



## FoodLAND Dissemination Plan

### D6.7

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Main author(s):	Naiara Arri, Lur Etxeberria, Oihane Lakar, Eider Olazar, Manex Urruzola (ELH)		
Contributor(s):	All partners		
Reviewed by:	Marco Setti (UNIBO), Lorenzo Mannella (UNIBO), Nina Baltes (EURICE), Simone Piras (JHI), Khouloud Samaki (ENAM), Felix Bachmann (HLV)		
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Short Description
<p>This document illustrates the FoodLAND Dissemination Plan, provides the scope and the objectives of the dissemination initiatives, describes the general strategy, and sets the stages for relevant activities. The Dissemination Plan is crucial in optimizing the propagation of the results achieved by the project to the African food systems and local communities, thus contributing to the reduction of malnutrition.</p>

Dissemination level	
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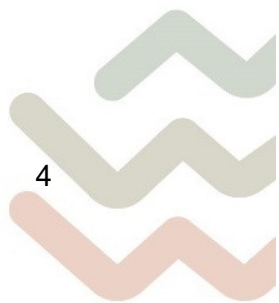
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## Executive Summary

This document illustrates the Dissemination Plan and sets the stages for FoodLAND dissemination 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).

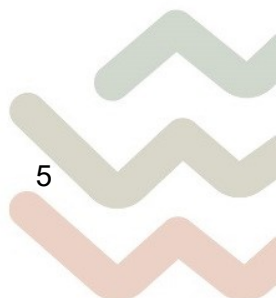
It provides the general dissemination strategy for FoodLAND, as well as a draft plan for the actions that will be taken all along the duration of the project for communication and dissemination purposes. The dissemination strategy and activities will be crucial in expanding the results achieved during the project lifecycle to the African food systems, to the local societies, and to the global market.

Elhuyar Fundazioa (ELH) is the leader and the main responsible of WP6, as well as of this deliverable, and the dissemination activities. Additionally, European Research and Project Office GmbH (EURICE) will be in charge of the task 6.5 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.

This document focuses on the FoodLAND dissemination strategy and on the specific list of actions activities shaped with the main objectives, tasks and milestones scheduled for the project. Accordingly, it provides a roadmap for all relevant activities as well as exhaustive details on the key communication and dissemination aspects.

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

The Dissemination 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 Dissemination Plan that fully meets the objectives set. Updates will include: an evaluation of the dissemination activities undertaken during the previous period, an updated version of the general dissemination strategy, and an updated version of the plan of actions.



## 1. Introduction

FoodLAND is a project funded by the European Commission's Horizon 2020 framework, under the topic LC-SFS-34-2019 — Food Systems Africa. It started on the 1st September 2020, and it has a life span 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 rural 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 and supply of novel foods, raw products, and ingredients, 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 and boost innovation. 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 Pêche (ODESYPARO) – 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 partner 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: Improving novel foods and developing new foods for urban and rural consumers based on local raw varieties.
- Participation and gender: Building a responsible engagement of local smallholder farmers, food processors and consumers and adopting a gender perspective.
- Open innovation: Promoting collaboration and knowledge flows between people, organizations and projects.
- 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 reached throughout the project, and to reach as many communities as possible facing nutritional imbalances in 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 Dissemination Plan aims to respond to the objectives that have been set in terms of knowledge and results transfer to a wider audience, different groups that may take an interest in the potential use of the results. 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 are also included in the Communication Plan (D6.2), which is aimed for a more general public.

The objectives that are aimed to be achieved by dissemination activities are:

### 1. Promoting the project and ensuring its visibility

It is crucial for the dissemination objectives of FoodLAND to widespread the project itself, and specially to ensure the visibility of the results and innovations that are achieved in it, as it is the very first step to reach the final objective of dissemination activities, that is that these innovations are used by the target audiences.

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

FoodLAND will contribute to the reinforcement of 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 through dissemination activities, such as the diffusion of the open technological innovations developed, the joint publications of scientific articles, the publication of policy briefs, and the organization of joint matchmaking meetings and events. This way, knowledge exchange will be facilitated as well as mutual learning between EU-Africa R&I actors.

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

The first beneficiaries of the dissemination activities that are going to be carried out by FoodLAND partners will be the other partners at other Food Hubs, as lessons learnt and good practices achieved by any of them will be spread to the



others so as they can take advantage of them. In the same way, channels for collaboration and mutual learning will be developed, such as dissemination events, periodic meetings and a constant communication among partners. Both the partners (i.e., Universities, research centres, NGOs, and public institutions) and STAB members (i.e., producers and consumers' associations, local authorities) will play a pivotal role in propagating the project results beyond the Food Hubs network.

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

The very first objective of the Dissemination Plan is to promote the use of the results and innovations developed by FoodLAND partners by its key target actors, namely smallholder farmers and food processors. Online and onsite actions will be carried out to reach as many stakeholders as possible who can take advantage of the results. Additionally, ensuring that the project dissemination materials, tools, guidelines and practice abstracts are easily reachable by their potential users will help to have the largest possible 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.

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

The Dissemination Plan will be structured in such a way that this objective will be successfully accomplished, and so that the nutritional recommendations will be spread as much as possible. The final receivers of the nutritional recommendations are citizens, but the engagement of local policy makers will be crucial for these recommendations to have a very wide diffusion. Local partners' participation in this dissemination will be essential. The nutritional imbalances and needs, as well as the tools needed to make recommendations reach population, will probably 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 the dissemination strategy, and a series of actions spread over the four years has been planned, clearly linked to the objectives of the project.



