



WildFood

PLAN FOR THE DISSEMINATION AND EXPLOITATION OF THE PROJECT'S RESULTS

Eating the wild: Improving the value-chain of
Mediterranean Wild Food Products (WFP)

Solsona 2020



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1. Introduction

1.1. PRIMA Wildfood Project

The overall aim of WildFood Project - Eating the wild: Improving the value-chain of Mediterranean Wild Food Products (WFP) is to promote the implementation of joint innovative strategies by the different actors in the value-chains based on **wild and semi-wild food products** (WFP), in the Mediterranean area in view of improving their **quality, safety and sustainability**.

This document defines the **communication activities** that will be carried out in order to disseminate the project and its results to the potential actors involved and the main beneficiaries.

1.2. Communication strategy

In order to maximize the impact of the project, the work in WildFood will thereby be organised in **three major project phases**, which partly overlap. The first phase supports the creation of virtual platforms, establishes the corporate identity of the project and develops an initial set of communication tools (including the project website, brochures and the use of social media).

The second phase continuously and iteratively supports virtual platforms and provides support to partners in order to reach local and interregional stakeholders and share their results and networked activities outside their local region using online tools, articles and press releases.

The third phase, which takes place simultaneously with the second, aims to shape the results and provide information to national and international stakeholders, disseminating learned lessons during the project and successstories.

1.3. Objective

The general objective of the Plan for the dissemination and exploitation of the project's results of the WildFood project is to **make the project and its results known to the potential actors involved and the main beneficiaries**, as well as **inform and communicate the results to companies, organizations and public and private entities** from other regions.

1.4. PRIMA context

Wildfood is funded by the PRIMA initiative for **research and innovation in the Mediterranean area**. It aims to implement joint research and innovation policies under a common strategy of all participating countries to address challenges such as water scarcity, agriculture and food security.

WildFood responds to the challenges outlined in the call text by enhancing the **integration of main actors of the WFP value-chains in Med PRIMA-communities and implementing planning and management control systems to improve quality, safety and sustainability**, thus addressing the challenges such as food losses, slow responding safety systems, the uneven market distribution and low performances in the utilization of natural resources.

2. Messages

Messages are the basis for all outreach activities and should be **relevant to the target audience**. Being simple and specific, they will remember the objectives of the project and highlight the added value and benefits it will bring. In addition, they will be **shared between those responsible for the communication of the different partners** in order to disseminate them in press releases and other communication formats.

About the project:

- WildFood promotes the implementation of joint innovative strategies by the different actors in the value-chains based on **wild and semi-wild food products (WFP)**, in the Mediterranean area in view of improving their quality, safety and sustainability.
- WildFood project will specifically focus on the following WFPs originating from forestry or agroforestry systems: **pine nuts, mushrooms, truffles and aromatic plants**. However other products will also be present (i.e., Aleppo pine seeds, acorns and berries).

Generals:

- The sustainable use of WFPs contributes to the conservation of Mediterranean forests.

- Mediterranean forests and agroforestry systems abound with wild and semi-wild food products with unique and exclusive properties.
- WFPs can make a significant contribution to a smart, inclusive bio-based economy and to rural development in the Mediterranean region.
- The adoption of technological and organizational innovations and integration of actors critically depends on their capacity and entrepreneurial spirit.

3. Audiences

Different audiences identified are:

- WFP chain actors (producers, retailers, businesses...)
- Researchers
- Public administration
- Society

4. Channels

- Project website
- Project brochures
- Social media
- Partner dissemination networks
- Workshops and classes
- Publications
- Media channels
- Conferences

