAL, as WP leader.

As WP leader, VALORIAL will:

1. Ensure that the TL respect the deadlines throughout the different tasks of the Work Package,
2. Monitors KPIs and measures impacts of the different communication actions. Excel sheets have been made available by VALORIAL for partners to compile data and actions related to reporting are developed in section "4.3 - Follow-up tools for reporting".

2 Dissemination and communication plan

DCP's objective is to address communication and dissemination actions and tools, according to the different targets of the project. Dissemination and communication actions are essential in a project life, to inform, promote and communicate about the activities and results of the project.

In this section, we discuss the different dissemination and communication actions of the project. Although some actions and target audiences may be the same, it is important to distinguish between dissemination and communication.

- **Dissemination** aims to communicate the results of the different Work Packages, i.e., the results of the project. It aims to maximise the impact of the results, so the people targeted must be likely to be interested in these results.
- **Communication** is more global and concerns the whole project. Communication activities are intended for a wider audience, as they are less focused in one area. Anyone coming across a project communication material should be able to understand the project, so simple vocabulary should be used (unlike dissemination, where more technical vocabulary may be used).

Results of the project that are considered public will be circulated, in the most understandable way possible.

The common Communication and Dissemination (D&C) strategy ensures that all partners align around shared key messages, good practices, and project results, which are disseminated using the channels and tools outlined in the following sections. While it provides a unified framework, the strategy is not fixed and can be adapted to suit each partner's specific audiences, communication style, and the evolving needs of the project.

2.1 Target groups

For AgriFood4Future project to have the best possible impact and for all objectives to be achieved, it is essential to define a target audience, to which messages will be addressed.

Understanding clearly and distinctly who our audience is (who they are, where they are, what their needs and characteristics are...) is an essential part of the communication and dissemination plan. These elements will enable us to draw up **typical portraits of our audience**, to which we can address the best possible messages.

We have identified 7 main targets for this project:

- Players in vocational and higher education and in lifelong learning
- Networks of farmers, cooperatives and agricultural advisers
- Agri-food companies & organisations representing the agri-food industry or the sector (large companies, SMEs, etc.)
- Scientific and research institutes (scientific community, universities, public and private R&D bodies, etc.)

- Regional and national qualification authorities, in conjunction with vocational training providers
- Institutional organisations and political decision-makers (at regional, national and European level)
- Learners and trainers in the agri-food sector (students, apprentices, graduates, agri-food industry managers, etc.)

2.2 Communication goal

We have identified 2 key objectives that are common to all project targets:

- The first objective is **sharing of knowledge between higher education, vocational training and lifelong learning**. Before we start thinking about new educational programmes, we need to take the time to look at what is already being done, highlight good practice as well as areas for improvement,
- The second objective is to **disseminate new knowledge based on professional profiles in the agri-food sector**. For a variety of reasons, it is impossible for a learner, a trainer and a person in long-life learning to acquire new skills in the same way. The key messages that will be drawn from the project's various work packages will therefore have to be adapted to the project's different targets,

To target those audiences, each partner will have to:

- Identify the stakeholders most likely to be interested in the AgriFood4Future project,
- Develop its communication channels on a regional and national scale, in addition to the overall communication of the project.

Messages will be adapted according to the targets mentioned above as:

- When addressing them, we may not have the same objective, impact expected on the project activity.
- Wording of existing materials has to be adapted to make it attractive and understandable

Also all the partners involved in vocational education, higher education and continuing training will have to use their networks (schools and vocational guidance services) to promote the new programmes resulting from the project.

2.3 Tools, channels and platforms

To promote the project and get the right messages across to the right targets, we have defined several communication channels that we will exploit. We have chosen to group them into two categories: online communication tools, and offline communication tools.

Success of communication, exploitation and dissemination will rely on investment of partners in sharing content to feed DCP tools such as articles on events, accomplished deliverables & task.

2.3.1 Online communication tools

2.3.1.1 Websites

Websites are showcases that can have a broad outreach and be used as repository of documents/reports, as well promotion of activities. Two pages have been created for the project, one on the website and one on the ECCP (European Cluster Collaboration Platform) website.

