



D7.2

Communication & Dissemination Plan, including Calendar, Newsletter, Monitoring tool



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Abstract
The Communication and Dissemination (C&D) Plan ensure an efficient use of the resources allocated, including all aspects such us: objectives, KPIs, target public, message definition, strategy, monitoring tools, calendar of conferences, events and training workshops, visual identity and website. Actions also include the press-releases, webinars, newsletters, scientific papers and congress participations, leaflets, social media presence, workshops, training actions and focus groups.
Keywords
Communication, dissemination, newsletters, webinars and Scientific papers.

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Executive Summary

This report constitutes the deliverable D7.2 Communication and Dissemination Plan, including Calendar, Newsletter, and Monitoring tool of the LAB4SUPPLY project. This internal document integrates the guidelines for communication and dissemination activities, calendar and monitoring tools. It gives an overview on the whole communication and dissemination activities to be carried out by LAB4SUPPLY consortium. It comprises a presentation of the communication and dissemination goals, key messages, target audiences, strategies and activities, and channels that will be used for communication and dissemination during the 36 months of the project.

The execution of the Communication and Dissemination Plan implicates the creation and maintenance of a website updated regularly with the results of project, achieved deliverables and various multimedia features. The project will have a strong social media content spread through different social networks in order to assure a broad dissemination of the project relevant results within both the scientific community and the general public. LAB4SUPPLY contents will be presented in scientific international congresses and will be also promoted in international trade fairs to reach the industry, private sector, practitioners, and other commercial and general audience.



1 Introduction

Communication and Dissemination Plan in LAB4SUPPLY will pave the way for an effective exploitation of the project results, both at a project level and by individual partners. Communication activities will ensure a proper disclosure of the project results, making them easily available to stakeholders' groups (policy makers, farmers, smallholders, food industry, research community, consumers), and public. This will be achieved using communication channels (website, social media, general and local press) but also by enabling open access to scientific publications, offering development tools, and the use of other mechanisms that are described in this document.

This communication and Dissemination plan has been developed by CREDA, the LAB4SUPPLY Coordinator and responsible of the deliverable. However, this communication plan was drafted, discussed with all partners, and validated with the WP leaders, according to the specific objectives of each WP. The plan includes communication strategies, calendars and monitoring tools. The document is dynamic, in the sense that it may be finetuned according to the results and the characterised needs of the actors, target groups and networks.

2 Communication strategy

2.1 Objectives

The main goal of the communication strategy is to communicate on the achievements and results of the project and to enhance the impact at local - regional (Living Lab case studies), national, European and International scale. The following are the specific objectives of the communication strategy of LAB4SUPPLY project:

- To raise **public awareness** about the project, its results and progress within target groups using effective communication means and tools, such as online and offline dissemination, scientific publications, and networking events.
- To disseminate the **fundamental knowledge and methodologies** developed in the project.
- To **engage** key players in the **Mediterranean** primary sector (Figs, Tomato, Carob, Goat and Chestnut) and its associated **stakeholders** on the project activities.
- To announce and **promote LAB4SUPPLY** events, contributing to increase its attendance and potential engagement.



- To establish **links and synergies** with potential local **Mediterranean primary sector** (Figs, Tomato, Carob, Goat and Chestnut) and its associated stakeholders, SMEs, start-ups, investors, public bodies, and policy-makers.
- To establish links with **EU and Mediterranean research projects** involving the use or the development of **ICT** in the value and Supply Chain.
- To **promote the PRIMA Programme** among strategic stakeholders and the general public.

The purpose of this deliverable is to define and establish an **agreement on a common approach** and roadmap to an effective **internal and external communication and dissemination** of LAB4SUPPLY's project. Project's partners, supplemented by the associated partners and collaborators, will constitute the **internal audience**. They play a crucial role in the Communication strategy, as they can act as multipliers to reach **external audiences** and disseminate the activities of the project. **Internal communication** can contain more **technical** (Empirical and methodological levels) **messages** and focus on the **day-to-day progress** of the project.

