



FoodLAND Communication Plan

D6.2

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Short Description
<p>This document illustrates the communication plan and sets the stages for FoodLAND communication activities under Work Package 6 (WP6) "Networking, communication, dissemination, and exploitation". It is one of the three deliverables that constitute the PEDR (Plan for the Exploitation and Dissemination of the Results): the Communication Plan (D6.2), the Dissemination Plan (D6.7) and the Exploitation Plan (D6.8).</p>

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Executive Summary

This document illustrates the communication plan and sets the stages for FoodLAND communication activities under Work Package 6 (WP6) “Networking, communication, dissemination, and exploitation”. It is one of the three deliverables that constitute the PEDR (Plan for the Exploitation and Dissemination of the Results): the Communication Plan (D6.2), the Dissemination Plan (D6.7) and the Exploitation Plan (D6.8).

It provides the general communication strategy for FoodLAND, as well as a general overview of the plan for the actions that will be taken all along the duration of the project. The communication strategy will be crucial to bring the research and its outcomes to the attention of non-scientific audiences.

Elhuyar Fundazioa (ELH) is the leader and the main responsible of WP6, as well as of this deliverable, and the deliverable concerning dissemination activities. However, European Research and Project Office GmbH (EURICE) will be in charge of the task related to the IPR management and exploitation of results within WP6. ELH members will constitute the communication team, led by the communication manager (Manex Urruzola), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives.

The present document represents a roadmap for all FoodLAND communication activities. The following sections are included in the document: an introduction to the project (section 1); the scope and objectives of the plan (section 2); a description of the communication strategy (section 3); the identified target audiences (section 4); the communication elements and channels that will be used to reach the audiences (section 5); the communication materials and tools that will be produced and used to achieve the objectives (section 6); an overview of the plan of actions (section 7), and a list of key performance indicators to evaluate the performance of the communication strategy (section 8).

The communication plan is a live document. It is likely to undergo changes and adjustments throughout the project, and it will be progressively updated. The first version of it has been agreed by all partners, but regular reviews will result in a communication plan that fully meets the objectives set. Updates will include: an evaluation of the communication activities undertaken during the previous period, and an updated version of the general communication strategy.



1. Introduction

FoodLAND is a project funded by the European Commission's Horizon 2020 programme, under the topic LC-SFS-34-2019 — Food Systems Africa. It started on the 1st September 2020, and it has a lifespan of four years (48 months).

FoodLAND is a project committed to develop a range of innovations for local agriculture and aquaculture development, as well as to nudge consumers towards healthier eating behaviour in six African countries: Morocco, Tunisia, Ethiopia, Kenya, Uganda and Tanzania. That way, it is aiming to strengthen agro-biodiversity and food diversity, along with diversity of healthy diets to combat the major forms of malnutrition in Africa.

The project will create a network of 14 local Food Hubs —paired with 14 separate cities in these countries— that will mobilise relevant actors in urban and peri-urban communities and will serve as injection points for testing and introducing the innovations. This will lead to the strengthening of agro-biodiversity and food diversity and the valorisation of novel and conventional food raw products for the supply of novel foods, while improving social conditions and gender equality, and safeguarding the eco-systems.

FoodLAND is adopting a bottom-up approach by basing the initiatives on producers' and consumers' motivations, needs and choices. The final outputs of the project will be 12 technological innovations, which include organizational innovations and technological innovations for both vegetable and fish farming and food processing systems, together with 17 novel food products, ranging from fresh, dried and processed vegetables and fish to composite flours and therapeutic foods.

FoodLAND is also adopting a gender mainstreaming approach. This means that all FoodLAND objectives will be addressed with a gender perspective to ensure and enhance gender equality across all the project activities. Regarding communication, this will be done by ensuring a gender-inclusive use of language.

The [FoodLAND consortium](#) comprises 28 partners from 13 African and European countries: in terms of organisation type, 12 of them are research centres and universities (UNIBO, Italy; AGRO, Switzerland; JHI, UK; CBS, Denmark; ENAM, Morocco; ISACM and INAT, Tunisia; UoM, Ethiopia; UoN, Kenya; SUA, Tanzania; MAK and NARO, Uganda), 8 are institutions for agriculture and aquaculture promotion and research, as well as for the overall sustainable development in African countries (DALF and FCI, Kenya; CEFA, Italy; REST, Ethiopia; VEDCO, Uganda; HLV, Switzerland; GIE, Morocco, and GDA, Tunisia), 5 are small and medium-sized companies working in the food sector (ABT, Malta; KEPC and TAM, Kenya; KTM, Tanzania, and NUT, Uganda), 1 is an industrial partner (NVM, Italy) and 2 institutions are specialists in communication and intellectual property matters (ELH, Spain, and EURICE, Germany).

Two Advisory Boards (Scientific, SCAB, and Stakeholder, STAB) act as consulting and advisory bodies of FoodLAND, to affect and impact on the implementation of specific parts of the project and to provide a final evaluation of the project outputs. The



members of the SCAB are researchers/scholars belonging to the main disciplinary fields of FoodLAND, so as to provide partners with comprehensive, scientific advices. The members of the STAB, on the other side, encompass the local stakeholders that are crucial for the trans-disciplinary implementation of the activities and the dissemination and exploitation of the results at local, regional and global scale. They are composed of members from a diverse pool of institutions:

- SCAB: the Regional Universities Forum for Capacity Building in Agriculture (RUFORUM); the International Olive Council (COI); the Institute of Health Carlos III (IoH); the H2020 project network LEAP4FNSSA; and the Regional center of Agronomic Research of Béni Mellal (CRRAT-INRA).
- STAB, local farmers' associations: Jeunesse et Horizons – TN; Hawelti Multipurpose Farmers' Cooperative Union – ET; Kenya National Farmers' Federation (KENAFF) – KE; Network of Groups of Farmers in Tanzania (MVIWATA) – KE; Namunkekera Agro-Processing International – UG; Kamukamu Rural Farmers Development Organization – UG; consumers' associations: Association Civisme et Développement (AFAK) – MA; Forum Marocain du Consommateur (FOMAC) – MA; Moroccan Federation of Consumers Right (MFCR) – MA; Organisation Tunisienne de Défense du Consommateur (ODC) – TN; Mekelle Consumers' Cooperatives Union – ET; Kenya Consumers Organization (COFEK) – KE; Tanzania Consumer Advocacy Society (TCAS) – TZ; Nutrition Society of Uganda (NSU) – UG; Medina FM Radio – MA); food retailers: Magasin Général (MG) – TN; NUR – ET; Tusker Mattresses – KE; Mpulila Supermarket – TZ; Twincy – UG); and public authorities: Intergovernmental Authority on Development (IGAD); Provincial Directorate of Agriculture (DPA Meknès) – MA; National Office of the Agricultural Council (ONCA) – MA; AACG Farmers and Urban Agriculture Development Commission – ET; Ethiopian National Fisheries and Aquatic Life Research Center – ET; Tanzania Bureau of Standards (TBS) – TZ; Ministry of Agriculture – TZ; Ministère de l'Agriculture et de la Peche (ODESYANO) – TN; Commisariat Régional au Développement Agricole (CRDA) – TN.

