



European Strategic Cluster Partnership for Excellence (ESCP-4x)

SAFE SMART FOOD

Dissemination, outreach, communication plan

WP8 leader: *Latvijas Partikas Uzņemumu Federācija (LFFC/FPQC)*
Grant agreement - 874389

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1. Executive summary

This deliverable report is related to the WP 8 - Task 8.2 and is focused on creating Dissemination, outreach, communication plan specifying a common project reference identity, specific tools and activities adapted to the respective target groups, a clear communication policy and an internal assessment procedure.

The dissemination, outreach, communication plan encompasses a coherent and carefully structured set of promotional tools and processes, chosen to synchronize the communication with stakeholders and dissemination and outreach of the results as much as possible with the processes and deliverables. The dissemination, outreach, communication plan will be constantly up-dated during the project's lifetime as a result of that the project moves forward and the feed- back from stakeholders accumulates.

2. Introduction and objectives

Dissemination, outreach, communication plan will present the overall process that will be followed by the consortium to optimize the awareness of the project's output as well as the dissemination of project results to all relevant stakeholders, at all levels. The Plan with joint branding, marketing statement and logo are aimed to strengthen the partnership identity and assist common communication activities.

The plan is closely related to SAFE SMART FOOD target groups that include:

- cluster organizations and their coordinators/managers, specialists;
- SME's in clusters and also outside cluster organizations
- regional stakeholders;
- venture capital funds;
- regional authorities and policy makers.

The main communication goal is to disseminate the knowledge of the project, its results and opportunities outside the project consortium and to share common knowledge about cluster excellence.

The Communication and Dissemination team

In order to facilitate the communication and dissemination of the project activities and results a Communication and Dissemination Team (CT) has been created. This CT is in charge to

define and develop the communication and dissemination plan during the project implementation period. All partners participate in the CT. Members of the CT:

- Armands Lejas-Krumins (coordinator of the team, LFFC/FPQC);
- Àlex Brossa (Packaging Cluster);
- Alejandro Utrera (Foodservice cluster)
- Giedrius Bagusinskas (LITMEA/SFC);
- Kristina Eder (BIZ-UP / Food Cluster);

3. SAFE SMART FOOD logo

The idea of SAFE SMART FOOD logotype has the purpose to connect agrofood&packaging industry with excellence of management and emphasize safety of food as a result to boost innovation, competitiveness and internationalization of SMEs.

Safe Smart Food Logo

SAFE SMART FOOD LOGO



SAFE SMART FOOD

SAFE SMART FOOD logo can be used in two versions:

1. **FULL COLOUR LOGO**
2. **BLACK MONO LOGO**

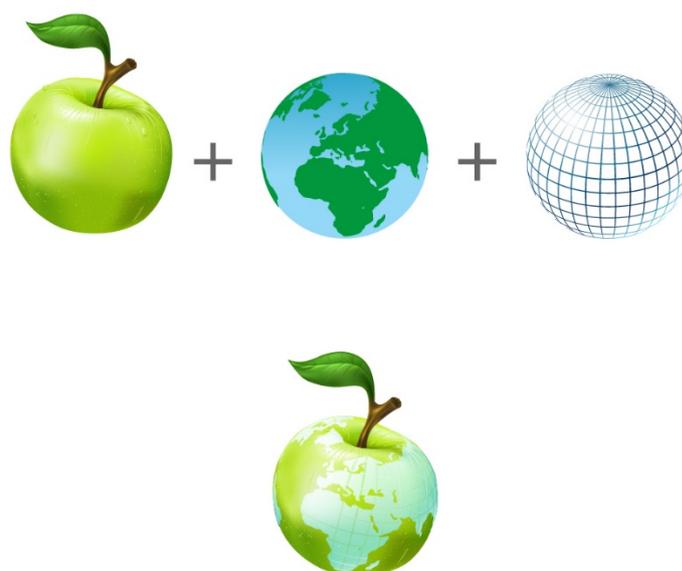
The full colour logo is always used on clear white or lighter colour tinted backgrounds to maintain legibility.

The black mono logo is preferred to be used on facsimile and other black and white publications.

The colours have been selected to maintain the coherency with EU requirements related to use of EU flag and ESCP 4x official logo with the SAFE SMART FOOD project.

Safe Smart Food Logo

SAFE SMART FOOD LOGO – ELEMENTS



SAFE SMART FOOD LOGO – TEXT COLOR



SAFE SMART FOOD

- Spot Colour (for stationery which only requires the colours contained in the logo itself)
PANTONE 357 C
Process Colour (typically for full-colour publications, magazines, posters etc)
CMYK C=100 M=0 Y=100 K=65
RGB Colour (for screen-based media).
RGB R=0 G=81 B=33
HEX #005221

SAFE SMART FOOD LOGO – TEXT COLOR IN MONOCHROME VERSION



SAFE SMART FOOD

- Mono color (for single-colour use including engraving, embroidery, acid-etching and mono press advertising)
PANTONE COOL GRAY 9 C
CMYK C=0 M=0 Y=0 K=60
RGB R=102 G=102 B=103
HEX #666666

4. Visibility of EU funding

According with Grant Agreement about SAFE SMART FOOD project implementation, any communication activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the grant **must**:

- display the **EU emblem** and
- include the following text:

“This [insert appropriate description, e.g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] was funded by the European Union’s COSME Programme.”