Each partner involved in the AgriFood4Future project must, at a minimum, mention the project on their website. Ideally, partners are strongly encouraged to create a dedicated page for the project to enhance its visibility.

AgriFood4Future website

[A website has been created](#) to showcase the AgriFood4Future project.

It has been designed in coherence with all the other communication actions of the project and in compliance with the GDPR regulation currently in force.

Several tabs have been developed to allow different target groups to easily find the information they are looking for on the website and designed to be easily and regularly updated, according to the project news.

The tree structure of the website is composed of different sections:

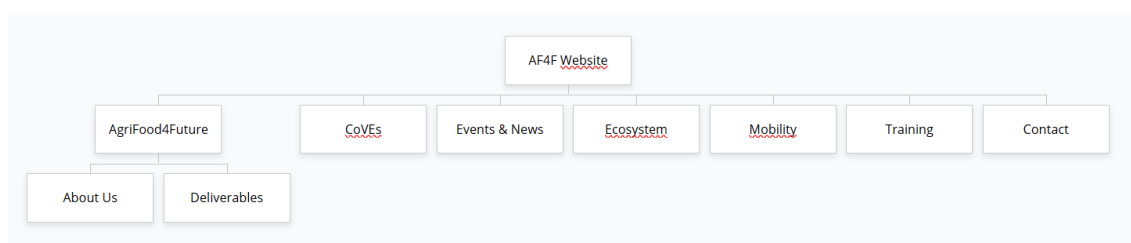


Figure 2. Website tree structure

This tree structure is indicative and may be modified if we wish to highlight other project activities. English was chosen as the website language because the project operates at a European level, and English serves as the official language and common reference for all project partners.

As WP leader, VALORIAL is responsible for putting the website online and maintaining it. VALORIAL will provide the text content for the website's showcase pages. However, partners will be asked by VALORIAL to contribute to the website, particularly in the "Events & News" section.

To achieve regular updates, partners are asked to communicate about events they organise, or participate in that are related to Agrifood4Future.

- They are asked to share the information a week in advance to VALORIAL, so that it can be added to the the agenda section,
- Write a summary article about the event. This article must be accompanied by at least one photo, a title and textual content (minimum 200 words).

To write articles, "[Tips & tricks](#)" are available on the European Union website.

Although access to the website back office will be limited, VALORIAL (as Work Package leader) undertakes to open up access for partners who so wish. To do so, partners must contact Valorial, which will undertake to create access for them as soon as possible.

In exchange, partners with access to the website undertake to notify VALORIAL of any changes they make to the visible pages of the website.

In addition to the project website, there are other platforms (MOOC and e-learning), which complement the project website and are managed by the task leaders. These platforms must respect the AgriFood4Future graphic charter.

ECCP website

A profile will be created on the ECCP website, which is handled by European Commission to promote European clusters and partnerships.

The aim of the page on the ECCP platform is to publicise the project. The ECCP's targets (clusters and SMEs) were different and quite distant from our own, so we only want to use this page as a showcase for the project.

2.3.1.2 Social media

Social networks have become essential tools for project communication and dissemination of results allowing:

- To embark stakeholders by sharing about the project, its deliverables, results, and activities.
- To reach a large audience. Regardless of the typology of the target groups mentioned above, all target groups have a presence on social networks today.
- To have a direct interaction with the different audiences

The targets of the AgriFood4Future project are varied and of several different age categories. We have decided to focus on several social networks in order to reach as many people as possible.

LinkedIn

For a number of reasons (organisation and available resources), we have chosen to focus on the LinkedIn social network. LinkedIn seems to be the most suitable for this project allowing to reach a large and relevant target.

Indeed, LinkedIn has an estimated 222 million users in Europe. This network should enable us to reach several targets:

- Teachers, who are increasingly present on the platform,

- Students, who are increasingly being trained and encouraged to create a LinkedIn account as part of their curriculum,
- Start-ups / SMEs, our target audience, who probably use LinkedIn the most.

As well as being a professional network, we can post several types of content on LinkedIn: photos, videos, PDF documents, polls...