At organisational level, for the coordination and management purposes, a **Project Management Team** has been established, composed by the Project Manager (UNIBO), who will ensure high quality project management; the IPR and Exploitation Manager (EURICE), that will be in charge of the legal aspects and IPR issues regarding the Consortium Agreement and all IPR management aspects related to the Knowledge and Innovation Management strategy, and the Dissemination and Communication Manager (ELH), who will assist the Executive Board and the Coordinator in the internal and external communication and dissemination activities.

A **Communication Board** has also been set up, with the aim of facilitating the preparation and adaptation to local realities of the tools and materials produced for communication purposes, as well as to guarantee a satisfactory diffusion of the results devoted to the general public at local, regional and national level in the six African countries. At the initial stage of the project, the Communication Board will be composed by local coordinators and WP leaders. Nevertheless, as the project goes on, it could be



helpful to incorporate some other partners to the board, or anyone might leave it. The needs that will arise during the project will shape the conformation of this group.

FoodLAND has established a set of principles on which to base all its activity, so they are also part of the basis on which the present dissemination plan is built. These are the guiding principles:

- **Diversity:** Leveraging the synergies between agro-biodiversity and dietary diversity, to promote and reach a nutritive sensitive agriculture.
- **Local varieties and species:** Developing novel foods and new raw materials and ingredients for urban and rural consumers based on local varieties and species.
- **Participation and gender:** Building a responsible engagement of local smallholder farmers, food processors and consumers and adopting a gender perspective. All measures to promote equal opportunities between men and women will be taken in the implementation of the actions.
- **Open innovation:** Promoting collaboration and knowledge flows between people, organizations and projects, and boosting innovation propagation within, across, and outside the Food Hubs.
- **Inter- and trans-disciplinarity:** Integrating knowledge and methodologies from different disciplines and boosting the FoodLAND Consortium.



2. Scope and Objectives

The main focus of FoodLAND is to impact on strengthening the African farming and agri-food system through the development of locally-rooted, innovative approaches based on the empowerment of operators along the entire agri-food chain, especially smallholder farmers, which can ultimately lead to the creation of new market opportunities. The final goal of the project is to spread out from the targeted urban and rural areas the innovations and nutritional recommendations achieved throughout the project, and to reach as many communities as possible facing nutritional imbalances in and out of Africa. The activities planned to achieve these objectives will always be closely linked to the above-mentioned guiding principles, which mark the way in which the actions are designed and planned.

This Communication Plan aims to respond to the objectives that have been set in terms of communication to the general public. Nevertheless, it is well known that boundaries between communication and dissemination activities are sometimes blurry or can even overlap, so some of the tools and/or activities described here, addressed to the general public, will also be included in the Dissemination Plan (D6.7), which are aimed for a knowledge and results transfer purpose to a more specialised public, audiences that may be interested in making use of the results obtained in the project. As already mentioned, all the communicative actions will ensure an inclusive and gender-sensitive use of language. Furthermore, they will aim at enhancing gender equality in the different regions the action will take place at.

The objectives aimed to be achieved by communication activities are:

1. Promoting the project and ensuring its visibility

This is the most important objective of the communication plan, so all the activities envisaged in this plan are focused, directly or indirectly, on the achievement of the objective of making FoodLAND visible to as many people as possible.

The reasons why it is important to promote the project are twofold:

- 1) Demonstrate the way in which a European research project is contributing to the knowledge diffusion across the international scientific community and, specifically, to the sustainable development of the African food systems and society, and accounting for public spending by providing tangible evidence of the project's added value and benefits to society.
- 2) The lessons learnt during the project, and the final technologies, food products and nutritional recommendations can then be replicable in other African areas and also in Europe, as many of the nutritional imbalances observed in the studied locations are wide spread worldwide.

2. Establishing a cluster of projects involved in the EU-Africa R&I Partnership on FNSSA (Food and Nutrition Security and Sustainable Agriculture)

The communication activities to be carried out during the project will be helpful to this end. The more the project is communicated and spread in the society,



the more options it has to reach members of other projects that can get involved in the cluster and share their experiences with the members already in it. A specific communication strategy is therefore planned for the FNSSA association based on updating the website with information and results, disseminating the events and results of the association meetings and publicising them all through the social media.

3. Encouraging innovation networking and collaboration among the different Food Hubs and stakeholders' engagement

The public diffusion of the project will make it easier for members of the Food Hubs to interact and develop synergies, as much as the information they will receive via public channels will help them to get an overall idea of what is happening in other Food Hubs, and that will be helpful for when organizing dissemination events among Food Hubs.

4. Delivery and diffusion of technological innovations for food production and processing as well as of novel food products

Ensuring that the project activities, tools and results are easily reachable through different public channels (mainly on the website) will help them to have a larger impact, even beyond the duration of the project, so that the benefits of the project can reach the highest possible number of stakeholders and individuals.

On the other hand, among all the developments that will be generated during the project, it can be assumed that the general public will take most advantage of the novel food products, much more than the technological innovations for farming or food processing. Thus, special attention will be paid to these products when communication activities are being carried out.

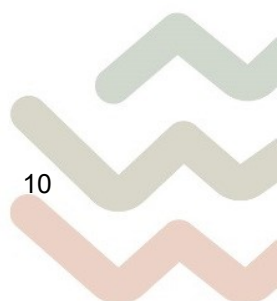
5. Diffusion of nutritional recommendations to foster sustainable and healthy diets in Africa and Europe

The communication plan will be structured in such a way that this objective will be successfully accomplished, and so the nutritional recommendations are spread as much as possible. The natural receivers of the nutritional recommendations are citizens, both those from the local areas where the project is being developed and from any other area where people are suffering nutritional imbalances. So, it will be very substantial to make the best of these recommendations to have a very wide diffusion. Local partners' engagement for this task will be crucial, as they are knowledgeable about the kind of actions that will be successful and those that will have a lesser effect in their own communities. The nutritional imbalances and needs, and thus the recommendations, will likely vary from area to area, especially among countries from North Africa and East Africa. Therefore, specific adaptations will be made to the recommendations accordingly to deal with the major malnutrition challenges of each location.