With the goal of creating and maintaining a constant **information flow** among partners, as well as consistent **project key messages**, internal communication guidelines were developed. These **guidelines** seek to ensure the following among LAB4SUPPLY partners:

- Clear **DIVISION of RESPONSIBILITIES**, regarding internal communications
- **RAPID** and seamless **TRANSMISSION** of information
- Effective **COORDINATION** of communication **ACTIONS**
- Rapid uncovering, and **RESOLUTION** of any **POTENTIAL** misunderstandings/**DISAGREEMENTS**
- **ADEQUATE** use of the project's **VISUAL IDENTITY** and materials
- Creation of a **JOINT PROJECT IDENTITY**, regardless of the national visual and identity compliance from national funding bodies. Emphasis should be put on the need to ensure that all partners are included in **project's governance**; partners should also see the **project's goals** as their own ones, that is, they should feel identified with the project. This goal will be fulfilled by **streamlining communication and coordination** among project partners, and by organising **team-building** activities.

Given the geographical distribution of the partnership, it is essential that **ALL PARTNERS ARE FULLY INVOLVED** and share information about project developments. As previously stated, each partner will appoint a **COMMUNICATION REFERENT** within their organisation. This will boost internal communication efficiency and avoid misunderstandings/uncoordinated actions.



Communication referents shall assume the functions of:

- **Facilitating** the contact within WP activities.
- **Relaying contents “ready to publish”** for newsletters or social networks.
- **Contributing to monitor** LAB4SUPPLY communication activity.
- **Participating** in the LAB4SUPPLY communication referents network.
- **Supporting** the Project Communication officer (CREDA) on a local-regional scale.

Internal communication plan

The **internal communication plan** will encompass:

- On-site project meetings, handouts, bulletins, mailing lists, help desks, and digital networking.
- Project Coordination Board meetings scheduled once a year (M1, 12, 24, 36) and whenever needed to solve a conflict, covering a multi-topic agenda of progress updates (i.e., future work plans, setbacks, communication strategies, and the website). It will encompass one representative of each partner and will organise online or face-to-face meeting (depending on the context and partners' availability).
- The Steering Committee (SC) involving the Project Leader and the WP Leaders, will be responsible for the scientific, technical and technological implementation and follow-up of the project, including the control of the achievement of scientific objectives and milestones, the assessment of any scientific deviations, and the application of corrective measures. The SC will organize online meetings whenever needed to solve a conflict and minimum every 6 months.



External communication plan

The **External communication plan** will include the following material:

- **Scientific publications.**
- **Conference** proceedings.
- **Newsletters.**
- Creation of a **website and social networks** (Twitter, LinkedIn, YouTube Channel, Instagram).
- Participation in **national and international events** (conferences, symposia, seminars) related to the field of agri-food economics, food systems and rural development.
- **Three local workshops/seminar** to be held in each Living Labs in the project lifetime.
- **Seven local press releases** (Spanish, English, French, Catalan, Arabic, Italian and Greek) during the lifetime of the project.
- Development of **informative newsletters** delivered at agriculture associations/ food markets organization, cooperative or similar located at the main regions of the case studies.
- Organization of a **workshop at the end of the project**, to present the DSS ICT developed and the outputs of the project to the scientific and the Stakeholders involved in each Living Lab.

2.2 Target audiences mapping

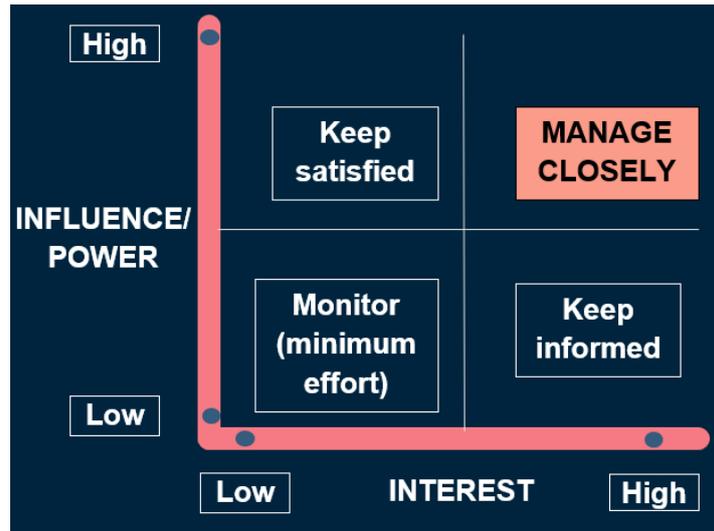
This section aims to characterize **pre-identified target groups** and present the methodology to be followed in order to **reach** them successfully and **effectively**. It consists of a depiction of each group together with a list of tools to reach them in the most efficient way.