A page for the AgriFood4Future project has been created where followers can register, find news about the project and reshare them. The people with access to the administration are the project coordinators and the Work Package Communication leaders.

Project partners will not need to create content, they can re-use and adapt the content provided and uploaded on the AgriFood4Future project page. However, all partners are welcome to create content (as long as it respects the project's graphic charter). Partners can (and are encouraged to) post in their national languages, to give more visibility and impact to the project on a national scale.

In addition to this page, partners are free to create a page for their national CoVEs. However, this page will be managed and regularly updated by the national CoVE partners.

Although the first version of the DCP stated that only posts made through partners' official organizational pages would count towards KPIs, this has been revised in the updated version. Several partners noted that, since they are often the sole representatives of their organizations on the project, their communication teams rarely allow them to post freely about AF4F. Additionally, some partners are independent researchers whose personal LinkedIn accounts serve as their professional profiles and the only channels available to share project-related content. Thus, these posts will also count for the KPIs in the next reporting period.

Furthermore, we have decided to include simple reposts (without additional thoughts) in the KPI calculations from M25 on. This acknowledges that sometimes there is no new information to share, and partners may lack the time or resources to create original content for every post.

This approach will be reflected in the data collection for the next reporting period, where we will differentiate between simple reposts and those with added thoughts, as well as distinguish posts made from personal/professional accounts versus official organizational accounts.

A YouTube channel has been set up to host the videos made by the partners as part of the project. These videos can also be integrated into various websites (project website, social networks, partner company websites, etc.).

VALORIAL will manage the LinkedIn (except for the accounts of the national CoVEs) and YouTube accounts.

2.3.1.3 Newsletters & direct mailings

A total of 8 newsletters are planned throughout the project (1 newsletter every 6 months). UCSC and Valorial will work together to produce these newsletters: UCSC will provide the content to VALORIAL, who will take care of the layout of the newsletter. After proofreading by both parties, the newsletter can be sent and shared with all partners.

In order for the partners to be able to relay the campaign, UCSC must:

- Forward the e-mail to the project partners so that they can relay the message,
- Provide the link to the email campaign so that it can be added to the project website,
- Provide a PDF document that can be shared and imported onto the project website.

The partners will then be responsible for distributing the newsletters to their networks using one of the above methods.

To comply with the GDPR, partners will not share their mailing lists with each other. However, partners must be able to justify until 31/05/2032 that they have indeed re-shared the newsletters.

European projects can be checked up to 5 years after the end of the project. On some platforms, posts are deleted after 12 months.

Direct e-mail contacts with targeted audiences are an additional communication and dissemination tool. They are the responsibility of the partners, who will communicate from their own professional mailboxes.

If necessary, the content produced for the project newsletter can also be used in other newsletters outside the project.

2.3.1.4 Online events

A number of events will take place online throughout the life of the project. These events are oriented to promote AgriFood4Future project results and will be organised to foster the transfer of project outputs to the various people targeted by the project.

If webinars are organised, at the end of the event the organisers will have to provide a summary of the event (in the form of an article), with photos or videos. The article must be accompanied by at least one photo, a title and textual content (minimum 200 words). To write articles, "[Tips & tricks](#)" are available on the European Union website. If the webinar is recorded, the partner responsible for organising it must provide a link to VALORIAL, which will import it onto a video storage platform (YouTube for example).

!/ Each time project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda.

2.3.1.5 Templates

Templates for support materials are produced to ensure homogenous communication between partners.

These include editable version of:

- Deliverable template
- Word template
- PowerPoint template
- Tailored online-meeting background tailored for each partner
- Banner for various events

VALORIAL will be responsible for creating and sharing with the partners the various versions of the above-mentioned communication media. Partners are free to create their own communication media, as long as they comply with the project's graphic charter.

A final document collecting project's lessons learned and VET/agri-food policy recommendations (D6.4) will be produced by ELGO at the end of the project. To create this document, ELGO can choose to use its internal resources, or to call on VALORIAL for the layout and graphic aspects of the document. The document will obviously have to comply with the graphic charter established at the start of the project.