The following sections will describe in detail the activities to be carried out in order to reach all these objectives, according to the target audiences, the channels that are



foreseen to use and the materials and tools that are planned to develop. All these elements will be fit in compliance with a communication strategy, and a series of actions spread over the four years has been planned, clearly linked to the objectives of the project.



3. Communication strategy

The communication activities will ensure maximum visibility, accessibility and impact of the project activities. Communication activities will be designed to make the project results visible and accessible to the different target audiences throughout the lifetime of FoodLAND, and beyond. A coherent, multi-layered strategy to effectively make known and disseminate FoodLAND's findings will bundle effort from the whole consortium across the entire lifespan of the project.

The overall communication and dissemination strategy will be based on three main pillars that will transversally affect and influence in every other element of the defined strategy:

Inclusive and
gender-aware

Aware of local
language-
diversity

Visual and
pedagogical

Inclusive and gender-sensitive use of language

Gender equality is one of the main values FOODLAND is built on. An inclusive and gender-sensitive use of language will be ensured by not reproducing or enhancing women's traditional gender roles as the main caretakers in the household; and by promoting a higher involvement of men in caring responsibilities through the awareness raising campaigns and dissemination of the material created. In the same way, all communication actions and materials will aim at promoting gender equality, and showing for example images of women as workers of the secondary food processing, leading SMEs or main farm-owner or decision-makers at the households. Whenever possible, we will communicate gender-balanced images, including of women actively involved in leading farms, SMEs and/or households among others, as well as men in non-traditional roles.

Awareness of local language-diversity

The working language of the project is English: the toolkits and all other material made available to partners, as well as the FoodLAND website and social media pages will be in English.

However, communication with local and national stakeholders might require for the African partners to communicate using their national language whenever they see fit. When the case applies, each partner will be responsible of the translation of any communication material into their own national or local language(s).

Furthermore, each of the participant countries and regions has its own language and social context, and the role of the Communication Manager will be to harmonize the design, contents, and timing of the communication and dissemination tools and



materials that will be concretely produced, materialized, translated, and adapted by the local coordinators and partners. When translations for videos or other recordings are required, partners will be asked to prepare the translations for the locutions, and then the communication team will produce the translated version of the audio-visual material. This way, an equal level of communication and dissemination will be achieved in all the rural and urban areas targeted in the project.

Visual and pedagogical supports or materials

The final users will probably include both literate and illiterate people, so that material will be designed and performed based on **visual and pedagogical communication solutions**. There will also be material with a broader and more detailed written information, that will be shared with STAB and NGOs, in order to give them as much useful information as possible, so that they understand in depth what the results of the project consist of and to make it easier for them to spread them.

Partners' involvement in communication activities

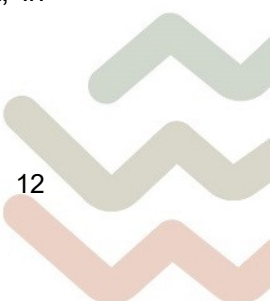
Partners will actively contribute to the communication activities by sharing project information on their website, social media pages, in their Newsletter, by specific e-mailing or in terms of getting in touch with their local media. All their online tools will link to the FoodLAND website and social media pages.

A special effort by African local partners to participate in communication activities is foreseen, because of two main reasons: on the one hand, they have a much greater knowledge of the characteristics and needs of their communities in terms of communication. The type of information they will be asked to provide will be tailored to the level of literacy of the population, their access to information and communication technologies, the extent of Internet networks in their community, etc. These aspects will be key when designing the communication strategy to be followed in each community. On the other hand, partners will be in charge of the translations to their national languages and the printing of the material to be designed, and ultimately, to make contact with local, regional and national journalists when media coverage is needed for a given communication activity.

The communication manager will provide local partners with the material they will need for communication purposes, as well as guidelines to help them in the communication activities and any other support they might need. The role of the communication manager is envisaged to harmonize the design, contents and timing of the communication tools and materials that will be concretely produced, materialized, translated and adapted by the local coordinators and partners.

Once partners carry out the corresponding communication activities, they will inform the communication team about them, and will send their news items and the collected media impacts.

Regarding partners' involvement, Annex I provides them with a summary of the actions and procedures they must take into account and should carry out to comply with the communication requirements of FoodLAND. It has been structured as a checklist, in



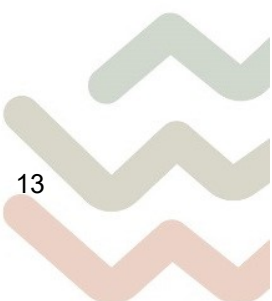
order to be easier for partners to audit if they are fully accomplishing what it is expected from them, or they have any issue pending.

Promotion of the subscription to the newsletter

All FoodLAND partners will promote the project to their own contacts and invite them to subscribe to the Newsletter via the subscription form on the FoodLAND website. Stakeholders will also be invited to subscribe to the Newsletter, as well as the people that will be contacted for cluster of projects involved in the EU-Africa R&I Partnership on FNSSA. ELH will be responsible for a smooth subscription process.

Internal communication

The FoodLAND Coordinator (UNIBO) has adapted the Microsoft Teams and Sharepoint platforms, its standard software for remote work and content management, to carry out the internal communication actions of the project. It will serve as an internal document repository, where partners and actors involved in the project will have their own credentials to access the online platform and share with all others their relevant information, such as technical information, confidential deliverables, raw project results, etc. Project online meetings scheduled by UNIBO are taking place via Microsoft Teams; meanwhile, meetings between other partners are being held through other online platforms, such as Zoom or WebEx.



4. Target Audience

FoodLAND has identified several audiences to address the communication activities to. As stated before, it could be difficult, and maybe inconsistent, to divide the audiences who are the target groups of the communication activities from those who are target of the dissemination activities; synergies between them will be helpful for the consecution of both communication and dissemination objectives.

As it is shown in figure 1, by an overview of the stakeholder groups of the project, FoodLAND has identified the following audiences to target for communication and dissemination activities:

1. The members of the Consortium.
All African partners and especially those entrusted to contribute to WP6, must understand the scope and objectives of the communication plan and share the responsibility to contribute to the challenge of its adequate diffusion in their own community.
2. Smallholder farmers, processors and consumers in target rural and urban areas, where the 14 Food Hubs will be established.
When speaking about smallholder farmers, we mean land-owners and not-owners, male and female farmers from the local Food Hubs. This group represents the first direct target audience. The communication activities that will inform about the organizational and technological innovations that are being carried out in the Food Hubs may inspire some other farmers and processors to match with them and expand the experiences. In addition, the overall consumers of the local communities will benefit from the project when they are informed about the novel food products that will help them to balance their diets, together with the nutritional recommendations that will be delivered.

