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Erasmus+ Knowledge Alliances

**ASKFOOD: ALLIANCE FOR SKILLS AND KNOWLEDGE TO WIDEN  
FOOD SECTOR-RELATED OPEN INNOVATION, OPTIMIZATION AND  
DEVELOPMENT**

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**Dissemination strategy**

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<b>Dissemination Level</b>		
<b>PU</b>	Public	
<b>PP</b>	Restricted to other programme participants (including Commission services and projects reviewers)	
<b>CO</b>	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	<b>X</b>

**Summary**

This document presents the dissemination strategy of the project, identifying all the details, from the products of the project to the evaluation and criteria for success of the dissemination strategy.

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# 1 Dissemination Matrix

The initial task is the set and design of the dissemination strategy of the project, including critical analysis of target group, tools, media, events, to ensure efficient results in this activity.

The basis of the dissemination strategy is the dissemination matrix (Table 1). In this matrix, all stakeholder groups are listed against the expected output of this alliance.

Stakeholders	OUTPUTS TO BE DISSEMINATED								CHANNELS AND DISSEMINATION TOOLS							
	SMART ATLAS	FORECAST AGGREGATOR	TRAINING GAP IDENTIFIER	ASKFOOD DTBE	INNOVATIVE TRAINING DESIGN ALLIANCE AND COP	TALENTS AND IDEAS MARKETPLACE	INNOVATIVE TRAINING PACKAGE	RVA GUIDELINES	VIRTUAL INCUBATOR	Start UP library	WALKSHOPS, workshops and EVENTS	WEBSITE	PUBLICATIONS	FLYERS/BROCHURES	MOU and agreements	TESTIMONIALS/ AMBASSADORS
COMPANIES	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●
START UPS		●	●	●		●			●	●	●					
UNIVERSITIES	●	●	●	●	●	●	●	●	●						●	
OTHER TRAINING AGENCIES	●		●		●		●			●	●	●			●	
POLICY MAKERS	●	●						●								
STUDENTS	●	●		●	●			●		●					●	
GENERAL PUBLIC									●	●	●	●	●	●	●	●

Table 1: Dissemination matrix

# 2 Products

Apart from consortium working documents, to be disseminated only at the level of the consortium, the main outcomes can be summarized as follows:

- A series of virtual tools ASKFOOD Forecast aggregator, Interactive Training Gap Identifier, Smart Atlas, Digital Business and Training Ecosystem, Mobility and Talent Marketplace, Start-Ups Portfolio and library.
- An ASKFOOD Innovative Training Hub as a joint platform to share, test and apply disruptive training solutions, collecting inputs, contents and supports from academia, industry, and other key stakeholders in the food-related sectors. The Platform is a cohesive network to rethink the links between learning and business performance; also a honing and polishing spot connected with external clusters business and scientific associations.
- ASKFOOD Knowledge Clusters based as local physical institutions for data exchange, identification of local competency boosters and mobilization of local stakeholders – as well as liaising complementary KAs.



- ASKFOOD Permanent Observatory of new innovative training systems. the Observatory carries research directed mainly at providing firms and policymakers with indications concerning future trends and their impact on training offer and demand.
- ASKFOOD Certification Scheme for the recognition of knowledge and skills of professionals working in various fields of the food sector and certification of training activities.
- Developed ASKFOOD Training Activities as a list of joint programmes or by the single partners with description of target groups, learning outcomes, methods, where and how available. A teachers' guide, facilitators guide, teaching tools, methods and materials as well as a list of selected activities with target groups, learning outcomes, methods and implementation plan are combined to an unique portfolio.

Each outcome and its dissemination targets are listed in Annex I.

### 3 Target groups

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Six are the main target groups of the dissemination of this project:

1. Universities, research centers, associations of professionals, associations of companies, training providers. Dissemination will be directed to academic staff, institutional management, heads of institutions, heads of departments, quality assurance units or educational development unit involved in the design and development of study programs and training activities along with trainers/teachers of students, graduates and professionals, co-responsible (with the learner) for the quality of the their work, through the development of the competences matching job market needs and up-to-date knowledge.
2. Students: Their main aim is to develop themselves the best competences possible to perform at the profession with a high quality and to continuously improve competences to improve the quality of their work and adapting to new professional requirements. Students associations (at national and international level) will be also considered for their potential dissemination activity to larger communities
3. Public Services: Authorities, governmental institutions in the agrifood and food related fields. Awareness about the project and findings about emerging skill needs and therefore building the basis for interaction in strategy definition for facing challenges related to education schemes, curricula, future regulatory educations frameworks, etc.