2.3.2 Offline communication tools

2.3.2.1 Participation to events

Partners are expected to promote the project at relevant events, at regional and national levels, at least through a banner or leaflet distribution and ideally through an oral presentation or booth (at the own expense of the partner).

The events in which you can intervene and represent AgriFood4Future are:

- Events organised by your own organisation (open to your members and/or the general public)
- Events in which your organisation participates (open to the public)

!/ \ Each time the project is represented, the project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda and number of participants.

2.3.2.2 Press releases

No press releases are planned as part of the project. However, partners wishing to do so are free to draft their own press releases. They should then contact VALORIAL, which will be responsible for creating and sending them the template for the document.

The partners will be responsible for drafting their own press releases. The aim of the press releases will be to provide information about the project, its activities and news.

If the partners so wish, VALORIAL (as Work Package leader) will be responsible for proofreading the final version of the document. The partners who write the press release will be responsible for disseminating it to the other partners and their networks.

2.3.2.3 Printed materials (roll-up, brochure...)

The communication materials will be elaborated by VALORIAL. They will be prepared in English and made available to partners to print (within their available budgets):

- A roll-up
- An A4 brochure
- An A3 poster
- An A5 leaflet

The partners are responsible for the printing of the different materials. They may as well:

- Create additional communication materials (at their own expense). However, they must share them for approval to VALORIAL (a minimum of 5 working days needed for validation).
- Adapt material to their own language. Partners must make a request to VALORIAL, which will provide an Excel file with the elements to be translated. Once the elements have been translated, VALORIAL will send the final version of the document to the partners. Please note: a minimum of 5 working days is required for all documents to be translated.

2.3.3 Promotion on partners channels

All partners are required to communicate on the AgriFood4Future project via their own usual communication channels: website, social networks, newsletters and events to relay activities and communication produced within the AgriFood4Future project as regularly and quickly as possible by the partners.

Also, as soon as they participate in an event within the framework of the AgriFood4Future project, partners must inform VALORIAL. By this means, VALORIAL will be able to communicate on project channels.

2.4 Implementation actions

The following schedule of communication is based on Work Packages tasks; however, the communication actions of the AgriFood4Future project will not be limited to the actions listed below. This table is given as an indication only and additional actions will be added along the project life.

Several communication and dissemination actions are to be organised by the project partners:

- Workshops in national fairs dedicated to promoting and orienteering secondary schools' students in their vocational/academic path, with presentation of training offers and future job opportunities and market needs in the agrifood sectors,

- Sessions for promotion emerging career-long opportunities in partnership with research bodies, R&D units, SMEs, and large companies in the agro-food sectors,
- Representation and promotion of our project AgriFood4Future in the “European Vocational Skills Week” and other European forums
- Presentations of VET career opportunities at secondary schools and Parents-Teachers Associations (PTA) at national and European level
- Open Info-Days at VET Provider Premises, including live briefs and exhibitions
- Family-oriented Experiential Thematic Workshops in different COVE countries
- Presentations of VET career opportunities to unemployed and other vulnerable groups in up to 5 to-be-selected events in different COVE countries events
- One-week onsite bootcamp in Portugal
- Awareness campaigns: these campaigns will be in different formats and at different times during the project, on topics relating to sustainable food production
- ...

The actions listed above are part of different Work Package 6 tasks. Each partner must respect the different deadlines of his task and inform all the partners at least 1 month before the date of the event.

2.5 Visual identity

A visual identity is essential for easy recognition of the project and consists of a logo and selection of colours to be used. One should be able to identify at first glance the project to which it refers.

We received several logo proposals for the AgriFood4Future project ([Annex 1](#)). After a vote by the project partners (results in [Annex 2](#)), the following logo was chosen.