The design of actions aimed at this audience will take into account aspects such as the level of literacy of the communities, their access to information and communication technologies, the extent of Internet networks in their area, etc., and the materials and tools will be adapted accordingly. Adaptations to local languages will also be taken into account.

3. Relevant stakeholders engaged in the food supply chains, such as food retailers, producers' and consumers' associations, local and international institutions, other NGOs and companies out from the target local areas.
These stakeholders are more distant to the project than the first ones, as they are not located in the areas where the project activities are going to be performed, and they are not directly involved in the FoodLAND activities. Nevertheless, they may be interested in those activities, and eventually they might be interested in applying the innovations developed to their own business. Additionally, these stakeholders often have their own network of partners and collaborators, so they can act as multipliers to further promote and spread the outputs of the project.



4. African governments and policy makers.
FoodLAND will provide local and regional policy makers with in-depth understanding on consumers' and producers' food-related conditions, choices, innovative solutions, appropriate tools for boosting supply chains competitiveness and sustainability and improving diets healthiness and diversity. This comprehensive repository will offer unprecedented information to public authorities supporting their decision-making and orienting the policy measures. This also includes aspects of influencing local governments, authorities and policy makers who are not initially supporting the goal of the project.
5. Research community.
The aim of reinforcing the long-standing relationships between EU and African universities as well as to the enhancement of their research cooperation on sustainable agriculture and food and nutrition security makes the research community a relevant target group for communication and dissemination activities.
6. Media and general public.
Reaching out to the press and general public is really important to demonstrate the benefits that FoodLAND brings to society. In addition, involving the press and general public can broaden the scope of the project and have a multiplier effect.

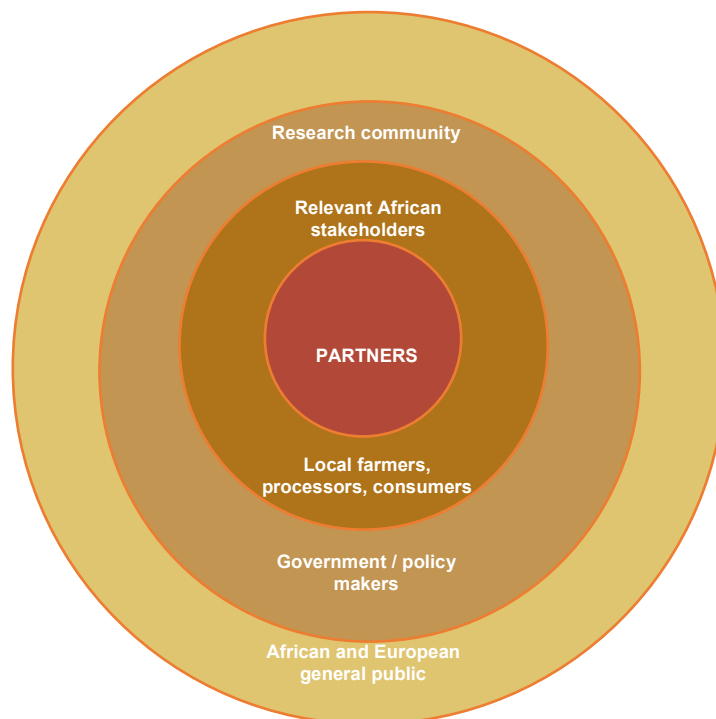
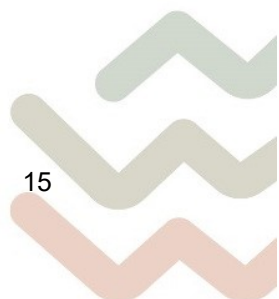


Figure 1: Overview of the stakeholder groups of the FoodLAND project. The concentric circles illustrate the level of influence and mutual dependence that exists between these stakeholder groups and the project.



5. Project Communication Channels

In order to successfully convey the right messages to the respective target audiences and reach the highest impact possible, the communication strategy of FoodLAND involves the use of the following communication elements and channels. Please note that some of them will also be used for dissemination purposes.

Project name

As the name of the project, FoodLAND, is an abbreviation of the tagline of the project, “FOOD and Local, Agricultural and Nutritional Diversity”, the general recommendation is to write the first part of the name, food, in lower case letter (except the first F, which must be written in capital letters), because it only refers to the word food, and the rest of the word in capital letters, as it is composed by the initials of the tagline: FoodLAND. Sometimes, it will be needed to write the whole name of the project in capital letters. In those cases, the general recommendation is to write the first part of the name (food) in normal type, meanwhile the second one (land) should be written in bold type: **FOODLAND**. A coherent writing of the project name by all partners in all circumstances reflects an appropriate level of consensus, coordination and communication.

Visual Identity

A project logo (figure 2) has been designed to communicate the uniqueness of the project. The FoodLAND logo seeks to be of impact and easily recognisable.










Figure 2: FoodLAND visual identity. The original logo and several variations are shown, to be used in certain circumstances where the original version does not fit.

The logo represents a composition formed by two different elements but in coexistence: the LOGO, on the one hand, made with a clean, clear, concise, ageless and therefore easy to use typography, and on the other hand THE SYMBOL, the map of the African continent. For the creation of this symbol, the map of Africa has been given a distinctive shape, moving away from its classic contour, for which graphic elements have been used based on colours and shapes (zigzag lines) that bring to mind the aesthetics of the different cultures and populations of Africa (“Diversity”), and also making reference to a ploughed earth or the water waves, as a metaphorical link with the objective of the project.