### 3. Dissemination strategy

The dissemination activities will ensure maximum visibility, accessibility and impact of the project activities. Dissemination 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-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 avoiding 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-owners or decision-makers at the households, etc. 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 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 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 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.

### **Partnership with projects involved in the EU-Africa R&I Partnership on FNSSA (Food and Nutrition Security and Sustainable Agriculture)**

Synergies are being established between FoodLAND and similar initiatives involved in the EU-Africa R&I Partnership on FNSSA (Food and Nutrition Security and Sustainable Agriculture), with the aim to favour a networking environment and maximize project's impact and dissemination of the results, as well as to facilitate knowledge exchange and mutual learning.

Some steps have already been taken to reinforce the cluster of projects. For example, a letter of cooperation has been signed with LEAP4FNSSA project, and a network of laboratories for behavioural economics experiments will be implemented in collaboration with RUFORUM (Regional Universities Forum for Capacity Building in Agriculture).

Additionally, bimonthly meetings have been held with two sister projects under SFS-34-2019, HealthyFoodAfrica and InnoFoodAfrica, to agree on joint actions to facilitate the synergies and effectiveness of the dissemination effort made by each of them. Regarding the strategy to be followed by members of this network that is being conformed, these are some of the key approaches agreed so far, in order to reach an effective and fruitful synergy:

- Create and use some common hashtags on social media
- Project webpage: have links to other sister projects
- Contribute to each other newsletters
- Have a common tool to collect best practices and resources. InnoFoodAfrica will publish a technological platform, and other projects have been invited to share there their own technological information
- Organise a series of thematic workshops



## Innovation networking

Innovation networking will be one of the pillars of the dissemination plan of FoodLAND. The project will devise a structured stakeholder engagement and innovation networking strategy that will be based on the implementation of open innovation schemes aimed at triggering collaborations among different actors and leveraging the developed open management systems, platforms, and technological solutions, while taking into account the potential for exploitation of results and related IPR provisions of the different partners as agreed upon in the Consortium Agreement.

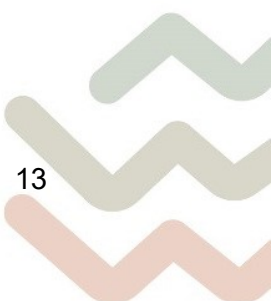
The FoodLAND project will generate and share with the scientific community, the FNSSA framework, and the topic-related projects new knowledge (results) in many areas: consumers' nutritional needs, minimum dietary diversity, and food behaviours; farmers' socio-economic conditions, productive profile, preferences for innovations, and impact of innovation uptake on well-being indicators; innovative processes/systems narrative and novel food products characterization; etc.

The following is a summary of the tools and resources that FoodLAND will bring to the innovation network:

- A Databank, which will ensure that the diversity of activities, strategies, technologies and experiments implemented during the project are openly accessible, properly disseminated and readily exploitable.
- In collaboration with RUFORUM (SCAB), FoodLAND will implement a network of laboratories for behavioural economics experiments open to non-consortium research units.
- Specific tools, like training course packages, guidelines, practice abstracts and sets of nutritional recommendations will be developed to disseminate the final results and outputs of the project to all the target audiences, from farmers to consumers.
- Ad hoc videos on the implementation, management, and maintenance of the FoodLAND new systems and tools will be developed.
- The resulting innovative knowledge and easily accessible end-user material from this project will feed into The Agricultural European Innovation Partnership (EIP-AGRI) website for broad dissemination.

The main objective of the innovation networking is to build the conditions that will favour the reproducibility of the project's results across the network of local Food Hubs and the propagation to other African rural and peri-urban areas, highlighting policies that can foster them. With the direct involvement of the Advisory Boards (SCAB and STAB), the task will map relevant actors, organize events, and – where appropriate – implement agreements with non-consortium actors at different scales (e.g., food traders and retailers, NGOs, and policy makers).

A systematic approach to stakeholders' engagement will be established in order to create relationships that are sustainable in the long-term. The aim of the strategy will be to engage key stakeholders in the co-production of knowledge, proactive exchange,



use, promotion, and further dissemination of the FoodLAND progress and results, as well as the diversity of tools that will be produced.

With the collaboration of all project partners, a stakeholder's list will be prepared. All partners will contribute to engage key stakeholders by inviting them to subscribe to the FoodLAND newsletter and share with their own contacts and collaborators the results and resources produced in FoodLAND. By having a centralised stakeholders list, the Consortium will be able to better coordinate the stakeholder engagement and to avoid double efforts. Stakeholders can have a large network of their own and act as multiplier. 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.

A constant internal communication among all partners will allow being up to date about the activity being carried out in each of the 14 Food Hubs, which will be key for a greater efficiency and dissemination of results. Internal communication activities will be openly shared among all the members of the Food Hubs, and will even be disseminated among the agents not involved in the project but interested in the subjects studied.





## 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 to:

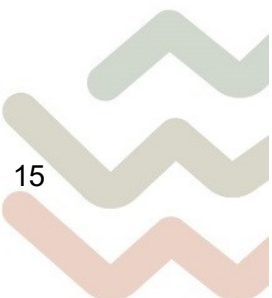
1. The members of the Consortium.  
All African partners and especially those entrusted to contribute to WP6, must understand the scope and objectives of the dissemination plan and share the responsibility to contribute to the challenge of its adequate diffusion in their own community.