Figure 3. AgriFood4Future project logo

The AgriFood4Future project sign is made up of 3 elements:

- Wheat, meaning food, agriculture, abundance, resources
- Wings, signifying flight, the future, innovation
- An arrow, for development, solutions, progress, evolution

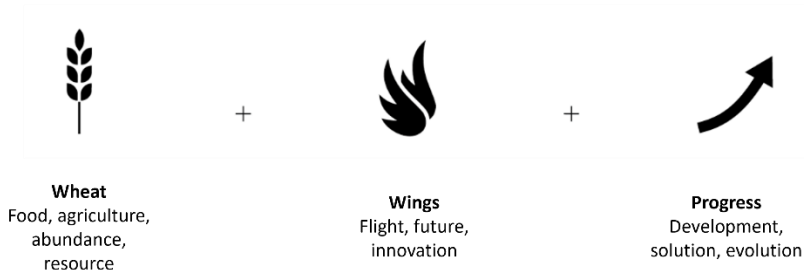


Figure 4. Explanation of the AgriFood4Futur logo

To ensure that the logo can be adapted to all possible media, various combinations are available in [Annex 3](#).

In addition to the versions presented in this document and in the Appendix, there are other versions of the logo (an all-white version, an all-black version, a version that can be used for national CoVEs, etc.). All versions are available, so that the logo can be used on all communication media.

2.6 EU communication requirements and use of data

2.6.1 EU Communication requirements

The AgriFood4Future project is part of the Erasmus+ programme. All communication activities related to the AgriFood4Future project (conferences, seminars, etc.) as well as printed information material (brochures, leaflets, posters, presentations...), and materials in electronic form (social networks, website, etc.) must be accompanied by:

- The European emblem, which should always be appropriately highlighted



Figure 5. EU emblem

- Must include the following disclaimer:

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2.6.2 Privacy and use of personal data

The GDPR governs how we can use, process and store personal data. It entered into force on May 25, 2018, and applies to all public/private economic operators, established in the EU or outside the EU. It is the competence of the national authorities established in each Member State to control the application of the GDPR at national level.

On the [European Commission's webpage](#), you can find more information on EU data protection rules and on the application of the GDPR for businesses and organizations.

In the framework of the AgriFood4Future project, UCSC (as the project coordinator) and the project partners are responsible for the processing of the data.

2.6.2.1 What is processing?

According to the European Data Protection Board (EDPB) (an independent European body contributing to the application of data protection rules within the European Union), personal data is "any information relating to an identified or identifiable natural person [...] a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity".

Personal data is therefore any information relating to an identified or identifiable person (name, email, address, telephone number, image, location data, physical characteristics, etc.).

2.6.2.2 Purpose of the processing of personal data

Processing refers to any operation on personal data, such as collecting, recording, storing, using, organizing, combining, disclosing, transferring, erasing...

Example: collection of customer data, registration of participants to events, use of customer database for sending a newsletter...

The personal data collected will be specific to our activity and will be used only for the AgriFood4Future project. This data will not be used for commercial contracts / financial transactions. The data collected will be specific to our activity.

2.6.2.3 What data do we process?

Within the framework of the AgriFood4Future project, we will be led to collect several personal data (first and last names, email addresses, phone numbers...). These data also concern the results of projects conducted in connection with the AgriFood4Future project, the deliverables produced, the dissemination, the proposals...

As far as statistics collected throughout the project are concerned, they will be collected in an anonymous way.

2.6.2.4 How we deal with it in the AgriFood4Future project

UCSC, as coordinator of the project, is responsible for the protocols for all aspects of the data. A Data Management Plan (DMP) will be created and made available to the partners in WP1.

In the project, all Work Packages are concerned with data collection.

2.6.2.5 Consequences of non-compliance

In case of non-compliance with the RGPD, UCSC and the project partners are exposed to legal sanctions that may be issued by the DPA (Data Protection Authority).

3 Synergies with other European projects

To disseminate the results of the AgriFood4Future project as widely as possible, we will create synergies with other European projects, but also with new stakeholders. Regarding the chosen strategy, UCSC (in coordination with the Work Packages leaders) is in charge of connecting with coordinators of other projects selected in the same call as AgriFood4Future ([Partnership for Excellence - Centres of Vocational Excellence \(ERASMUS-EDU-2022-PEX-COVE\)](#)).

The initiative on Centres of Vocational Excellence (CoVE) supports a bottom-up approach to Vocational Excellence involving a wide range of local stakeholders. It enables VET institutions to rapidly adapt skills provision to evolving economic and social needs, including the digital and green transitions. CoVEs operate in a given local context, being the linchpin of skills ecosystems for innovation, regional development, and social inclusion, while working with CoVEs in other countries through international collaborative networks.