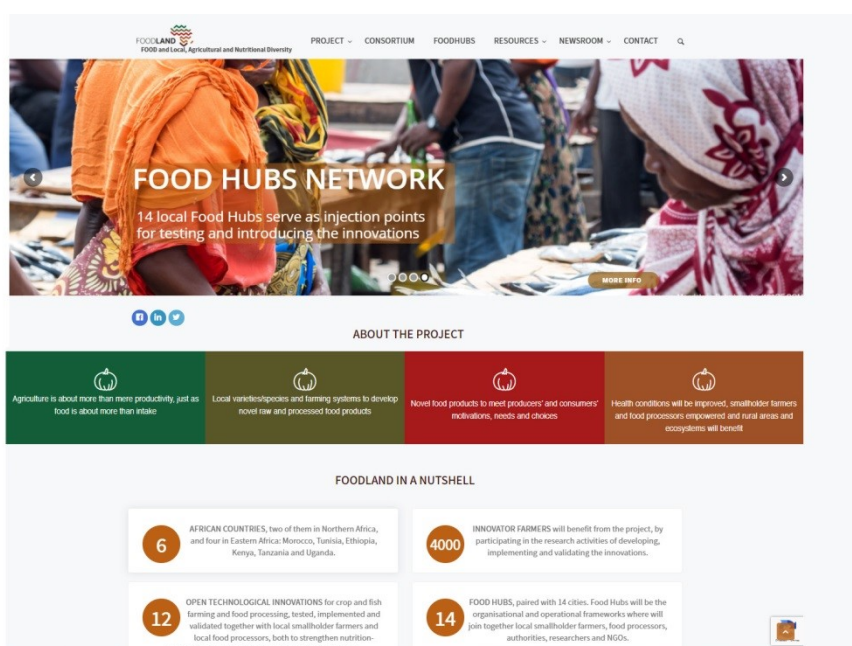
The logo will be the base for the design of every communication means. In this sense, templates are being designed for Power Point presentations, deliverables, other documents and newsletters based on the colour palette and fonts of the logo.

The set of six colours used for the logo have been selected to use them as the colour palette, and thus should be used by all partners when producing promotional material or any other kind of means for their activity related to FoodLAND. And an additional colour has been included to the palette, as it can be seen below:

	GREEN html notation: #1c5d3c / RGB: 28, 93, 60
	KHAKI html notation: #474d25 / RGB: 71, 77, 37
	RED html notation: #a31b24 / RGB: 163, 27, 36
	BROWN html notation: #954427 / RGB: 149, 68, 39
	LIGHT BROWN html notation: #b4581d / RGB: 180, 88, 29
	DARK BROWN html notation: #360d13 / RGB: 54, 13, 19
	ORANGE html notation: #ba6117 / RGB: 186, 97, 23



Project website



A project website, <https://foodland-africa.eu/>, is the core public communication channel and share point of the project, as it enables all the stakeholders and the general public to readily follow the development of the project. The project website is intended to serve as the main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. A complete functional and operational website is foreseen for M8. It will be constantly updated with videos, pictures, informative texts, public tools and public deliverables as soon as they become available.

The website is characterised by an eye-catching design and is easy to navigate. It is accessible by EU and African citizens at large with tablets and smartphones and is linked to and from other tools and content developed by FoodLAND partners as well as other initiatives similar to or related to FoodLAND. The website provides a subscription form to the FoodLAND newsletter; this provides the opportunity for visitors to stay up to date on the latest news and developments of the project.

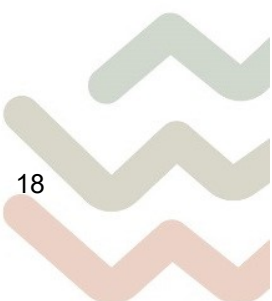
Roles assigned to the website:

- Public image of the project and the main online access for the target groups as well as for the general public. Information source on the project's objectives, activities, outcomes and relevant updates.
- Repository of information in order to make available project resources and publications to visitors. All the public deliverables and the relevant information and updates will be available on the web, in different formats, such as specific web sections or documents for their download or consultation.



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Structure:

The preliminary structure of the website has been arranged as follows, but please notice that the content of the website will be constantly updated, and the structure may be modified to better respond to the communication requirements of the outputs reached and the needs emerging among the partners.

Home. The homepage is dynamic and displays the latest most important content of the website. The last produced documents, publications, call to actions, promotional material, as well as social media feed boxes are featured on the homepage.

Project. It contains several pages with broad information about the project: the background; its mission (What?), some key facts (Why?); concept and objectives; a brief description of the Work Packages (Who, How and When?). The public reports produced by the project partners will be available on the Work Packages section of the website.

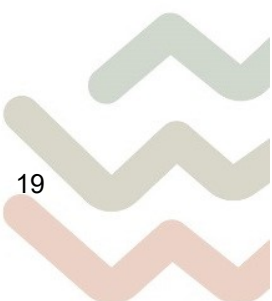
Consortium. All the consortium partners are presented visually, represented by their organisation's logo, and a brief description is provided for each of them, as well as the tasks that have been assigned to them. Additional sections are devoted to the advisory boards, both the SCAB and the STAB.

Food Hubs. It contains a map and the list with the 14 African cities in the six countries where Food Hubs will be established. When clicking on any of them on the map, a pop-up window is opened, showing a brief description of the actions that are being developed in it, and a link for further information is offered, which brings visitors to the specific webpage of that Food Hub.

Databank. This section will offer information at country and consortium levels on consumers' and producers' situational and individual conditions relevant to food supply and demand patterns, information related to the project's results (e.g., the novel food products, the determinants of minimum dietary diversity, and the impact of innovation uptake on farmers' well-being), etc.

Resources. This will be the repository for communication and dissemination materials, such as the videos, the training packages, the flyers, the nutritional recommendations, etc. These materials will be available to be visualized and to be downloadable, when pertinent. They will be derived from the knowledge and the results obtained throughout the project, and produced in order to provide users with a more friendly set of resources other than the official reports. Some of them will be addressed for the general public while some others will be of a higher technical level; the latter will be produced for dissemination purposes, and they will have additional information, useful for any potential user of the project's results.

Cluster of projects involved in the EU-Africa R&I Partnership on FNSSA. A separate section has been created on the website where it is shown the kind of knowledge exchange activities that have been carried out with relevant projects, such as LEAP4FNSSA, HealthyFoodAfrica and InnoFoodAfrica.



Newsroom. Project results, outputs, publications, events and actions are being announced on the newsroom of the website. Relevant information about other related projects will also be featured on this section, as well as every event or action consortium partners organize or attend. All partners will be requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item. The newsroom is composed by some pages, each of one devoted to a specific purpose: the news page, where all news items are displayed, along with the social media feed and like boxes; the events page, which is the repository of all relevant events FoodLAND partners organise or assist, and the newsletter page, where the delivered issues will be available, together with the form to subscribe to it.

Contact. A page with precise contact information is provided, and a contact form is added, which will allow any interested visitor to easily interact with the consortium.

Social Media channels

Social media is a critical component to any promotional effort. From the beginning of the project social media accounts have been established, and all partners have been invited to follow them, as well as to retweet or resend the messages that are published on them. The creation of Facebook, LinkedIn and Twitter profiles will expand the outreach of the project, enabling thus to communicate the key project results to specific target groups and to readily react to comments and questions from the audience.