4. Industry, companies, start-ups and businesses more in general in the food and food-related value chain including, among others, agriculture, food producers, suppliers of equipment and food additives, retailers, caterers, consultants governmental and non-governmental organisations.
5. Intermediate organisations/multipliers in the food and food-related sectors in order to enlarge the potential impact of the project as well as to get additional inputs for the project activities
6. General public: as consumers or simply as citizens. There is main interest to make them aware of the increasing collaboration between agrifood chain companies and educational and training organizations towards the improvement of the food professionals skills and competences and ultimately towards the improvement of the food supply.

## 4 Dissemination aims

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The project will implement dissemination activities to public in different ways and aims:

### 1. Dissemination for Awareness

General dissemination materials, news and press releases will be distributed to the larger target audience to make them aware of the project, its aims and activities and outcomes. Creating the awareness of ASKFOOD project's work will help the "word of mouth" type dissemination and help in building an identity and profile within the food and food-related sectors and community. All identified target groups will receive the information about the ASKFOOD project. Partners will be all involved to this aim and encouraged to use their own contacts and institutional/company tools to disseminate the project at a large scale, national and international

### 2. Dissemination for Understanding

Depending on the activity and outcome, a number of groups/audiences will be selected (see Annexe 1, Figure 1) to target and address directly to them the specific information. This has the aim to allow these groups/audiences to have a deeper understanding of the project's activities and enlarge the community of potential end-users of the project outcomes and/or trigger their interest to the ASKFOOD activities.

### 3. Dissemination for Action

The dissemination of some specific activities and outcomes, with deeper or detailed description will be addressed to individuals or groups of people that are able to understand and apply the information provided, to "influence" and "bring about change" within their organisations and/or to take decisions about the adoption of some tools, the involvement in the project activities, etc...

Overall the dissemination activities and tools will be aimed also to involve new members as "associated project partners" and in particular the project website, newsletters,



symposiums, meetings and different events Interested entities will apply through the website and will be accepted by the management board of the project.

## 5 Benefits to end users

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Ultimately, the general public will benefit specially as consumers from better trained food processors that will produce food products with better quality.

Agrifood chain companies will have a quicker access to research results, can use expertise of university staff when working for short period in industry, can use internships of students for new developments (increase of manpower), staff will get access to apply new methodologies and technologies.

Training organisations will have real case orientation that will allow better design of courses and access to tools and good practices.

Both agrifood chain companies and training organisations will benefit from a shift of cooperation between them from national to European level by allowing the use of additional expertise, facilitates mobility/employability of students and better (according to needs) trained employees available for agrifood companies.

Students will have access to better (real case-oriented, entrepreneurship minded) training, and European wide placements (language and communication skills) will increase employability.

## 6 Dissemination methods/activities

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Dissemination will be done through general tools and materials, events, publications and products.

1. General dissemination tools:
  - website
  - video and flash-presentation (website, Youtube channel)
  - flyer
  - poster
  - bookmark
  - roll-ups

The general dissemination materials are intended to raise awareness to all target stakeholder groups with the exception of the website that will also target dissemination for action. The website will include all the content of the project, including its outcomes that will be made available to the public.



The website will be used for internal and external communication and dissemination with a public and a private virtual environment. The public section will include generic information about the project, including its description, activities, contact details, reports, events, news, registration for new members.

The private environment (or intranet) will be used to store and share documents and additional communication within partners of the project consortium. In particular, for internal communication, the website will contain all necessary documents for project management, tools for quality assurance and reporting of activities, forums for internal work package discussions and all documents prepared. Several levels of access will be given to coordinator, WP coordinators, consortium partners and associated partners.

In the intranet, a specific session will be dedicated to the collection of the dissemination activity carried out by the project partners; an online form to be filled in by the partner with the info related to the activity (type, tool, date, place).

The public project website will also give access to the virtual platform that will combine a repository of the various open access tools (see above) and links to other projects and related databases if needed (e.g. from IFA: e-learning platform and webinars).

Depending on the product or publication these will be prepared and made available in different languages: English, French, German and Italian.

## 2. Scientific, business and professional-oriented events including:

- conferences,
- symposiums,
- workshops,
- seminars,
- meetings
- presence at fairs

Participation in non-project events (e.g. organized by other entities) is foreseen to raise awareness about the project's activities and outcomes.

Project's events (organized and sponsored by the project and by partners institutions) will be used to lead to action on the development of the project and the further uptake and implementation of the project outcomes.

The project will eventually organize an Open Symposium at the end of the project for which its main stakeholders will be invited (national governments, EU Commission, Industrial and Professional Associations), as well as the press. This event will provide an opportunity to disseminate the final outcomes and provide a final opportunity to involve more stakeholders in the sustainability of the main outcomes as the monitoring needs platform.