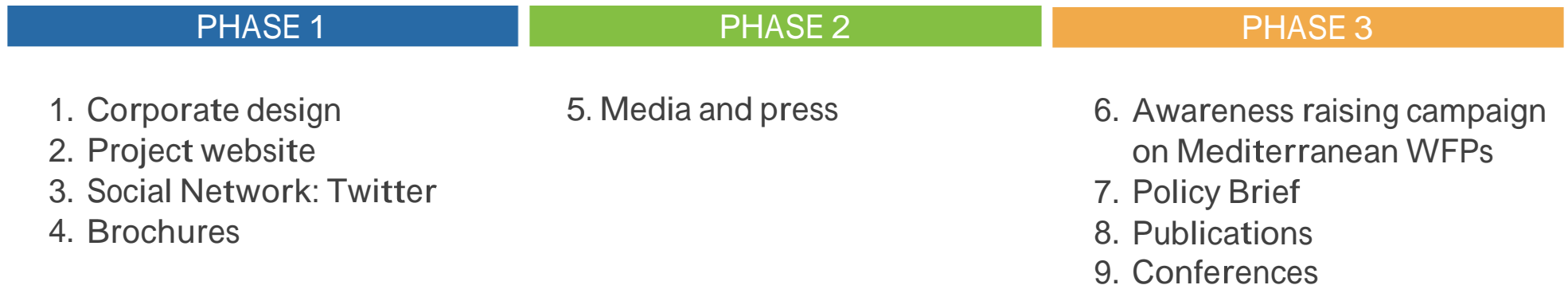
The use of these channels is defined in the communication actions listed in section 5. Action Plan.

Each partner must contribute as much as possible to disseminate and communicate the results, studies, etc.

Each partner must take into account communication requirements to be followed, established by PRIMA and communicate to CTFC the communication activities in which it participates.

5. Action plan

5.1. Communication activities



1. Corporate design

Objective: To provide a visual identity to establish a recognizable brand and facilitate dissemination activities by each consortium partner.

Audience: All

Description:

All communication materials will comply with the established corporate design, which will include:

- Project logo
- Templates for documents, presentations and press releases
- Guidelines for use, following PRIMA programme requirements

Lead partner: CTFC

2. Project website

Objective: As a dynamic information source, it will provide information on WildFood objectives, progress and results, with regularly updated details of events, trainings, news and project deliverables. It will be interlinked to social media accounts to rise the audience.

Audience: All

Description:

- It will contain at least the following sections: Home, Project, Partners, Results (brochures, factsheets, platforms,...), News / Blog, Contact
- It will host the videos and brochures from the Awareness Raising Campaign (WP3, see Communication Activity 5)
- It will be written in English and in non-technical language
- It will be linked to the social network of the project, Twitter

Lead partner: CTFC will design and manage its contents. Other partners will provide contents to the CTFC (news, events ,...)

3. Social Network: Twitter

Objective: To have presence on social media in order to increase the audience and provide a dynamic source of up-to-date information.

Audience: All

Description:

- A twitter account will be created: **@WildFood_PRIMA**
- Partners will make use of their social networks to communicate: actions, events, published articles, videos, project results, as well as any related action, following the guidelines:
 - Mention the project (**@WildFood_PRIMA**) and use the hashtag **#WildfoodPRIMA**
 - Mention the PRIMA program, using the following mentions and tags on Twitter **#PRIMAProjects, @PRIMAInnovation, #Research #Innovation and @EuScienceInnov @ EU_H2020**
 - Mention the partners, if applicable (**@ctforestal, @UniPadova, @isagronomia, @prodeCAT**). If there are new partners's Twitter accounts, please, let it know to CTFC
 - Use own labels: **#WildFoodPRIMA #WildFoodProducts #sustainability #Mediterranean, ...**
- Hashtag **#WildFoodPRIMA** will be used to collect related tweets, monitor their impact and prepare a Social Network report.

Lead partner: CTFC will create the account. Other partners will create and share content, or will provide it to CTFC.

4. Brochures

Objective: To provide general information about the project, its goals, partners and expected results

Audience: All

Description:

- Brochures will be used to communicate to specific stakeholders during workshops or other public events and it will provide general information about the project, its goals, partners and expected outcomes.
- It will be available as online PDF.
- Brochures will have updated versions with the project results and experiences at the end of the project and printed for the final project events.

Lead partner: CTFC. Other partners (INRGREF, INRF, ISA, SFI) will support on information and content provision.

5. Media and press

Objective: To produce and distribute press releases addressed to the local, regional and state media, in order to obtain a better scope of the project.

Audience: All

Description:

- There will be a commitment to send at least 2 press releases per year. The minimum expected impact on the media is 6 impacts in regional media and 6 in the local press.
- A press release template will be used (see Communication Activity 1)
- Press releases will be adapted to media through headlines, subtitles, organizing the information according to its importance, using visual tools (graphics, photographs, etc.) and offering data to attract attention. Language will be clear and direct.
- Actions with journalistic interest, such as meetings, working groups, workshops or seminars, milestones in the project, or presentation of results, would be subject of a press release.
- Press, TV and radio appearances derived from press releases will be communicated to CTFC to post them on the website and Twitter.