Additionally, dissemination activities will help partners to be updated on the state of progress of the other partners, and they will most probably be able to benefit from these advances, as well as to contribute to the consortium with their own developments, thus shaping the synergies that are to be promoted in the project.

2. Smallholder farmers, food processors (SMEs) and consumers in target rural and urban areas, where the 14 Food Hubs will be established.  
When speaking about smallholder farmers, we mean landowners and not-owners, male and female farmers from the local Food Hubs. This group represents the first direct target audience for the dissemination actions. The communication and dissemination activities that will inform about and make publicly available 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 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 as well as the local languages 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 supply chains involved, such as food retailers, producers' and consumers' associations, local and international institutions, 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 linked with 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.

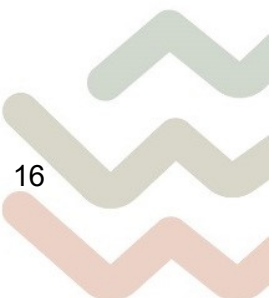
FoodLAND will provide local and regional policy makers with in-depth understanding on consumers' and producers' food-related conditions, choices, innovative solutions, appropriate tools for boosting supply chains competitiveness and sustainability and improving diets healthiness and diversity. This comprehensive 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.

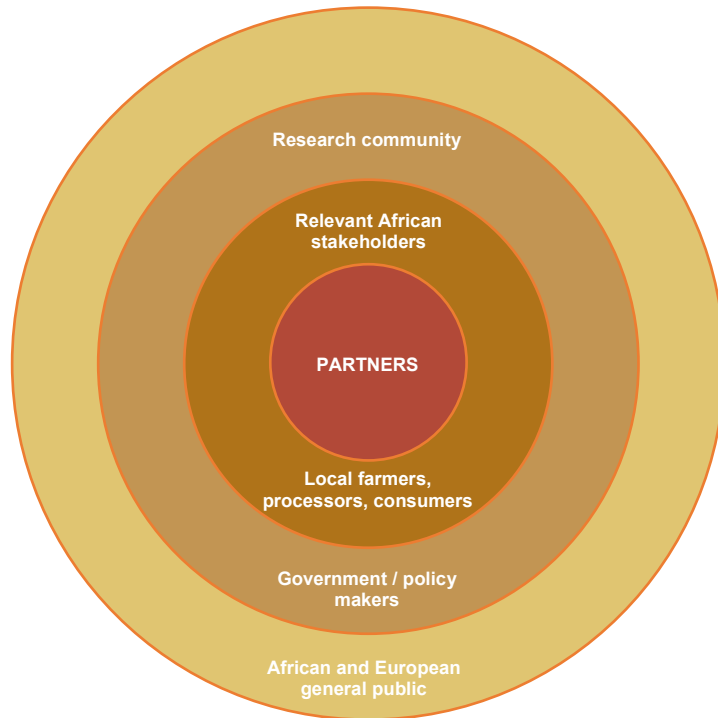
The aim of reinforcing the long-standing relationships between EU and African Universities as well as to the enhancement of their research cooperation on sustainable agriculture and food and nutrition security makes the research community a relevant target group for communication and dissemination activities.

6. Media and general public.

Reaching out to the press and general public is really important to demonstrate which benefits FoodLAND brings to society. In addition, involving the press and general public can expand the outreach 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 Dissemination Channels

In order to successfully expand the results, tools, developments and materials achieved during the project lifecycle to the African food systems and the societies, and reach the highest impact possible, the dissemination strategy of FoodLAND involves the use of the following elements and channels. Please note that some of them will also be used for communication purposes.

### Project name

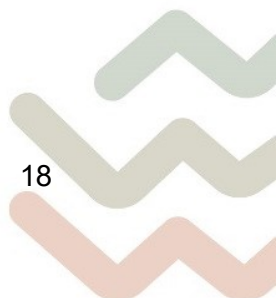
As the name of the project, FoodLAND, is an abbreviation of the tagline of the project, “FOOD and Local, Agricultural and Nutritional Diversity”, the general recommendation is to write the first part of the name, food, in lower case letter (except the first F, which must be written in capital letters),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



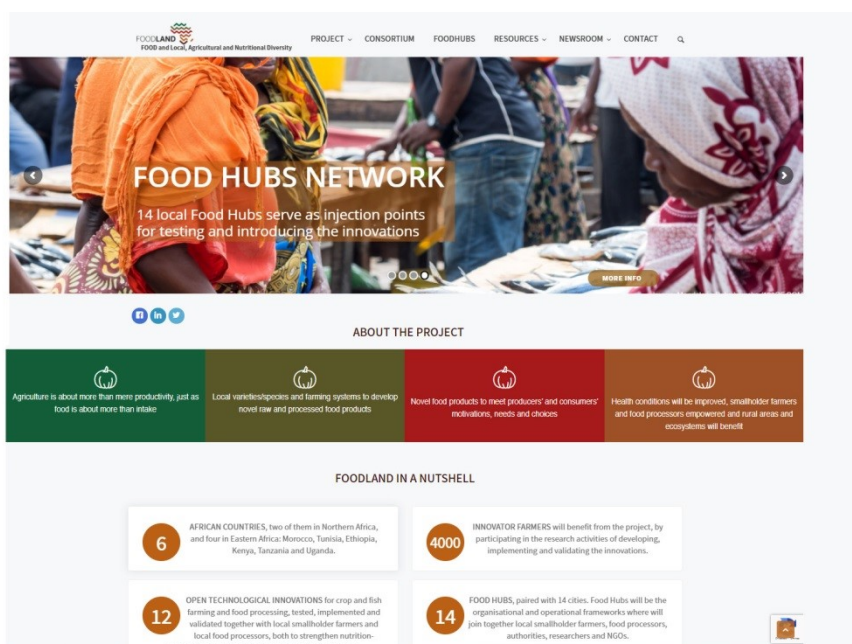
The logo will be the base for the design of every communication means. In this sense, templates are being designed for Power Point presentations, deliverables, other documents and newsletters based on the colour palette and fonts of the logo.