An active attitude will be upheld on the social media channels ([Facebook](#), [LinkedIn](#) and [Twitter](#)), not only feeding it regularly with FoodLAND news, possibly but not exclusively collected from the partners, catchy data on the situation and objectives, but also retweeting and commenting partners' and other stakeholders' messages and any interesting messages related to the project topic.

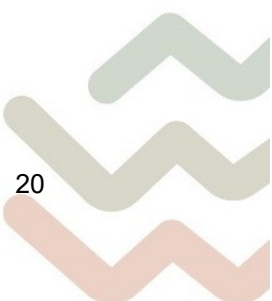
Another habit when feeding the social media accounts will be to broadly use the trending hashtags linked with the topics addressed by the project, such as food diversity, healthy diets, etc. Related to this, during the first meetings with projects funded by the EU under the same topic, it has been mutually agreed to settle and use some common hashtags.

Following the European Commission recommendations, #H2020 hashtag will be added to the tweets, and @EU_H2020 will be tagged in them.

A YouTube channel will also be established, as the public repository for the audio-visual material produced during the project. Once published on YouTube, videos will be embedded to the official FoodLAND website, and will also be shared on the other social media accounts.

Partners' own channels: websites, newsletters, mailings and social media

An active involvement of partners will be crucial for an effective diffusion of the project and the results achieved. First of all, a general description of FoodLAND will be created



on all partners' websites as a static information point and linked to official FoodLAND website.

Additionally, partners will actively contribute to the communication and dissemination by sharing project information on their website, their own newsletters and/or by specific e-mailing.

Partners will also promote the project on social media, through their personal and/or institutional social media channels, by becoming followers of them, sharing the messages posted on the project's channels, using the agreed hashtags and labels for the project, etc.

Finally, partners will share with their own colleagues, collaborators and contacts the results and materials, namely newsletters, produced for communication and dissemination purposes. This way, a broader dissemination of the results obtained in the project will be achieved.

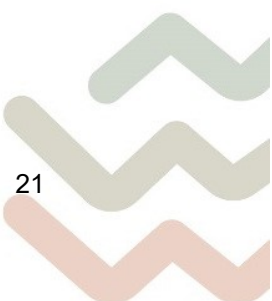
Media Relations

All partners will contribute to the project communication by sharing the materials and tools developed for this purpose with press contacts of their own regions or countries. This will include publishing press releases on the EU [Cordis Wire](#) website. The Communication Manager will orient and coordinate the partners about when they should get in touch with press contacts, via their institution's press office, or by their own. The communication manager will also provide partners with the written and audio-visual material, which they then will translate to their own languages and adapt when necessary according to the needs. All media impacts will be coordinated by ELH, to ensure every media appearance is part of a common strategy.

Live events

On the occasion of local meetings, in the advanced stages of the project, it is planned to celebrate public live events, to show the general public the results obtained in FoodLAND. Information about the processes and technological innovations that have been developed in each Food Hub will be offered in these events (as long as the health situation caused by the Covid-19 pandemic makes it possible to do so), to give a general view of the project, but they will be focused on topics of general interest. The content that may arouse the greatest interest in these events is the information related to the results of the consumer surveys, and the nutritional recommendations to be issued from that study. On the other hand, a presentation of the novel food products that will be developed in Food Hubs, and a demonstration of the way to cook them, when applicable, will be also of great interest for the general public, as they may help them to balance their diets.

Events of this kind will be broadly promoted to be performed by local partners when carrying out the awareness raising campaign. Some events can be organized in a coordinated way among different Food Hubs, and live connections may be done, in some key moments, to appear as a single team.



Due to the health crisis generated by the COVID-19 pandemic, it is now widespread meetings and seminars to be held online, via internet platforms such as Teams, Zoom, Meet or similar. Thus, although it is not possible to predict neither the evolution of the pandemic nor the use that will be made of digital platforms to conduct meetings, it can be anticipated that the widespread use of online meetings may continue for some time. In case of on-site events, it will be mandatory to comply with all in force safety and prevention protocols against Covid-19 by all participants.



6. Project Communication Tools and Materials

This is the assortment of tools and materials that partners in charge of communication tasks will use to carry out their duties:

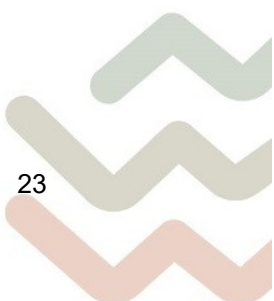
Website sections. As it is the main repository for communicating the project's progress, the website is constantly updated and adapted to better show a general view of the project and the level of advancement of each part of it. New sections are foreseen to be created as FoodLAND goes ahead, and former ones might be changed to be adapted to the state of the project. Related to the Social Media, Twitter and Facebook Feed and Like boxes will be displayed on the website, specifically on the home page and the news page. In this way, the latest content of both social media will be visible and available on the website.

Videos. Several videos will be produced to make the advancements of the project visible. A promotional video will be published initially. Subsequently, the technological research results will lead to another dedicated video, as well as the results about the impact of innovations on farmers' well-being, and the nutritional recommendations. Local African partners will be encouraged to produce their videos to present their Food Hubs and the activities they are conducting there. If necessary, some other videos will be created to explain the prototypes of open technological innovations developed, implemented and validated during the project.

The design and production of the videos will take into account that the content and the narration can be easily understood and have a high educational potential. This way, FoodLAND will also reach the illiterate part of the population, and thus achieve a greater level of dissemination and engagement. This may include dubbing the videos produced to the different local languages, as this may be the only way to make the content accessible to illiterates. For the distribution of the videos, it will also be taken into account that some part of the population might not have access to Internet or devices to play them; the assistance of local partners will be crucial in these occasions, and a joint strategy will be agreed to ensure that all people can have access to them. One possibility could be to broadcast them in the Food Hubs, but local partners will have more accurate view about this issue.

Promotional material

The promotional material that will be produced during the project will reflect the progress that is being achieved, and will serve as a compilation or summary of the most extensive reports, and may be disseminated both through channels aimed at a specialized audience interested in making use of the results, and through channels aimed at the general public. Infographics, and graphic aspects will have an important weight in the promotional materials produced. This will have a twofold effect: on the one hand, it is easy to understand at a glance the basics of the project, and on the other hand, it removes the language obstacles, and makes cross-cultural communication possible.