Lead partner: The press release will be written by the partner who implements the action to which the release will refer. The same partner will upload it to its corporate website, share it on its network, and send it to CTFC.

6. Awareness raising campaign on Mediterranean WFPs

Objective: To raise awareness about benefits of consuming target products and to facilitate the engagement of consumers towards WFPs.

Audience: All

Description:

- A communication kit will be developed, including:
 1. A brochure/e-product advertisement to promote target products markets and provide general information about the benefits of each product, edible species, price and availability (production areas in each country)
 2. Two or three short videos (3-4'), one per product, to be disseminated through social media resources, showing testimonials to encourage WFPs consumption through providing innovative recipes based on these products, in two languages (Arabic and English, and subtitles where necessary).
- For the design of the visibility materials, particularities of the target groups (social, religion, local languages) will be taken into account.
- The material will be adapted, translated and tuned by local partners.

Lead partner: INRGREF with the support of AVFA will lead the creation of materials giving indications to other partners.

7. Policy Brief

Objective: To have recommendations synthesizing key messages for European, National and Mediterranean region policy makers building on project outcomes.

Audience: WFP chain actors (producers, retailers, businesses...), Public Administration

Description:

- A Policy Brief will be produced with policies and recommendations summarizing the key messages for European and National policy maker.
- It will be based on the results of the project and will build on outcomes of WP1, 2, 3 and 4.

Lead partner: CTFC

8. Publications

Objective: To promote research dissemination

Audience: WFP chain actors (producers, retailers, businesses...), Researchers

Description:

- 5 'Success stories to communicate' will be prepared and disseminated. They can be in several formats, such as technical articles, scientific articles, factsheets, etc.
- The process and lessons learned in the iterative multi-actor process will be described and published in appropriate magazines/research publications as a consortium joint effort.
- In the case of written publications, it will be necessary to send them to the CTFC in order to validate them by the PRIMA program.

Lead partner: All

9. Conferences

Objective: To share best practices and lessons learnt and disseminate project development and results

Audience: WFP chain actors (producers, retailers, businesses...), Researchers, Public Administration

Description:

- Project results will be presented in relevant congresses and dissemination events in the Mediterranean region (poster/oral communication).
- Two conferences will be held:
 - Intermediate conference reporting the main findings of the project in Italy
 - Final Conference with the presentation of the final results of the project in Algeria
- Brief summaries of the conferences will be elaborated including programme, list of participants, photographs, ...

Lead partner: Intermediate conference by UNIPD. Final conference by INRF.

5.2. Calendar

	Year 1												Year 2												Year 3															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36				
1. Corporate Design																																								
2. Website																																								
3. Twitter																																								
4. Brochures																																								
5. Media and press																																								
6. Awareness campaign																																								
7. Policy Brief																																								
8. Publications																																								
9. Conferences																																								

5.3. Deliverables

- D3.5. Brochures/e-advertisement material addressed to consumers.
- D3.6. Short videos on WFPs addressed to consumers.
- D5.2. Plan for the dissemination and exploitation of the project's results.
- D5.3. Project website.
- D5.4. Social media news.
- D5.5. Brochures.
- D5.6. Policy brief.
- D5.7. Publications 'Success histories to communicate'.
- D5.8. Brief report on the intermediate conference in Italy.
- D5.9. Brief report on the final conference in Algeria.

6. Visibility of PRIMA funding (Art 38 of PRIMA MGA)

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the PRIMA Foundation.

To inform on PRIMA funding, beneficiaries have the obligation and right to use the PRIMA logo and the EU emblem.

Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

Grant Agreement number: [insert number] [insert acronym] [insert call identifier of the master call]

- (a) display the PRIMA logo, and
- (b) display the EU emblem, and
- (c) include the following text:

For communication activities: "This project is part of the PRIMA Programme supported by the European Union"

For infrastructure, equipment and major results: "This [infrastructure], [equipment] [insert type of result] is part of the PRIMA programme supported by the European Union's Horizon 2020 research and innovation programme"

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the PRIMA logo and the EU emblem without first obtaining approval from the PRIMA Foundation and the Commission respectively. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the PRIMA logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.

Acknowledgements in publications

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Disclaimer excluding the PRIMA Foundation responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the PRIMA Foundation is not responsible for any use that may be made of the information it contains.