To strengthen the impact of the AgriFood4Future CoVEs, the AgriFood4Future project has joined the Community of Practice of the Centres of Professional Excellence (CoP CoVEs), which brings together the project leaders of all the Erasmus Centres of Professional Excellence. In this community they share experiences, inspire each other and jointly try to find solutions for common issues they encounter while implementing the Centres of Vocational Excellence.

This action supports the gradual establishment and development of international collaborative networks of Centres of Vocational Excellence, contributing to creating skills ecosystems for innovation, regional development, and social inclusion. Centres of Vocational Excellence will operate at two levels: at national level and at international level.

UCSC will create synergies with the other 13 projects to:

- Promote each other project activities by keeping all informed of development,
- Looking at activities that could be common to amplify impact.

If the project coordinator wishes to create synergies with other European projects, he/she should contact the coordinators of the other projects.

If partners wish to create synergies with other EU projects, he/she should contact UCSC to launch the contact with the coordinators of the other projects.

The project coordinator is the only structure that can be brought into contact with the other project, together with ISQ, responsible for Task 5.5 “COVEs long-term sustainability strategy and follow-up” aimed to explore synergies with similar projects.

4 Monitoring methodology

The main objective of the monitoring methodology is to ensure that all communications made within the project are of high quality and aligned with the previously presented communication strategy. To ensure that all partners are actively involved in promoting the project, certain key performance indicators (KPI) are to be achieved. To ensure that all partners achieve these KPI, VALORIAL, as Work Package 6 leader, will set up a regular monitoring of the promotion of the project that is done.

4.1 Internal communication

Various internal meetings are organised as part of the project to ensure good communication and the transfer of information between the various project members:

- Management Board (MB): it will be set up with one representative of each work package lead partner, the Project Manager (PM) and ISQ (Quality manager). This MB will have monthly Teams calls to coordinate the work. They will also be charged with verifying the coherence of each work package with the overall project objectives. **Management Board meetings will be held on the last Tuesday of each month.**
- Steering Committee (SC): the strategic coordination will be managed by a SC composed of one representative per partner. The SC is the main decisional body, where all the strategic and operational decisions about the project will be taken on a principle of equal representation and vote of all the partners. The SC will receive, during the periodic meetings, details from the Project Coordinator (PC) on the general progress of the project and the results of the monitoring at each stage of the work plan and the achievement of the project milestones (carried out by WP leaders). Any decisions that are not unanimously agreed upon will be made by taking a vote amongst the members of the SC. The coordinator will have the casting vote in case of a tie. The decisions approved by the SC will be implemented under the coordination of the PC, who will be responsible for monitoring, together with the Monitoring Committee, its correct and timely achievement. **Steering Committee meetings will be held on Teams, on the first Tuesday of each month.**
- Monitoring Committee (MC): The Monitoring Committee is composed by each WP leader together with the PM and PC and ISQ as Quality manager and is the main responsible for the control of the timely and coherent implementation of project activities. Together with the Project Coordinator (PC) and Project Manager (PM) they will regularly monitor the project risk table, highlighting divergences with the original project planning and inconsistencies between activities and planned project objectives. **Monitoring board will be held every 3 months, on Teams, on the second Tuesday of the month.**

In addition to these meetings, periodic WP's meetings are organised to facilitate communication and operational information sharing between project partners. During these meetings, the partners will discuss the project implementation and key

performance indicators (presented below), as well as the future communication actions planned for the month.

UCSC, as project coordinator, has set up intranet space (Google Drive) and is responsible for managing it. This intranet will be organised according to the Work Packages and the tasks that make them up. The UCSC, as project coordinator, will have to ensure that all partners have access to the files, and will have to keep an Excel file up to date listing all project partners (Company, Name & First name and e-mail address)

4.2 Key Performance Indicators

To ensure the visibility of the project and to maximise its impact, we have several key performance indicators to achieve. The KPIs will be registered in the Quality Handbook, drawn up by ISQ. ISQ will ask at the end of each year for project partners' input to distinguish the different levels of success of each KPI, i.e. whether there is an objective to fulfil, when it is a good performance (green), an medium performance (yellow) or a low performance (red), according to our scale.