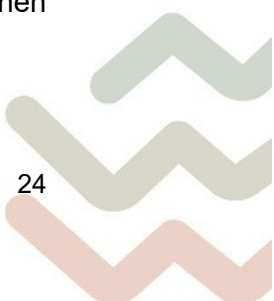
- Initial promotional material. Flyers, brochures, posters and roll-ups will be designed, containing all the important information about the project mission and background and the consortium members. Both digital and printed versions will be used by all partners. They will have the chance to translate these materials to their local languages and print them, to increase the visibility of the project and to expand network contacts. This kind of material will also be helpful for partners when recruiting people for the stages when their participation is needed. The material will be distributed and made available in the Food Hubs, and wherever local partners suggest to, such as markets, farmers associations' headquarters or food processing plants.
- Promotional material for the awareness raising campaigns. An awareness campaign will be carried out as part of the final phase of the project, and the results that have arisen during the project relevant for the general public will be compiled in some tailor-made materials. The nutritional recommendations, the benefits of the novel food products, and all the information that may be useful for the vulnerable groups will be compiled in such materials and broadly shared among partners and via digital channels.
- Specific promotional material for the FoodLAND final event. Additional efforts will be made when the FoodLAND final event approaches in terms of design of new specific promotional material for this individual event, which will take place at the end of the project. Hence, the focus of this new material will be pointed on the final outcomes and results of the project achieved along the 4 years. We envisage producing at least the following materials for the event: Specific brand/logo for the event, customized event agenda layout, new versions of the FoodLAND brochure, poster and roll-up.

Infographics. Taking into account the great importance and impact of visual communication, several infographics will be developed during the project, to summarize the most relevant information in a visual way. This will have a twofold effect: on one hand, it is easy to understand the basics of the project, and on the other hand, it removes the language obstacles, and makes cross-cultural communication possible.

Newsletters. Periodic newsletters will be designed and delivered. As soon as enough information becomes available, the first newsletter will be delivered, and the following will be sent out at the time of a key event in the project, such as a Governing Council meeting.

All FoodLAND partners will share the newsletter with their own contacts and invite them to subscribe to it via a subscription form on the FoodLAND website. Stakeholders will also be invited to subscribe to the Newsletter e-mailing list, as well as the people working in other projects under the same topic that will be contacted for cluster of projects involved in the EU-Africa R&I Partnership on FNSSA. ELH will be responsible for a smooth subscription process.

Press releases. Whenever relevant information is available and it is agreed to make some local communication via press contacts in a certain area, a press release will be prepared by communication partners for local partners, in order to translate it when



necessary and send it to local, regional or national media. The celebration of the Project Meetings in different African countries will be used for this purpose of sending a press release to the local media, in order to catch their attention and encourage them to report about the project and its results. The collaboration of the communication offices of the partners hosting the meetings will be very helpful and essential to this end.

Press conferences. During each Project Meeting and at the Final Conference, the call of a press conference will be considered in the country where the meeting will take place so that the meeting has a more considerable local impact. The visits to the Food Hubs in the city hosting the meeting can be lure for local journalists.

Photos/photo-gallery. An effort will be made to create and feed a large photographic gallery, where the varied activity carried out in the project will be presented in a visual way, showing the different technologies, cultivation fields used for the study, aquaculture facilities, innovative products and others. The participation of partners to different events will also serve to illustrate the intense activity of FoodLAND.

Podcasts/audio-spots. Several audio interviews will be recorded with different protagonists of the project (farmers, stakeholders, consumers...) and the podcasts will be broadcast on the project's channels and made available to the local media. When designing the awareness raising campaign, the use of audio spots will be considered for promotion on local radio stations. Moreover, this could possibly go beyond pre-recorded spots, but include the attendance of individuals (e.g., local coordinators or specific experts) to local radio for interviews to talk about the project.



7. Overview of the plan of actions

The plan of actions describes the main actions to be carried out in order to effectively promote the project and disseminate its results throughout the whole duration of the project. It brings together all the sections described above, so as to have in a unique place the major elements to be carried out in the project.

Nevertheless, this document presents only a few general features of the full action plan. The consortium has deemed it appropriate to keep the detailed plan confidential, because of the sensitive information that some of the actions may contain, as well as because of the changes that could occur in the implementation of the actions due, among other reasons, to the emergency situation caused by the Covid-19 pandemic.

Taking also into account that the actions foreseen for communication purposes will be carried out too to accomplish the dissemination requirements, as the scope of many of them covers both targets, we decided to provide the detailed draft plan of actions in D6.7. Thus, this deliverable lays out a general overview of the elements, features and occurrences that will bring about the communication activities.

In general terms, the set of specific activities foreseen could be classified in five major blocks, which in turn are the series of blocks that need to be developed in order to meet the established objectives:

- 1- **Project meetings.** The periodical meetings that will be held and will join all partners are key moments for communication purposes. Initially they were designed as physical encounters, but the Covid-19 pandemic will finally determine which of them can be celebrated physically and which one will have to be held online, as happened with the kick-off meeting.
- 2- **Networking.** Several networks will be built up in FoodLAND, both within and among Food Hubs, with different scientists and stakeholders that could take advantage of the innovations developed, and also with other research projects within the FSNSSA partnership. All these relationships are very interesting and useful to publicly illustrate the activity and the results of the project.
- 3- **Public deliverables & main milestones.** Public deliverables make up all results and outputs FoodLAND will provide to society. Thus, these documents are undoubtedly part of the communication strategy. Apart from making them public on the website, amongst others, different communication activities will be designed, when pertinent, to make them more widely diffused. Similarly, the milestones indicate the most important goals to be achieved and fulfilled during the project, so they are also a good reason to carry out communication actions
- 4- **Consumer awareness raising campaign.** The public awareness raising campaign is the major communication and dissemination for the general public to be performed in FoodLAND. This campaign aims at implementing nutritional recommendations as a means of fostering sustainable, healthy African diets becoming mainstream in the 14 target cities, and their paired rural and peri-urban areas. Additionally, the campaign has as a goal to contribute to the reduction of different forms of malnutrition. The campaign will be conducted along three main waves, which will result in a large number of materials and



diverse communication activities. Firstly, a widespread dissemination of nutritional recommendations will be implemented in collaboration with the local consumers' organisations and authorities to reach out to the urban and rural populations. The second wave will raise awareness among vulnerable groups on the benefits of healthy and sustainable food consumption patterns, specifically addressing the relevant forms of malnutrition affecting women of reproductive age and children within 1,000 days of life. Thirdly, the last wave of the local campaigns will embody in the recommendations about the nutrition-responsive, and novel food products developed by the project.