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:

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



## Project website



The 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, to share their own developments and to meet dissemination commitments. The project website is intended to serve as a 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 (stakeholders or any other actor potentially interested in the developments achieved in the project) to stay up to date on the latest news and developments of the project.

All these features will help in dissemination purposes. It will be the repository where information project resources and publications are stored and available for FoodLAND audience. All the public deliverables will be available on the web, in different formats, such as specific web sections, documents or audio-visual material for their download or consultation.



#### Structure:

Regarding the website structure, these are the sections of the website that are worth highlighting given their importance for dissemination purposes (the complete structure of the website is described in the FoodLAND Communication Plan (D6.2)):

**Project.** Among the pages that make up this section, the one about work packages will give an overview of the structure of the project, and in each of the work packages public deliverables will be available for downloading as they are completed. This way, there will be at anyone's disposal the reports about most important outputs of FoodLAND.

**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 be a key component for the consecution of dissemination objectives, as it will be where information will be offered 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.

**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. Although they are typically intended for communication purposes, the dissemination of results via these channels could be effective in terms of reaching stakeholders not involved with FoodLAND previously, and to reach a broader scope of them. The establishment and feeding of [Facebook](#), [LinkedIn](#) and [Twitter](#) profiles will expand the outreach of the project.

An active attitude on the social media channels will also help to reinforce the network of projects involved in the EU-Africa R&I Partnership on FNSSA (Food and Nutrition Security and Sustainable Agriculture). The use of common hashtags by the different projects that are part of the network will help to the dissemination of the results.

A YouTube channel will also be established, as the public repository for the audio-visual material produced during the project. The videos published on YouTube will also serve for dissemination activities, at least for the presentation of the project, or a first approximation of the results that will be of interest to the different stakeholders.

## 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 the 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.

## Live events

On the occasion of local meetings, in the advanced stages of the project, it is planned to celebrate some dissemination events (as long as the health situation caused by the COVID-19 pandemic makes it possible to do so), to offer information about the processes and technological innovations that have been developed in each Food Hub, to give a general view of the project, as well as technical and specific information to stakeholders not involved in the project but which may benefit from FoodLAND





developments. The local conferences are planned to be organized around the project final meeting aimed to disseminate the project's results.

With the aim of offering as broad information as possible to attendants of these conferences, some events will be organized in a coordinated way among different Food Hubs, and live connections might be done, in some key moments, which will give a wider view of the developments reached through the project by different partners. This way, apart from showing the network of Food Hubs and a general outline of the activities being carried out in all of them, stakeholders out from the consortium will have the opportunity to learn details about developments taking place in other Food Hubs, which may be useful to them.

On the other hand, Governing Council Meetings are being held every nine months – namely in Meknès (MA), Morogoro (TZ), Nairobi (KE), Makerere (UG) and Addis Ababa (ET) – and all partners will join together in those locations. These will be very appropriate occasions to organize dissemination visits with local stakeholders, to show them the Food Hubs facilities, and also to give them the opportunity to meet all the other researchers, producers, processors, SMEs and other members of the consortium.

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, Google 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.

### **External dissemination events**

FoodLAND partners will participate in open regional, national and international events and conferences to promote and present the results of the project whenever possible. The participation in events organized by the cluster of projects involved in the EU-Africa R&I Partnership will be helpful for this purpose, and will reinforce the cluster, so it will be very important to be active in terms of participation in this type of events. Due to the COVID-19 pandemic situation, it is likely that some or even many of these events will be held online, for which the FoodLAND partners attending will have the necessary resources.

### **Peer reviewed publications**

FoodLAND will contribute to the research cooperation on sustainable agriculture and food and nutrition security among other things, through the publication of scientific articles in peer reviewed journals. Furthermore, the scientific results are anticipated to be published through green or gold open access peer-reviewed publications, so it is warranted the public access to them, which will help for the dissemination purposes of the project. The list of publications will be available on the project website.



## **Publication of the practice abstracts**

A practice abstract will consist of a brief overview of the innovations describing the main information/recommendation/practice that can serve the end-users in their daily practice.

The innovative knowledge and easy accessible end-user material resulting from this project will be incorporated into the European Agricultural Innovation Association (EIP-AGRI) website for wide dissemination. The end-user material that will be produced contains a considerable number of summaries for professionals in the EIP common format (“practice abstracts”), including the characteristics of the project. A full package of practice abstracts (in total 20) will be produced, containing all the outcomes and recommendations which are ready for practice. In particular, these sets will be disseminated in two parts: the first set of practice abstracts on M24 and the second on M48.

## **Meetings with policy makers**

Meetings will be scheduled with local African authorities, especially at the end of the project, to make known the results obtained and also to encourage them to implement regulatory instruments to guide the recommendations and benefits that FoodLAND will bring.

## **Awareness raising campaign**

A specific communication and dissemination activity will be designed and carried out focusing on consumers, in order to nudge them towards healthier food behaviours and balanced diets. Tailor-made material will be produced for the campaign, and will be disseminated both on-site and online, and in collaboration with local consumers’ organisations and authorities to reach out to the urban and rural populations as a whole.