4.3 Follow-up tools for reporting

To fit the needs of the project and gather the KPIs in the same place, VALORIAL has developed an excel document that has been shared with the participants.

Event Number	Event / Activity Name	Type of event (online / IRL / webinar / podcast)	Date	Place	Organised by	Partner/s who participated	Total No. of participants (if known)	History booklets received	Innovators	Members	International organisations (ISQ, IFAP, etc.)	EU Institute
1	Estivalorial 2024 https://www.3imatch.com/estivalorial-2024	IRL: General Assembly	28/05/2024	Rennes, France	VAL	VALORIAL	280	1	1			
2	Conseil Administration de Bba Milk Valley https://www.milkvalley.fr/	ed online & face-to-face meeting	09/07/2024	Rennes, France	VAL	VALORIAL	14	1				
3	LABSUMMIT	Congress	17/05/2024	Colmbra, Portugal	ISQ	ISQ	40					
4	RoadB https://en.roadb.it/	Fair	26/06/2024	Bologna, Italy	Emilia Romagna R	CLUST-ER	ere we had AF4F roll-up and leaflets					
5	Feira Nacional de Agricultura	Fair, IRL	08/06/2024	Santarém, Portugal	CNEMA	F4S		1				
6	Capacity Sessions at the local market for farmers	Capacity Sessions, IRL	15/06/2024	Idanha-a-Nova, Portugal	CMIN	F4S	14					
7	Capacity Sessions at the local market for farmers	Capacity Sessions, IRL	29/06/2024	Idanha-a-Nova, Portugal	CMIN	F4S	14					
8	Encontro Anual das Câmaras do Solo	Congress, IRL	09/07/2024	Porto, Portugal	FCUR	F4S						
9	Salon International de l'Agriculture https://www.salonagriculture.com/	show, onsite	29/02/2024	Paris, France	CENECA	ARVALIS		1	1			
10	Journées de l'innovation agricole https://journes-innovation-agricole.agroparist	show, onsite	22/5/2024	Grignon, France	AgroParisTech	ARVALIS		1	1			
11	AI Tech Summit 2024 https://techsummit.ai/	Fair, onsite	17/04/2024	Málaga, Spain	TMB GROUP	PTA						
12	Conseil d'administration de la Filcuma Ouest	face-to-face meeting	21/11/2024	Paçá, France	Filcuma Ouest	CUMA	15	1				
13	Assemblée Générale Filcuma Ouest & AGC cum	face-to-face meeting	22/02/2024	Hermitage, France	Filcuma Ouest	CUMA	80	1				
14	MacFruit	Fair	07/05/2024	Rimini, Italy	Cesena Fiera Spa	CLUST-ER	ere we had AF4F roll-up and leaflets					
15	EIT HEI Dip4Agri project meeting	In-person meeting	19/06/2024	Porto, Portugal	UCP, Porto	BGI	30	2	3			
16	Training day farmers	In-person meeting	21/03/2024	Roesselare, Belgium	Inagro	INAGRO	80	1				
17	Training day soil management	In-person meeting	02/04/2024	Roesselare, Belgium	Inagro	INAGRO	20					
18	Training day soil management	In-person meeting	27/06/2024	Roesselare, Belgium	Inagro	INAGRO	20					
19	Conseil de Bba Adu	In-person meeting	16/06/2024	Roesselare, Belgium	Inagro	INAGRO	100	1				

Figure 6. Excel sheet for reporting on communication action

To ensure that the KPIs are properly monitored throughout the duration of the project, the partners will have to fill in their table and record the KPIs every 3 months. Regularly, VALORIAL will send an email to the partners so that they can fill in the Excel tab that has their name on it in the spreadsheet dedicated to the KPIs.

In this file, partners can use various tabs to fill in the social network posts/email campaigns they have made, as well as the events at which they have represented the AgriFood4Future project.

5 Conclusion

The above DCP as a whole presents a tangible and solid communication strategy for the AgriFood4Future project. The above objectives are achievable. However, the project partners will have to work together and hand in hand to achieve the objectives.