“Who is our **target audience** in the project?” is the first question that project partners should ask themselves. The target groups need to be identified as accurately as possible so as to ensure that the **key messages** are transferred to the **right audience**. For this purpose, it is advisable to **list and map all the groups or segments of public** (end users of key messages) and analyze their interest, their attitude and the **best channels** to reach this specific group to **adapt their communication activities** accordingly.

A good way to create a **stakeholder map** is the grid below, which shows at first sight which categories of stakeholder demand priority attention. LAB4SUPPLY's



communication activities should focus on those located in the **upper-right box**. However, at the same time, the project should also try and therefore adapt its communication activities accordingly to make the groups of individuals located in the left-hand box move into the right-hand box.



In order to **strategically adapt** communication activities to the identified target groups at a **local/regional/national level**, LAB4SUPPLY intends to develop a **target audience mapping**, with the contributions from all partners to **detect behaviours and interests** towards the different types of information to be communicated through different tools and channels (**tailored messages**).

The **internal and external communication** that will be developed during this project, aim to reach interest groups through different channels.



Table 1 - Targeted internal and external groups to which the communication plan will focus on and the adequate channels to address each purpose.

Target group/Profile		Objective	Actions
Internal			
Consortium	- All partners LAB4SYPPPLY	Ensuring that the consortium is up to date on project progress and results	Website Contact via e-mail and calls Face-to-face or online meetings
External			
Scientific communities	- Academia / universities - Scientists - R&D organizations - Researchers - Students - Public and Private research centers - Technological Institutes - Scientific journals and other press	Contributing to the community in Agri food value chain, monitoring and DSS ICT tools new developments. Awareness and monitoring market changes. Dissemination to multiply impacts. New projects ideas Divulgate the results obtained during the project and the events, seminars and workshops within each Living Lab organized by the network	Website, Social networks, Scientific publications, Reports Conferences and other events (participation and organization) Seminars Demonstrative sessions Technological training capsules
Smallholders, Agri-food cooperatives Stakeholders/ Agribusiness sector	- Figs, Tomato, Carob, Goat and Chestnut) producers - Food industry - Hotel, restaurant & Catering sectors. -Agricultural associations - Start-ups - SMEs - Food industries	To support and improve farmers' knowledge in digital decision-making to maximize revenues, and have a real impact on the business sustainability, and environmental and social implications. Publicize the results of the ICT developed as well as transfer of the generated knowledge.	Website Social networks Promotional materials Event organization Informative Newsletters Scientific publications Reports Participation in conference and Workshops Demonstrative sessions. ASP activities involvement. Training capsules
General Public	- Society in their Citizens and consumers role	To reach awareness allowing to understand the difficulties of the agricultural sector and improvements in innovation considering all factors. To promote the short value food supply chain and the role of small holders. Collect information regarding consumer preferences Promote the use of the ICT tool also as an information platform and market opportunities	Website Social networks Local workshops Product demonstration
Media	- General media - Specialized media	To achieve wider dissemination channels in both general and specialised domains.	Press releases Report management
Policy makers	- Decision makers - Regulators - European and African Policy makers	To promote the use LAB4SUPPLY products within the Nationals Public Institutions of the partners. Report of the project outcomes	Informative Newsletters Website Social networks Local workshops
Associations and non-profit organizations	- NGO - Social entities - Consumers associations	The non-profit Associations connected to the Agri-food industry will benefit from transferring extensive knowledge to all their Associates, and related or link	Events and conferences Website Demonstrative sessions Social networks ASP activities involvement Direct training courses



2.3 Market and target audience access channels

2.3.1 Dissemination strategy during the project execution

The actions planned for communication and dissemination within the working plan allowing to maximize the impact of LAB4SUPPLY's results are here-bellow summarized:

- A. **Scientific conferences and active presence in private sector / industry events.** LAB4SUPPLY will set and strengthen its active participation in forums, conferences and technical events (at national, Mediterranean and International level), linked to the project objectives, where results and outputs will be presented. Conference participation will be chosen according to their relevance, being part on at least 4 conferences.
- B. **Training capsules.** Throughout the Project, these training capsules will be developed for the members of the Agri-food Stakeholders Platform (ASP), and other interested entities, with the aim of providing greater knowledge to small farmers, SMEs and entrepreneurs, on key aspects in the choice of value chains. For example: legal aspects, investment analysis, technology and innovation, added value in common products, barriers in commercialization, etc. This specific action will carry out different capacity building sessions with a regional and case of study focus, developing at least 12 throughout the project in the different participant countries.
- C. **Workshops / Focus groups.** The methodological approach proposed in WP3 allows the interaction of a wide group of actors in the Agri-food Stakeholder Platform in each case study, in order to co-create the main project outputs (such as DSS ICT Web based Tool), as well as to discuss key aspects in the value chain's evaluation, identifying opportunities, risks, barriers, etc. This methodology allows the dissemination of the action and the results, bearing in mind that the ASP will be made up of a significant number of actors (approximately 50), who will be the first users, and will act as ambassadors, transferring to others small farmers and actors.
- D. **Other actions.** Other actions described in the communication plan will also be a tool for disseminating the project results, such as: Project web, Newsletter, Social networks, Open Access articles, publication of informative and demonstrative videos about LAB4SUPPLY, Strategic plan for ensuring LAB4SUPPLY liaison with UE and Mediterranean policies, etc.



2.3.2 Dissemination Strategy After the Project Execution:

The partners' exploitation plans will be the starting point for the specific actions by each entity and considering a first step and two further interconnected phases executed during the three first years after the project execution:

The **first step** will consider the results' dissemination plan to identify specific potential technology uptakers and commercialization channels in the countries with case of studies developed: smallholders, agri-food industry companies, SMEs with capacity to industrialize and commercialize the project outcome. The resources and contacts generated in the Agri-food Stakeholder Platform, implemented to last in time, including engagement of local facilitator, will also be used. This phase includes the definition of the prescribers that will help to achieve a better exploitation of results, and transfer plan from Research groups.

After this first step, the **first phase** of the exploitation plan will focus on knowledge transference. All materials generated from the LAB4SUPPLY project, such as infographics, articles, scientific publication, workshops/training capsules activities, a basic demo of project outputs, etc., will be used to approach the potential technology uptakers, stakeholders, prescribers, distributors, etc. by specific actions set in the exploitation plan. The knowledge transfer is expected to be realized either by licensing the technology to a specific set of companies or by a direct transfer from some of the Partners depending on their profile.

The **second phase** will begin when the products or strategies have reached a high level of acceptance in the different countries and products. This phase also considers an economic and productive study, as well as the necessary legalizations and certifications. LAB4SUPPLY partners will take part in big communication events for the dissemination and education of customers and final users on the technical aspects as well as the recommendations on how to use the project results. These events may invite relevant experts as speakers, who will bring additional and practical knowledge, being useful and adding attractiveness to the attendees. The Partners will also evaluate the use of the products in other countries and regions not studied in the Project, as well as their application in other primary products in the Mediterranean area with the same needs.



2.4 Key messages

The **communication plan messages** have been carefully designed and tailored with each of the stakeholders in mind and will be adapted to the different LAB4SUPPLY communication channels. The different **tools and activities of dissemination** will be focused on spreading the **following key messages**:

- LAB4SUPPLY products are a unique opportunity to understand the opportunities, barriers, and risks on your business, consequences of the value chain diversification, especially important in (unexpected) unusual market changes.
- LAB4SUPPLY provides tools that allow detecting opportunities favouring an optimal functioning of the Agri-food value chain, for the benefit of all actors and agents in the value chain.
- LAB4SUPPLY provides tools that allow raising the competitiveness of smallholders, promoting sustainable development, rural development, job creation and wealth in disadvantaged areas. Objective: The non-profit Associations connected to the Agri-food industry will benefit from transferring extensive knowledge to all their Associates, and related or linked entities in Mediterranean area, increasing the impact.
- LAB4SUPPLY can boost the sharing of the necessary information and knowledge between stakeholders, policy and science, to favour a better political decision making, both at Regional, National and Mediterranean level.
- LAB4SUPPLY has generated a tool available to smallholders and traditional farmers, which assess key impact factors as hypothetical scenarios, to allow make decisions on how to sell their production in the most optimal way in favour of the smallholder competitiveness, the environmental sustainability and the social implications.
- LAB4SUPPLY aims to foster innovation in the added-value and supply chain for the Figs, Tomato, Carob, Goat and Chestnut products.
- LAB4SUPPLY aims to foster Mediterranean dialogue on common strategies facing the main challenges in the Agri-food value chain.