- 5- **Yearly international days.** Apart from the actions closely related to the project activity, FoodLAND will make use of the yearly international days for communication purposes, such as World Food Day on 16th Oct, or the 8th March, International Women's day. Additionally, UN General Assembly designated 2021 the International Year of Fruits and Vegetables (IYFV), so FoodLAND will take advantage of this announcement to promote all the activities that is being developed related to fruits and vegetables.

The plan of actions will encompass all the elements described in this document so far. This means that the activities foreseen to accomplish the main features described above will be carried out by using the materials and tools described in section 6, will be shared and spread through the channels defined in section 5, and all of them will make possible to meet the objectives set in section 2 following the strategy outlined in section 3, to reach the audiences described in section 4.

In any case, even if the detailed action plan is not publicly available, the [events section](#) of the website will periodically show the activity that partners are carrying out, and the newsroom and social networks will constantly report on these activities. So finally, all the events will be made public.



8. Evaluation of the communication activities

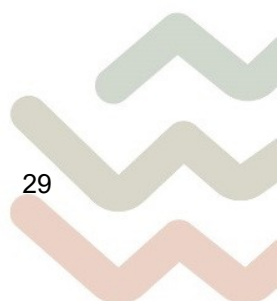
A number of key performance indicators (KPI) will be used in order to evaluate the effectiveness of the communication channels or actions, both on a global level and for the single actions.

Apart from the quantitative evaluation of the communication and dissemination activities defined by Table 2, the Communication Board will meet periodically to evaluate in a qualitative way the communication and dissemination plans, reflect on their suitability, detect the points of improvement, and propose and implement the agreed amendments. In this way, the plan will be continuously adapted to the communication and dissemination needs of the project, and can be redirected so that it duly responds to the established objectives.

Table 2. Template with the list of KPIs and measurement methods for the communication tools and channels (to be updated at each reporting period)

Channel/action	KPI	Target amount	Final amount	Measured by
Website	N° visits, disaggregated by country	-	-	Statistics/data analysis
	N° page visited	-	-	Statistics/data analysis
Newsletter	N° subscribers, disaggregated by sex & country	-	-	Statistics/data analysis
	N° clicks	-	-	Statistics/data analysis
Twitter channel https://twitter.com/FoodLANDafrica	N° followers, disaggregated by sex & country	-	-	Data analysis
	N° of retweets	-	-	Data analysis
	N° of tweets using agreed hashtags	-	-	Data analysis
Facebook channel https://www.facebook.com/FoodLANDafrica	N° fans, disaggregated by sex & country	-	-	Data analysis
	N° shared posts	-	-	Data analysis
	N° people “talking about this”	-	-	Data analysis
LinkedIn channel https://www.linkedin.com/company/FoodLANDafrica	N° fans, disaggregated by sex & country	-	-	Data analysis
	N° people “talking about this”	-	-	Data analysis
Youtube channel (not created yet)	N° views of the promotional video	-	-	Data analysis
	Total n° of views, taking into account all videos published	-	-	Data analysis
Results of the public awareness raising campaign	N° of people exposed to the campaign,	-	-	Data analysis Subscriber list analysis

Press impact	disaggregated by sex & country			
	N° of press hits generated; when people is interviewed or refereed, N° of people, disaggregated by sex & country	-	-	Media monitoring
Events	N° of participants, disaggregated by sex & country	-	-	Attendance list
	Participants' satisfaction, disaggregated by sex & country	-	-	Satisfaction Inquiry



ANNEX I. COMMUNICATION CHECKLIST FOR PARTNERS

Elhuyar Foundation (ELH) members will constitute the communication team, led by the communication manager ([Manex Urruzola](#)), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. Additionally, Elhuyar Zubize (ELH-CON) will be responsible of the verification that the gender perspective is well integrated throughout the communication activities, but the contribution of all partners will be required.

Nevertheless, success in the accomplishment of the objectives falls in all partners, and it depends on the compliance by them of the strategy defined for communication purposes. An active implication of partners, especially of local African ones, will be crucial for an effective diffusion of the project and the results achieved.

This annex compiles the necessary information and guidance for partners, in order to help them to have clear what they must do when carrying out communication and either dissemination activities.

The Communication manager will periodically (each half a year) send a request to partners for documentation of the communication and dissemination activities they carried out, to guarantee the communication team receives all the necessary information about these issues.

GENERAL PRINCIPLES

Name of the project

As the name of the project, FoodLAND, is an abbreviation of the tagline of the project, “FOOD and Local, Agricultural and Nutritional Diversity”, the general recommendation is to write the first part of the name, food, in lower case letter (except the first F, which must be written in capital letters), and the rest of the word in capital letters, as it is composed by the initials of the tagline.

CHECKLIST FOR PARTNERS' INVOLVEMENT IN COMMUNICATION ACTIVITIES

- Present FoodLAND on your institutional website and link to the project website.
- Follow project's social media channels with your organization's accounts and also with your private ones if relevant and if you use them for work-related purposes:
 - Facebook (<https://www.facebook.com/FoodLANDafrica>),
 - Twitter (<https://twitter.com/FoodLANDafrica>),
 - LinkedIn (<https://www.linkedin.com/company/FoodLANDafrica>)
- Share and interact when messages are posted on FoodLAND accounts, and use the agreed hashtags. Please label FoodLAND (@FoodLANDafrica on Facebook and Twitter and @FoodLAND-Africa on LinkedIn) when you post a message so that the communication team will detect and spread it more easily.
- Provide the communication team with the social networks addresses of your organization, and, if relevant, your personal ones.
- Review the information offered about your institution on the website (consortium section), and suggest any amendment you consider relevant.
- Actively contribute to the communication plan by sharing project information on your institution's website, your own newsletters and/or by specific e-mailing.



- Engage your communication officers to disseminate the produced knowledge and results when communication manager provides you a press release. Translate it if pertinent.
- Involve national media in national level activities whenever possible.
- Inform the FoodLAND communication team about your communication activities; send them your news items and the collected media impacts.
- Inform the FoodLAND communication team about your publications in peer-reviewed journals, and send them the link, to be published on the website and shared on social media channels.
- Any dissemination material must indicate that the project received funding from the European Union's H2020 programme. Specifically, it should display the European Union flag, and two acknowledgement sentences: the first one related to the funding: "FoodLAND has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862802". The second sentence is a disclaimer excluding Agency and Commission responsibility, "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."
- Document your participation in either communication and dissemination activities: Take some photos, at least one in front of the poster of the project or as a speaker, every time you participate in a workshop or a conference, a seminar or a webinar, or a meeting with stakeholders, and share it with the communication team, together with a brief explanation about the workshop and your intervention. This way, the communication team will have enough resources to feed the website and the social networks and to comply with the requirements of the EC.