## 3. Virtual knowledge-transfer and dissemination including

- e.g. webinars,



- virtual workshops and conferences

#### 4. Networking and social media

- virtual: LinkedIn, Instagram)
- Interactions with other Erasmus+ KA and H2020 projects of interest of ASKFOOD

#### 5. Publications

Regular publications are foreseen initially to make targets aware of the project and later update project results to the main target groups.

- reports
- content bases for newsletters
- journal articles (including press release and briefings)
- mailing lists of consortium partners and associated partners (EFFOST, IUFOST, ...), other organisations (Food Navigator, FoodDrinkEurope, Food Federations)
- social media bulletins and graphic distribution (e.g. LinkedIn, Instagram)
- links in other projects and networks websites and Erasmus+ National agencies

## 7 Timescales and responsibilities

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As soon as the website is ready, a press release will be prepared in different languages and sent to media in each country of the consortium partners. WP8 will send the English texts that will be translated by consortium partners.

Regular news will be sent frequently to mailing lists with the update of the project results. If an outcome is ready this will be published in the website and distributed via social media (e.g. LinkedIn, Instagram).

Each consortium partner will disseminate the project and/or a project result in an event with products meanwhile prepared.

After the completion of an outcome is the respective partners will evaluate the possibility of preparing a paper in a scientific journal or descriptive news for a newspaper.

## 8 Dissemination Requirements

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All project dissemination materials must include the “Programme Logo”. The image files, in several formats, and rules can be found at:

[http://ec.europa.eu/dgs/education\\_culture/promotional\\_en.htm](http://ec.europa.eu/dgs/education_culture/promotional_en.htm)

or at



[https://eacea.ec.europa.eu/about-eacea/visual-identity\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity_en)

The EU emblem and a mention (that can be either “Co-funded by” or “with the support of” the European Union”) must also be included. Rules can be accessed at: [http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf)

The project's publications and results that are distributed must have the Erasmus + logo and the mention "Co-funded by the Erasmus+ Programme of the European Union" or "With the support of the Erasmus+ Programme of the European Union".

The disclaimer "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein" must be used (article II.7.2 of the General Conditions) in any communication or publication. The other EU official language versions can be found at the following link:

[http://ec.europa.eu/dgs/education\\_culture/publ/graphics/beneficiaries\\_all.pdf](http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf)

## 9 Evaluation and Success Criteria

The consortium is aiming at below described numbers, assessing the impact of the performed dissemination activities. Besides these numbers, the success of the activities performed will be assessed by WP6 and 7.

Success criteria	Quantification	Description
Number of new network members (associated)	10 from 10 different countries	At the end of the project, the network of members should have increased by 10 new members as associated partners.
Nature of new network members	30% Industry or business partners	To ensure a balanced network, at least 30% of the new members should be Industry or business partners.
Views on website	Steady increase of views (ideally tripled from year 1 to year 3)	With deliverables being uploaded on the website as well as project outputs going online and being available on the webpage, an increase in the number of visitors



		will show the uptake of those results.
Organisation of dissemination events	“Sufficient” number of organized dissemination events and participants (at least 2 events per year)	The project and its activities should be sufficiently presented at events in front of relevant stakeholders.  The related numbers are mainly subjective. However the consortium has to evaluate if they are satisfied with the performed dissemination activities.
Participation at dissemination events	Project partners present at all major events relevant to the project with at least flyers being distributed.	See above.



## 10 List of deliverables, timeline for dissemination and target groups

This table contains all the deliverables, its timeline (after a slash in case it is different from delivery date) for dissemination and identification of target groups.

	WP	Delivery date	Result(s) (output(s) or outcome(s))	Medium that will be used	Languages	Dissemination level	Target groups/potential beneficiaries of ASKFOOD
1	1	M3	Forecast Aggregator and Future Skills Map (D1.1)	online, electronic	en, fr, de, it	public	Universities, Training organisations, agrifood chain companies
2	1	M6	Interactive Training Gap Identifier (D1.2)	Online, paper/print version	en, fr, de, it	public	Universities, Training organisations, agrifood chain companies,
3	1	M6	Smart Atlas (D1.3)	Online, paper/print version	en, fr, de, it	public	Universities, companies, training providers, governmental institutions
4	1	M8	Report on Findings and Recommendations (D1.4)	Online, electronic, oral presentation	en	public	Universities, Training organisations, learners, Agrifood chain companies
5	2	M8	Collaboration and network plan (D2.1)	online	en	confidential	Consortium partners
6	2	M12, 28	Feasibility Study and Operational Business Plan (D2.2)	online	en	public	Training organisations, learners, Agrifood chain companies
7	2	M10, 24	Knowledge Clusters Guidance and Toolkit (D2.3)	online	en	public	Universities, companies, training providers, governmental institutions, other stakeholders, students
8	2	M12, 24	Digital Business and Training Ecosystem (D2.4)	online	en	public	Universities, companies, training providers, governmental