3 Communication strategy and activities

The Communication and Dissemination Plan will be implemented using different approaches to diversify and maximise the outreach to the target groups, stakeholders and general public. Thus, this section includes the communication activities that will be carried during the whole project.

3.1 Internal communication activities

CREDA will be the responsible for the internal communications among all partners and will be acting as communication link between the consortium and the PRIMA Foundation. **A website will be designed as the main communication channel of the project**, that will have an internal section for the consortium members, where they can share all information about the different developments that are being carried out. Frequent communication will be maintained among partners by e-mail and other means of contact to inform and gather information of all the material generated in order to develop the External Communication Plan. In Table 2 is described the internal communication matrix that will be maintained.

Table 2 – Internal communication matrix.

Who	To who	What	How	When
Coordinator	Partners	Information exchanged with the Project Officer	e-mail	Whenever received
Coordinator	Partners	Reports, working documents, relevant communications	Project website	Continuously
WP participant	WP leader	Information about results and progress of the tasks	e-mail; phone	When requested
WP leader	Steering Committee	Detailed progress of the WP, successes, and shortcomings	Face-to-face and e-email	Project Coord. meeting
Technical Committee	Partners	Results obtained in the different WPs, next steps to follow, additional requests	Face-to-face and e-email	Project Coord. meeting; When needed
Partners	Coordinator	Any concern or problem at both scientific or financial level	e-mail; phone	When needed



3.1.1 Project Coordination meetings

The Project coordination meetings will be organized to keep the LAB4SUPPLY consortium engaged and monitor the activities.

Table 3 – LAB4SUPPLY Plenary meetings.

Meetings	Month	Date
1 st Project Coordination Board meeting (Kick off meeting) (virtual)	M1	July 2021
2 nd Project Coordination Board meeting (virtual)	M12	June 2022
3 rd Project Coordination Board meeting (virtual or face to face meeting)	M24	June 2023
Project Coordination Board Meeting (Final meeting) (CREDA, Barcelona, Spain)	M35	May 2024

3.1.2 Periodical reports

Partners will deliver periodical reports of their activities, using an Internal Periodic Report template that can be found in the folder “6- Communication” of the shared folder of the project. Periodical reports will be delivered every 6 months, regardless of the reporting obligations that partners have with their national agencies, and will be uploaded and available on the shared working on-line tool (.i.e. in Dropbox). These reports will contain both scientific progress and will be used by the coordinator to evaluate the progress of their activities and to detect any deviations.



3.2 External communication activities

3.2.1 Project's visual identity

Visual identity plays a fundamental role in the communication planning. The identity was designed and thought so that the **Agri-food supply Chain** can be identified in the logo and the whole of its elements is graphically coherent.



Figure 1 – LAB4SUPPLY logo.

Along with the LAB4SUPPLY logo, all dissemination material will showcase the PRIMA and EU emblems to show the project's funding entities, Regardless of the communication and graphical obligations that partners have with their national agencies.



Figure 2 – Emblem of the PRIMA partnership.

Different templates were designed to establish a similar image in all documents used during the LAB4SUPPLY project:

- **Deliverables Report Template** that can be find in the folder “6- Communication” of the shared folder of the project.
- **Dissemination and Communication Sheet** that can be find in the folder “6- Communication” of the shared folder of the project.
- **Power Point Template** that can be find in the folder “6- Communication” of the shared folder of the project.

All the pervious documents are shared in the common folder of the project on the on-line tool (i.e. Dropbox cloud).



3.2.2 Website

A functional and user-friendly website (available in <https://lab4supply.eu>) will be designed and used as a major communication and dissemination tool. It has the capability to address a wide range of stakeholders who can easily access the information they are interested in. The website will contain most of the important information about the project and will be frequently updated. It will include general information about the project (description, objectives, work packages, partners involved, deliverables), dissemination actions (promotional materials and articles), news, newsletter subscription, events and multimedia gallery. All contents will be written in English/French/Spanish and most of them will be prepared with no-technical language so that the message can reach a wide range of audiences. This form of external communication is being developed.

3.2.3 Newsletter

A periodic e-Newsletter will be produced with input and support of all LAB4SUPPLY partners. e-Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news and events. Subscription to the newsletter will be possible from the website. Newsletters will be made available on the project website, in order to improve visibility of the project via electronic means and sent-out to consortium members and their networks, industry, policy makers at European, national and regional level. Those visiting the website are able to sign up to receive the newsletter. Visitors can subscribe and unsubscribe LAB4SUPPLY e-newsletters easily through the website.