The Work Package leader will have to remind the partners regularly that they have targets to achieve, to ensure that all targets are met by the end of the project. Each partner is responsible for its own communications and must ensure that it communicates in a timely manner in order to give maximum visibility to the project.

In such a European project, **all communication actions are important.**

This DCP is intended to serve as a reference and may be subject to modification. It will be adapted according to the needs of the project and formally updated at midterm.

Obviously, to maximise the impact and communication of the project, the partners are free to use all the content produced as part of the project and to re-use it in other contexts and on other communication media.

Annexes

Suggested logos and colour codes drawn up by the agency

On these proposals, Valorial and the agency had indicated their recommendations (logo 1 and colour palette 3 or colour palette 4).

Logo 1

Wheat: Food, agriculture, abundance, resource
Wings: Flight, future, innovation
Progress: Development, solution, evolution

Logo 2

Initial: First project letter
Eye: Looking to the future
Arrow: Future, innovation, solution, progress, evolution
Smile: Optimism, dialogue, food
Human: Collective

Logo 3

AGRIFOOD: Structured typography, Stability, reliability, competence
4FUTURE: Handwritten typography, Human, collective, proximity
RE: Taking off from the ground, Momentum towards the future, innovation
4FUTURE: Diagonals, Progress, evolution, solution

Color palette 1

Color palette 2

Color palette 3

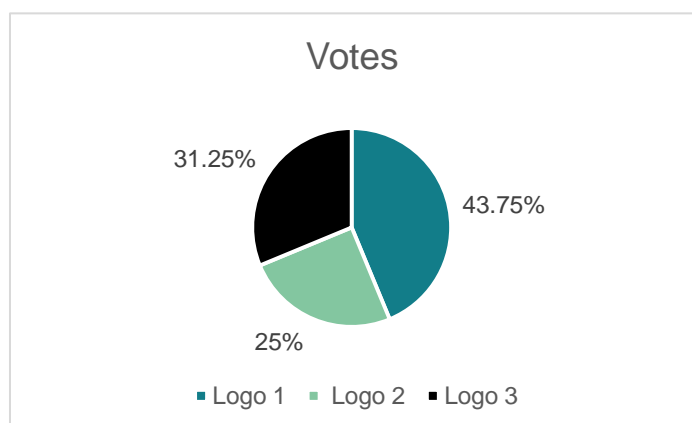
Color palette 4

Annexe 1. Suggested logos and colour codes drawn up by the agency

Results of partner votes

In total, the partners had 1 week to vote. Out of 23 partners, 16 expressed their opinion.

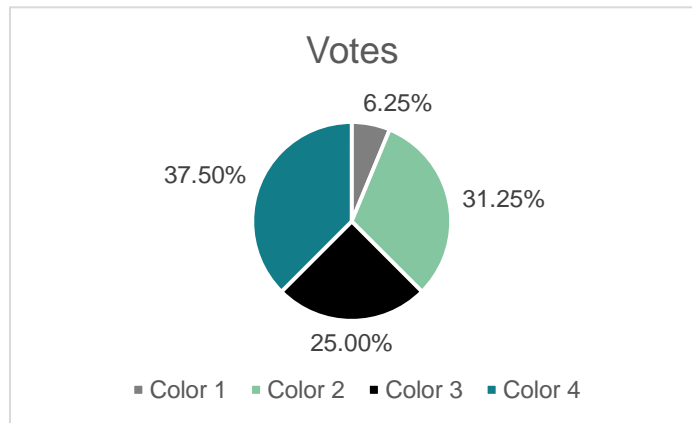
Logo 1	7 votes
Logo 2	4 votes
Logo 3	5 votes



TOTAL	16 votes
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In total, the partners had 1 week to vote. Out of 23 partners, 16 expressed their opinion.

Color palette 1	1 votes
Color palette 2	5 votes
Color palette 3	4 votes
Color palette 4	6 votes
TOTAL	16 votes



Annexe 2. Results of partner votes

Use of the logo on different backgrounds



Annexe 3. Use of the logo on different backgrounds