The campaign will be conducted along three phases or waves, starting from M30: the first one will be focused on the widespread of the nutritional recommendations assembled in WP2; the second one 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 1000 days of life. The last wave will be focused on the nutrition-responsiveness and the promotion of the novel food products developed by the project.

## **Final event**

A Final event will be organised in Addis Ababa, Ethiopia, in M48. This will be the last and the biggest communication and dissemination activity to be celebrated during the whole FoodLAND project. The aim of this Conference is to present the project objectives and outcomes to the academic society and the major stakeholders. The European Commission shall also be invited to actively participate and support this effort. A call for participation will be issued for those researchers interested in presenting relevant research results. The project final meeting will be accompanied by





local conferences aimed to disseminate the project's results to local actors (e.g., smallholder farmers, food processors, researchers, NGOs and stakeholders). All partners will be involved in the organisation, preparation, promotion and participation of the conference.

Apart from presenting the final results and outputs reached during the project, the Final Conference will include the celebration of a dissemination event, where participants of other projects or initiatives working on topics similar to those addressed by Foodland will be invited to present their own results, and thus offer a place for sharing information, good practices, synergies and to promote the cooperation for future initiatives. The projects that have been working closely with FoodLAND will participate in the Final Conference, but it will be open in order to reach a broad participation of many initiatives. A book of abstracts will be the final report of this dissemination event.

The conference will join physically many participants, but an additional online participation will be considered, at least for some of the activities scheduled. This way, a bigger number of participants will have the chance to take part in the conference, thus enriching the exchange of experiences and practices. This physical and online combination of participation to the conference, besides, will lead to save emissions from travelling, which will be beneficial.



## 6. Project Dissemination Tools and Materials

This is the assortment of tools that are foreseen to be produced in different work packages, which will be used by partners in charge of dissemination activities:

**Nutritional recommendations.** Around the mid-term of the project, a report about the nutritional recommendations will be delivered in WP2, which will integrate the most relevant results regarding the nutrition related research carried out so far by FoodLAND partners: the consumers' food choices, nutritional status and dietary diversity; their conscious and non-conscious food preferences and choices, and the nutritional recommendation developed based on the previous data for a minimum dietary diversity for citizens.

**Policy recommendations.** A compilation of recommendations will be produced for policy makers, to inform them about the current nutritional transition trends, their drivers and consequences, and the policy tools available to mitigate and guide this transition.

**Training course packages.** A series of training course packages will be designed in WP3, to be used as a part of the dissemination activity of the FoodLAND project, as a tool to be used by partners in charge of conducting the training activities with local producers and food operators, aimed at enhancing the knowledge of consumers' nutritional needs and market opportunities, and boosting the notions about climate change, sustainability, resilience, food culture and contract farming. These will be further adapted and diffused across farmers and food processors —inside and outside the Food Hubs— through NGOs, producers' organizations, and local agencies and authorities.

**Guidelines and practice abstracts.** A set of protocols describing the technical characteristics of the validated innovations and providing tailored information on their adoption, management and maintenance will be realized and made available to local farmers and food operators.

**Open ICT-based Platform.** With the aim of sharing the scientific and technological findings achieved under WP4 and WP5, an ICT-based platform will be designed and established in WP4. This will be a very useful tool for dissemination purposes, as it will compile the technological research experiences and results generated in the project.

**Recommendations for the dissemination of innovations.** A report on the determinants of innovation uptake and impact on farmers' well-being will be delivered in WP5 at the end of the project, and will consist of a set of recommendations to foster innovation uptake by smallholders in general and within single rural locations.

Once the dissemination tools are delivered, in the form of reports, some other materials will be designed, produced and made public by communication partners, to help in the dissemination of the results attained.



**Website sections.** As it is the main repository of project developments, the website will be constantly offering all the dissemination material that will be produced for actions designed and prepared to this end. All public deliverables will be uploaded to the website, for consultation and either download by any interested user. Additionally, 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, where the information and results detailed in the public deliverables will be adapted and offered in a friendlier layout, among other, to make illiterate people easier to understand what has been developed in FoodLAND and what use they can make of it.

**Videos.** Several videos will be produced to make the advancements of the project visible, including the prototypes of open technological innovations developed, implemented and validated during the project. Some other videos will be produced for a more promotional purpose, that can give a general view of the project objectives and approach, which can be used as an introduction for partners in their dissemination activities. Local African partners will be encouraged to produce their own videos to present their Food Hubs and the activities they are conducting there. If necessary, 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 of video 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 join 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, to increase the visibility of the project and to expand network contacts. Roll-ups and posters will also be produced for on-site promotion of the project, to provide partners a tool to show the project at a glance.

- Promotional material for the awareness raising campaigns. When the project is in a more advanced stage, brochures with deeper information will be produced and shared to partners, in order to be used by them in their dissemination activities. The material developed for the awareness raising campaign will also be for dissemination purposes of the nutritional recommendations, the benefits of the novel food products, and all the information that may be useful for the vulnerable groups.
- 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 these 4 years.

**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 promote the project to its list of 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 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.

When the surveys about consumers, producers and processors behaviour are done, partners will invite them to subscribe to the newsletter, and will ask for their e-mail address, to be included in the mailing list. Only those addresses that have given the permission to be included will be added.



## 7. Communication and dissemination Draft Plan of Actions

The Plan of Actions describes the main activities 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.