3.2.4 Social media

LAB4SUPPLY's participation in social networks aims to strengthen project visibility, promote the website and help increase the network of contacts. Up to date, the following specific profiles of LAB4SUPPLY project have been created:

- YouTube Channel (www.youtube.com/channel/UCzsixx9Qpz8niegSV1uTheg)
- Twitter (@Lab4Supply and the Hashtag #Lab4Supply)
- LinkedIn (www.linkedin.com/in/lab4supply/)
- Instagram (www.instagram.com/lab4supply/)

All members of the consortium will share these publications with their network of contacts on each platform. These networks will be used to disseminate the results and the main activities carried out in LAB4SUPPLY project, as well as to energize the communication with potential service claimants offered by the consortium or with people interested in the work carried out, whether researchers, industry, retail or consumers in general.



Figure 4 - Screenshot of the LAB4SUPPLY Twitter profile.



Figure 5 - Screenshot of the LAB4SUPPLY LinkedIn page

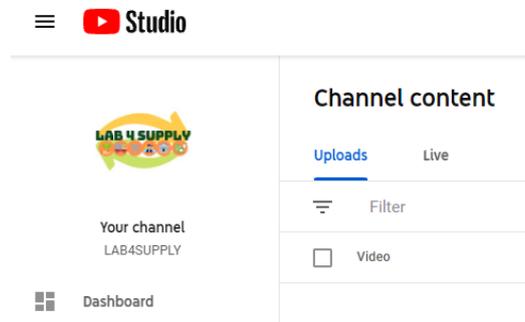


Figure 6 - Screenshot of the LAB4SUPPLY YouTube Channel

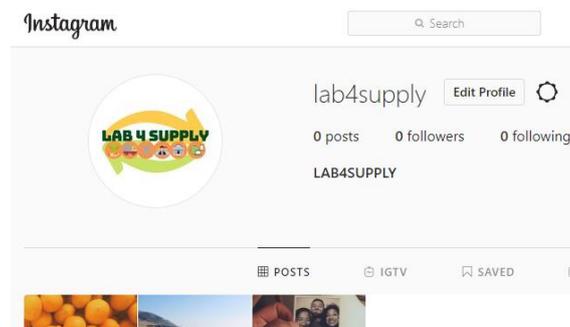


Figure 7 - Screenshot of the LAB4SUPPLY Instagram account



3.2.5 Regional, National and international events

The LAB4SUPPLY project will be presented at conferences, congress, workshops, seminars and other events that align with the scope of the project.

Partners will participate in **international and national scientific conferences** that assemble researchers and scientists from different domains, innovative processes/technologies, sustainable circular economy, agricultural economics) in order to inform and promote the new DSS ICT tool and the Agri-food Stakeholders Platforms (ASP), preferences regarding short supply chains, results and other advances of the project. On the other hand, the consortium will also participate in **workshops/seminars** in each participating country to communicate projects 'results to the participating regional stakeholders, agricultural associations, local producers, as well as the general public.

In addition, LAB4SUPPLY Consortium will organise a **workshop** within each Living Lab as a final public dissemination program, targeting primary producers (farmers), industry; retailers; national regulators/policymakers, researchers, public bodies, investors, and consumers. Finally, to promote and advertise the new developed DSS ICT and the Stakeholders Platforms, some demonstration sessions with the potential end-users will be organized within each Living Lab.

The table below summarises some of the events in which LAB4SUPPLY partners plan to participate.

Table 4 - Targeted events that Living Lab partners plan to attend so far (the table will be regularly updated)..

Type	Event
Scientific Conferences	National Congress of Agricultural Economics European Congress of Agricultural Economics International Congress of Agricultural Economics
Seminars	European EAAE seminar on Food Policy and sustainability
Webinars	Food waste- young farmers incorporation of agricultural activities
Workshops	Local workshops promoted during the project by partners and local institutions
Forums	CIHEAM MedForum (Forum for Young researchers – Mediterranean level)
Symposiums	International Agriculture Symposium (AGROSYM)



3.2.6 Scientific and technical publications

Scientific and technical publications, book chapters, and brief specific communications are important dissemination channels for sharing LAB4SUPPLY results to academic and stakeholders, creating knowledge impact and enabling other researchers to use the results in their own work. The first submissions of scientific manuscripts will take place when substantial scientific results emerge from the project.