							institutions, other stakeholders, students
9	2	M9, 24	Mobility and Talents Marketplace (D2.5)	online	en	public	Learners, Agrifood chain companies, Training organisations, professionals
10	2	M34	Innovative Training Design Alliance and Community of Practices (D2.6)	online	en	public	Learners, Agrifood chain companies, Training organisations, professionals
11	2	M8	Step –by- step guide to training activities (D3.1)	electronic	en	confidential	Consortium partners
12	3	M12	Certification scheme and RVA Guidance (D3.2)	online	en	public	HE institutions, teachers, training providers, students
13	3	M12	Specifications of selected training activities (D3.3)	online	en	confidential	Consortium partners
14	4	M12	Start Ups and Accelerated Enterprises Portfolio (D4.1)	electronic	en	public	HE institutions, Research centers, food companies, training providers, students, businesses
15	4	M30	Proceedings and podcast of a the ASKFOOD Start Up Global Events (D4.2)	partially online	en	public	HE institutions, Research centers, training providers, food companies, business, food-related organisations, EC instalments
16	4	M24/25	Start Up Library (D4.3)	online	en	public	HE institutions, Research centers, food companies, training providers, students, businesses
17	4	M12	Specifications of selected acceleration initiatives (D4.4)	electronic	en	confidential	Consortium partners
18	4	M30	Evaluation on developed incubation activities (D4.5)	electronic	en	public	Training organisations, learners, Agrifood chain companies
19	4	M30	Garage-approach (D4.6)	online	en	public	Training organisations, learners, Agrifood chain companies

20	5	M26	Permanent Observatory Feasibility Study and Development Strategy (D5.1)	electronic	en	public	HE institutions, Research centers, training providers, food companies, business, food-related organisations, EC instalments
21	5	M36	Flagship Projects and projects' pipeline (D5.2)	online	en	public	Universities, organisations and multipliers, learners, agrifood chain companies
22	5	M36	Green Paper for Policy Makers and Managing Authorities (D5.3)	blended	en	public	Training organisations, policymakers, governmental and non-governmental authorities, HE institutions
23	6	M2	Quality plan and guidelines for WP and Task leaders (D6.1)	electronic, online	en	confidential	Consortium partners
24	6	M4/8/12/16/20/24/28/32/36	Quality monitoring/reporting system (D6.2)	electronic, online	en	confidential	Consortium partners
25	7	M4	Evaluation Guidelines (7.1)	electronic	en	confidential	Consortium partners
26	7	M14/26/36	External evaluator's reports (D7.2)	electronic, online, leaflet	en	restricted	Consortium members, other consortia
27	8	M3	Dissemination Strategy (D8.1)	electronic, online	en	restricted	Consortium members
28	8	M3	Project Website (D8.2)	electronic, online	en	Public, confidential	Consortium members, other consortia
29	8	M6	Dissemination material and templates (D8.3)	electronic, online	en	public	Consortium members
30	8	M6	IPR Guidelines (D8.4)	Electronic, online	en	confidential	Consortium members

	WP	Delivery date	Result(s) (output(s) or outcome(s))	Medium that will be used	Languages	Dissemination level	Target groups/potential beneficiaries of ASKFOOD
35	8	M12/24/36	Reports of dissemination activities (D8.5)	on-line (restricted access)	en	restricted	Consortium members, other consortia
36	8	M30	Template IPR Agreement (for collaboration) (D8.6)	Template	en, fr, it, ger	restricted	Consortium members, other consortia
37	8	M35	Report on IPR issues (D8.7)	electronic, online	en	Restricted, confidential	Consortium members
38	8	M35	Open Symposium (D8.8)	Other (Event)	en	public	All stakeholder groups that want to attend the symposium (food industries, food professionals, academic institutions, EU Commission, Industrial and Professional Associations)
39	9	M2	Project Start Documentation (D9.1)	electronic	en	confidential	Consortium members
40	9	M4	Project Management Manual (D9.2)	electronic	en	confidential	Consortium members
41	9	M19	Interim financial and content reports (D9.3)	electronic, paper (if required)	en	confidential	Consortium members
42	9	M36	Project Management Manual final (D9.4)	electronic	en	confidential	Consortium members
43	9	M36	Final financial and content Reports (D9.5)	electronic	en	confidential	Consortium members
44	9	M36	Project Closure (D9.6)	electronic	en	confidential	Consortium members