Table 1 shows in a chronological order the list of actions foreseen, pointing out the main milestones or key moments that needs dissemination action to be carried out, the tools to be used in each of them, the channels through which the action will be communicated, and the objective which each of the actions is related to. 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 16<sup>th</sup> Oct, or the 8<sup>th</sup> March, International Women's day.

Table 1 compiles the lists of actions envisioned for communication and dissemination purposes, that is, in D6.2 and this D6.7. In fact, due to 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, the consortium has deemed it appropriate to keep the detailed plan of actions confidential. Given that deliverable D6.2 is public, the decision has been taken to store all actions in this confidential deliverable D6.7.

This first set of actions will be complemented during the project progress, with the list of dissemination events FoodLAND partners will participate in the scientific articles that will be published in peer-reviewed journals, the organization of and participation to webinars, and other communication, dissemination as well as market replication events that have not been defined yet.



Table 1. Draft Plan of Actions for the accomplishment of communication and dissemination objectives

Nr.	ACTION NAME	Date, link with a key moment	Tools	Channels	Link with objectives
1	FoodLAND project launch promotion	M1, 2020 Sept. Kick-off meeting	Infographics Press release Pool of key ideas about project's main objectives, background, consortium and link with other EU-Africa R&I projects	Website Social media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
2	Dissemination of the results of the training course packages targeting food operators (D3.5)	M4, 2020 Dec.	Training course packages Report about its results Recommendations for the dissemination of innovation	Website Social media Dissemination events Peer reviewed publications Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
3	Promotion and dissemination of the introductory training with local food operators (MS3)	M6, 2021 Febr.	Website section Photos Report about the evaluation Recommendations for the dissemination of innovation	Website Social media Press contacts Partners' channels Meetings with policy makers Dissemination events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
4	M8 event at Food Hubs: women farmers, stakeholders, consumers	M7, 2021 March	Photos Podcast	Website Social media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
5	Promotion of the celebration of the Project Meeting	M10, 2021 June Project Meeting	Press release Promotional material	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders



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		(MA)		On-site promotion (posters, roll-ups, flyers, brochures...)	
6	Visit to the Food Hubs: consortium partners and stakeholders	M10, 2021 June Project Meeting (MA)	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
7	Information & results of the Project Meeting	M10, 2021 June Project Meeting (MA)	Newsletter Active behaviour on social media	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
8	Dissemination of the list of pilots, work plans, responsibilities, expected results of selected technological innovations in each Food Hub (D3.7, MS9)	M12, 2021 Aug.	Website section Recommendations for the dissemination of innovations	Website Live events Social media Dissemination events Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
9	M8 event at Food Hubs: women farmers, stakeholders, consumers	M18, 2022 Febr.	Photos Podcast	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
10	Promotion of the celebration of the Project Meeting	M19, 2022 March Project Meeting (TZ)	Press release Promotional material	Website Social Media Press contacts Partners' channels On-site promotion (posters, roll-ups, flyers, brochures)	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
11	Visit to the Food Hubs: consortium partners and stakeholders	M19, 2022 March Project Meeting (TZ)	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders



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12	Information & results of the Project Meeting	M19, 2022 March Project Meeting (TZ)	Newsletter Active behaviour on social media	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
13	Dissemination of the reports on consumers' food behaviours and on dietary diversity (D2.4)	M24, 2022 Aug.	Website section Recommendations to inform policy makers Nutritional recommendations	Website Social media Live events Dissemination events Peer reviewed publications Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 5 Diffusion of nutritional recommendations
14	Dissemination of the report on smallholder producers' behaviours linked to socioeconomic and demographic factors (D3.4)	M24, 2022 Aug.	Website section Recommendations to inform policy makers Recommendations for the dissemination of innovations	Website Social media Live events Dissemination events Peer reviewed publications Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 5 Diffusion of nutritional recommendations
15	Dissemination of the first set of practice abstracts (D6.3)	M24, 2022 Aug.	Practice abstracts Recommendation for the dissemination of innovations	Website Social Media Dissemination events Practice abstracts publication	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
16	Dissemination of the guidelines on all tested innovations (MS11)	M24, 2022 Aug.	Website section Infographics Recommendation for the dissemination of innovations	Website Social Media Dissemination events Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
17	Promotion of the Food Hubs, the activities that are being carried out	M26, 2022 Oct.	Pieces of video for each Food Hub produced by local partners	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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18	Dissemination of the results of the training course packages for food operators on technological innovations (D5.1)	M26, 2022 Oct.	Training course packages Report about its results Recommendations for the dissemination of innovation	Website Social media Dissemination events Peer reviewed publications Meetings with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
19	Promotion of the celebration of the Project Meeting	M28, 2022 Dec. Project Meeting (KE)	Press release Promotional material	Website Social Media Press contacts Partners' channels On-site promotion (posters, roll-ups, flyers, brochures...)	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
20	Visit to the Food Hubs: consortium partners and stakeholders	M28, 2022 Dec. Project Meeting (KE)	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
21	Information & results of the Project Meeting	M28, 2022 Dec. Project Meeting (KE)	Newsletter Active behaviour on social media	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
22	Promotion of the training sessions with local food operators on innovation implementation and management, and dissemination of the participants' evaluation (MS12)	M28, 2022 Dec.	Podcast Photo gallery Report about the evaluation Recommendations for the dissemination of innovation	Website Social media Press contacts Partners' channels Meetings with policy makers Dissemination events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
23	Promotion of the Awareness raising campaign wave 1: nutritional recommendations	M30, 2023 Feb.	Website section Video Audio spots Promotional material Infographics Press release	Website Social media Press contacts Live events On-site promotion Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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				Dissemination events Meeting with policy makers	
24	Promotion of the Awareness raising campaign wave 1: Master class of product/process (live & via web)	M30, 2023 Feb.	Website section Promotional flyers User manual	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
25	Promotion of the Awareness raising campaign wave 1: Cooking demonstration	M30, 2023 Feb.	Photos Live event	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
26	M8 event at Food Hubs: women farmers, processors, consumers	M31, 2023 March	Photos Podcast	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
27	Promotion and dissemination of the awareness raising campaign wave 2: Vulnerable groups	M33, 2023 May	Website section Promotional material; especially for health (paediatrician) & education areas Infographics Recommendations to inform policy makers	Website Social Media Live events Press contacts Partners' channels Dissemination events Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
28	Dissemination of the report on nutritional recommendations (D2.6)	M36, 2023 Aug.	Nutritional recommendations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
29	Dissemination of the open platform for sharing research methods and results available to partners (D4.14, MS13)	M36, 2023 Aug.	Website section Recommendations for the dissemination of innovations	Website Social media Dissemination events Peer reviewed publications	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations



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				Meeting with policy makers	Ob. 5 Diffusion of nutritional recommendations
30	Dissemination of the tools for the dissemination of innovations and the implementation of nutritional recommendations (D6.4)	M36, 2023 Aug.	Website sections Promotional material	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
31	Promotion of the celebration of the Project Meeting	M36, 2023 Aug. Project Meeting (UG)	Press release Promotional material	Website Social Media Press contacts Partners' channels On-site promotion (posters, roll-ups, flyers, brochures...)	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
32	Visit to the Food Hubs: consortium partners and stakeholders	M36, 2023 Aug. Project Meeting (UG)	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
33	Information & results of the Project Meeting	M36, 2023 Aug. Project Meeting (UG)	Newsletter Active behaviour on social media	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
34	Promotion and dissemination of the guideline for nutritional recommendations (D6.4)	M38, 2023 Oct.	Website section Flyers	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 5 Diffusion of nutritional recommendations
35	Dissemination of the characterization of novel raw materials and food products (D5.15)	M40, 2023 Dec.	Website section Recommendations for the dissemination of innovations	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of



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					nutritional recommendations
36	Promotion and dissemination of the technological research results & description of intermediate and final products (D4.12)	M42, 2024 Feb.	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Press contacts Partners' channels Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
37	M8 event at Food Hubs: women farmers, processors, consumers	M43, 2024 March	Photos Podcast	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
38	Dissemination of the prototype of biodegradable mulching tool and system (D5.3)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
39	Dissemination of the prototype of open hydroponics tools and systems (D5.4)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
40	Dissemination of the prototype of open precision irrigation/fertigation tools and systems (D5.5)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
41	Dissemination of the prototype of open precision protection tools and systems (D5.6)	M40-45, 2024	Website section Recommendations for the dissemination of	Website Social media Dissemination events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders



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			innovations Recommendations to inform policy makers	Peer reviewed publications Meeting with policy makers	Ob. 4 Diffusion of innovations
42	Dissemination of the prototype of open precision harvesting tools and systems (D5.7)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
43	Promotion of the most featured prototypes in farming	M40-45, 2024	Website section Video	Website Social Media Dissemination events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
44	Dissemination of the prototype of open smart storage tools and systems (D5.9)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
45	Promotion and dissemination of the prototype of primary processing tools and systems (D5.10)	M40-45, 2024	Website section Video for the most featured prototype in processing (compiling primary and secondary processing tools and systems) Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
46	Promotion and dissemination of the prototype of secondary processing tools and systems (D5.12)	M40-45, 2024	Website section Video with the most featured prototype in processing (compiling	Website Social media Dissemination events Peer reviewed publications	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations



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			primary and secondary processing tools and systems) Recommendations for the dissemination of innovations Recommendations to inform policy makers	Meeting with policy makers	
47	Dissemination of the prototype of bio-based packaging (D5.13)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
48	Dissemination of the prototype of novel processed, nutrient, and nutraceutical rich food raw materials / ingredients (D5.11)	M40-45, 2024	Website section Video for the most featured prototypes in food products Nutritional recommendations Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers Awareness raising campaign	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
49	Dissemination of the prototype of novel processed food products (D5.14)	M40-45, 2024	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers Nutritional recommendations	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers Awareness raising campaign	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
50	Dissemination of the report on the functional and nutritional properties of novel food products (D5.16)	M45, 2024 May	Website section Recommendations for the dissemination of innovations	Website Social media Dissemination events Peer reviewed publications	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations



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			Recommendations to inform policy makers Nutritional recommendations	Meeting with policy makers Awareness raising campaign	Ob. 5 Diffusion of nutritional recommendations
51	Promotion of the most featured prototype in food products	M40-45, 2024	Website section Video	Website Social Media	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
52	Dissemination of the marketing insights tailoring the nutritional recommendations (MS14)	M45, 2024 May	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
53	Dissemination of the results of marketing tests and guidelines for designing marketing strategies and campaigns (D5.19)	M45, 2024 May	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
54	Dissemination of the plan for the sustainability of the results of FoodLAND (D6.9)	M45, 2024 May	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
55	Dissemination of the benefits of novel food products developed	M45, 2024 May	Website section Promotional material Recommendations for the dissemination of innovations Recommendations to inform policy makers Nutritional recommendations	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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56	Promotion of the celebration of the Project Meeting	M45, 2024 May Project Meeting (ET)	Press release Promotional material	Website Social Media Press contacts Partners' channels On-site promotion (posters, roll-ups, flyers, brochures...)	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
57	Visit to the Food Hubs: consortium partners and stakeholders	M45, 2024 May Project Meeting (ET)	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
58	Information & results of the Project Meeting	M45, 2024 May Project Meeting (ET)	Newsletter Active behaviour on social media	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
59	Promotion of the awareness raising campaign wave 3: Advertising the novel food products	M45, 2024 May	Website section Audio spots Promotional material Infographics Press release Recommendations to inform policy makers	Website Social Media Live events Press contacts Partners' channels Dissemination events Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
60	Promotion of the awareness raising campaign wave 3: Master class of product (live & via web)	M45, 2024 May	Website Promotional flyers User manual Live event	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
61	Promotion of the awareness raising campaign wave 3: Cooking demonstration	M45, 2024 May	Photos Live event	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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62	Promotion Final Conference	M46, 2024 June Final Conference	Website sections: general information, schedule, call for contributions, registration, Promotional material	Website Social media Mailing	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
63	Dissemination of the determinants of innovation in farmers' well-being (D5.22)	M47, 2024 July	Website section Video Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
64	Dissemination of the report on technological validation results (D5.17)	M48, 2024 Aug.	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations
65	Dissemination of the protocol for product specification and quality control, and labels for the valorisation of food products (D5.18)	M48, 2024 Aug.	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
66	Dissemination of the Databank of results (D6.1)	M48, 2024 Aug.	Website section Recommendations for the dissemination of innovations Recommendations to inform policy makers	Website Social media Dissemination events Peer reviewed publications Meeting with policy makers	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
67	Dissemination of the second set of practice abstracts (6.5)	M48, 2024 Aug.	Practice abstracts Recommendation for the dissemination of innovations	Website Social Media Dissemination events Practice abstracts publication	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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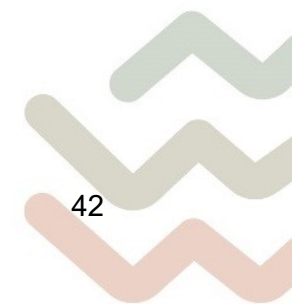
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68	Promotion of the celebration of the Final Conference	M48, 2024 Aug.	Website section Press release Promotional material	Website Social Media Press contacts Partners' channels	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders
69	Visit to the Food Hubs: consortium partners, stakeholders and policy makers	M48, 2024 Aug.	Photo gallery	Website Social Media Press contacts Partners' channels Live events	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations
70	Dissemination of the results of the Final Conference	M48, 2024 Aug. Final Conference	Book of abstracts Newsletter Active behaviour on social media	Website Dissemination events Peer reviewed publications Social media Mailing	Ob. 1 Promote project Ob. 2 EU-Africa projects cluster Ob. 3 Involve stakeholders Ob. 4 Diffusion of innovations Ob. 5 Diffusion of nutritional recommendations



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## 8. Evaluation of the communication and dissemination activities

A number of key performance indicators (KPIs) will be used in order to evaluate the effectiveness of the dissemination channels or actions, both on a global level and for the single actions. Every indicator that implies the participation of people (e.g., participation to events or amounts of followers on the social media), the data will be provided disaggregated by sex and, if possible, by country.

Apart from the quantitative evaluation of the communication and dissemination activities defined by Table 2, the Communication Board will evaluate at each reporting period 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. 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. List of KPIs and measurement methods for each dissemination tool and channel (to be updated at each reporting period)*

Channel/action	KPI	Target amount	Final amount	Measured by
Website	N° visits, disaggregated by countries	20.000		Statistics/data analysis
	N° page visited	30.000		Statistics/data analysis
Newsletter	N° subscribers, disaggregated by sex & country	200		Statistics/data analysis
	N° clicks	200		Statistics/data analysis
Twitter channel twitter.com/FoodLANDafrica	N° followers, disaggregated by sex & country	500		Data analysis
	N° of tweets using agreed hashtags	2.000		Data analysis
Facebook channel facebook.com/FoodLANDafrica	N° fans, disaggregated by sex & country	500		Data analysis
	N° people “talking about this”	2.000		Data analysis



Channel/action	KPI	Target amount	Final amount	Measured by
LinkedIn channel <a href="https://www.linkedin.com/company/FoodLANDafrica/">linkedin.com/company/FoodLANDafrica/</a>	N° fans, disaggregated by sex & country	500		Data analysis
	N° people “talking about this”	1.000		Data analysis
Promotional video	N° views	5.000		Data analysis
Results of the public awareness raising campaign	N° of people exposed to the campaign, disaggregated by sex & country	20.000	Social media: Events registration / assistance	Data analysis Subscriber list analysis
Network of projects	N° of projects involved to the network	4		Contact list from each partner
Stakeholders engagement	N° of stakeholders contacted	100		Contact list from each partner
	N° of stakeholders engaged, disaggregated by sex, country & type of stakeholder	70		Stakeholder list from each partner
Peer reviewed publications	N° of submitted publications, authors disaggregated by sex & country	20		Information provided by partners
Attendance to dissemination events	N° of workshops / conferences attended	40		Information provided by partners
Organized dissemination events	N° of participants, disaggregated by sex & country	500		Attendance list
	Participants’ satisfaction, disaggregated by sex & country	7/10		Satisfaction Inquiry



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