For scientific publications, LAB4SUPPLY project will guarantee open access to peer-reviewed publications which will be made available through the project’s website in a pre-publication format. These papers will be also made available through the Digital Library of the partners’ repositories.

A list of potential science journals where project results may be presented is presented in the following table:

Table 5 - Targeted journals for submission of publication.

Type	Event	
Scientific		
Agricultural economics	Agricultural economics Food Quality and preferences	International
Agriculture multidisciplinary	Renewable Agriculture and Food Systems	International
Sustainability	Sustainability	International
Foods (MDPI)	Food science	International
AFRIMED	Sustainable development of agriculture	International
European Review of Agricultural Economics	Agricultural economics, agricultural and food production, consumption and trade	International
Journal of Consumer Affairs	Consumer behavior, consumer and household decision making	International
Food Policy	Economic and social aspect of food policy.	International

3.2.7 Press releases

Media is known to be an effective way to reach not only stakeholders, but also the general public. The consortium will have regular contact with scientific and general press to ensure that they are informed about the project breakthroughs. The press releases will be distributed to the press contacts of the LAB4SUPPLY partners, published on the project website and promoted via social media. The Press release will be prepared in Spanish, French, English, Catalan, Italian, Greek and Arabic.



The participatory approach of the project is based on the creation of an Agri-food Innovation Ecosystem (AIE) Living-Lab (LL) that will be the arena to collect information from the food sector and consumers and to transfer and apply the new optimized models. This approach will be unfolded by the joint creation of two levels of interaction: a face-to-face one through the creation of an Agri-food Stakeholders Platform (ASP) and a "digital" one through a Decision Support System (DSS) ICT tool consumer/farmer-centred developed with the aggregated indicators and inputs generated in the different activities, providing small-holder with key and intuitive information on new markets and opportunities, contributing to a better decision making.

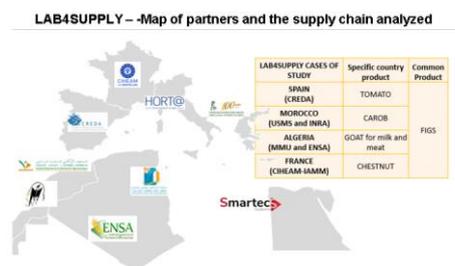


Figure 8 – First LAB4SUPPLY press release (English) from CREDA

3.2.8 Promotional material

The main elements of the project will be communicated in form of publicity materials prepared by each partner in a clear language and multi-language (English mandatory), regardless of the communication compliances that partners have with their national agencies. These materials will be distributed in several gatherings, conferences, and events.

This **material** includes:

- **Project brochure** – besides the PDF version that will be available in LAB4SUPPLY website, the project brochure will have an editing version to be disseminated in LAB4SUPPLY events.
- **Posters.**
- **Roll-ups.**
- **Leaflets.**

LAB4SUPPLY will follow a Green Communication strategy. This means, to avoid printing whenever possible and to promote sustainable forms and means of disseminate and communicate.

On the other hand, digital promotion material will be released, such as **videos** and **infographics**, and shared on the website, social networks, media and other available channels.



4 Key performance indicators

Regardless to PRIMA Programme global KPIs, a series of specific key performance indicators for the project (KPI) has been defined to measure the impact of the communication activities carried out by the project consortium from the project start, these can include the expected results as can be seen in Table 6.

Table 5 - Targeted journals for submission of publication.

tool		Key Performance indicators (KPI)	Expected Results (M36)
Website		Number of visits	300/monthly
		Number of downloads	300
		Number of documents and news published on the page	30
Social media (Twitter and LinkedIn)		Number of followers	500
Newsletter		Number of published newsletter	3
		Number of online readers	300
Press releases		Coverage	3
1 informative video		Coverage	300
Scientific and technical journals		Number of dissemination publications	5
		Number of scientific publications	4
Events	Scientific conferences	Number of presentations	4
	Training capsules	Organized Training capsules	12
	Workshops/seminars	Workshops attended	5
		Number of presentations	5
	Organized workshop	24	
Promotional material		Number of printed brochures	100
		Number of brochures delivered	100
		Number of posters	2



5 Calendar of the communication plan

A general timeline of the planned communication activities for 36 months is described below. However, an update of this timeline will be done every 6 months, with contributions from all partners indicating their individual planned activities