The combination of EU logo, ESCP 4x and SAFE SMART FOOD logo should be displayed as presented below and used in official documents of the project:



When displayed in association with another logo, the EU emblem must have appropriate prominence.

logo, the EU emblem

Any communication activity related to the action **must** indicate the following **disclaimer**:

“The content of this [insert appropriate description, e.g. report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

5. Joint statement

The overall message and activities will be adjusted and complemented throughout the project with result from each WP.

The SAFE SMART FOOD joint statement is the following:

SAFE SMART FOOD speeds up innovations in agrofood and packaging sectors;

Excellence is easy;

SAFE SMART FOOD promotes growth, competitiveness and sustainability of the SMEs in the European Union food sector;

Key words:

Packaging, foodservice, smart food, food tech, sustainability, smart mobility, competitiveness, cooperation, digitalization

6. Dissemination tools

6.1. The website. An interactive dedicated project website will be developed by WP leader. The project's website will be referred to in all public documents and presentations. It will be the main communication tool to communicate the project objectives and results achieved. The website will include a section explaining the main objectives, expected results, information about the partners and news related to project implementation. The website will have the function not only to inform about the project but increase awareness on the Food and packaging sector, the role of clusters and the activities of SMEs.

The website will be launched during the first five months of the project and it will be periodically updated. The longer term impact of the project's results will be secured by maintaining the website for a minimum of 5 years after the closure of the project. The logo of the EASME and COSME programme and consortium will be highlight on the website according to the COSME requirements.

6.2. European Cluster Collaboration Platform - The information will be channelled through the dedicated section of the European Cluster Collaboration Platform and partnership profile registered. The task will be concluded when the project will be finished.

6.3. Social networks. To increase the project visibility and to promote SAFE SMART FOOD related news and results will be created accounts for 3 major social networks:

- Facebook,

- Twitter,
- LinkedIn.

The SAFE SMART FOOD accounts have been created to reflect the general project branding and in an engaging and interactive way. Each account aims a different group of users reflecting the specificities of the network itself. The SAFE SMART FOOD social media groups are fully operational and in process of increasing popularity and member participation. All news and events are posted through RSS feeds on the Twitter and Facebook account, while posts and discussions are specifically tailored for LinkedIn. Accounts will ensure the widest possible impact and outreach of SAFE SMART FOOD related results to engage the interested parties in a virtual community. Buttons are displayed on the project homepage which are linked directly to the relevant social network.

Project partners will also upload information about the project in their websites, as well as their own blogs and social media accounts.

6.4. E-newsletters. A newsletter will be sent each 5th month, during the 20 month of the project, to provide regular short updates on the project's progress to the interested public. The newsletter should be brief, in order to be effective, with links to the relevant original source. One picture should be chosen for each article. Partners must participate in the elaboration of the newsletter, by providing news regarding their activity in the project, short updates on the project, main results, events to come, other relevant activities as well as pictures. The newsletter will be written in English and consortium clusters national language

6.5. Press release and article. Media dissemination will include the engagement of journals and magazines through the sending of press releases and the resulting articles that will be published online, which will serve to present project progresses and milestones. Press releases aim to present interesting news about the project, in order to draw the attention of journalists and encourage them to draft articles on the subject. The press release should be sent in the partners languages to improve the dissemination of the information.

6.6. Leaflets. Leaflets to communicate the project objectives and main activities will be produced. Different kind of leaflets will be produced, informative leaflets about the main project objectives and activities and technical leaflets about each one of the sites which will explain the natural characteristics of each area, the threats and actuations done, results expected, etc. All this material will be available in two versions: online and printer but in order to reduce the project ecological footprint, online version will be prioritized. In this sense, only few copies in paper will be produced (2000 leaflets in total and 400 copies per project language). This

material will be distributed in fairs, visits and events that the partners attend, visits to other organizations outside the partnership as well as in all the activities organized in the framework of the project. The leaflets will be available in all the project languages. Leaflets will be produced during the first year of the project in order to maximize its distribution. In case of needed, more copies could be printed along the project lifetime

6.7. Templates. SAFE SMART FOOD consortium identity templates will be designed in the very beginning of the project implementation. These include: milestone reports, deliverable reports, policy and technical briefs, Power point presentation, Meeting agenda and minutes, Letterhead template for official project letters. Each template is specifically tailored to the information the document is required to contain. The templates incorporate several important elements in common: SAFE SMART FOOD project logo, COSME programme and EC logos and suggests the information necessary to be included in the specific document. All templates are available through the project website and easy to access and use for all partners of consortium.

6.8. Videos. Two videos will be created. The first video will focus on general information: to summarize the main project results and activities, goals, participating countries, and ClusterXchange pilot scheme also to show the sustainability of the partnership, explaining future common activities and plans. The second video will be focused on identifying suitable success stories from the programme and producing a success story video: summarizing the main results and impact achieved.

6.9. Promotional material pack (posters,/ stickers/pens/ folders/ notepads) for events. The promotional material cover the design and printing of the posters,/ stickers/pens/ folders/ notepads which are going to be distributed to all participants in the info days/trainings, conferences, as well as other interested stakeholders. The promotional items will be a visible proof of the creative activities carried out during the project as well as an effective and direct way to communicate the EU support to the initiative.

7. Planned activities

SAFE SMART FOOD will be presented in national and international events, as well as partnering, brokerage and matchmaking events organized by European Commission and/or within EU initiatives (for example, EU Cluster Weeks).

7.1. Participating in awareness-raising events, workshops and seminars related to the agri-food and packaging sector. The participation in this kind of events is twofold, first to explain the project objectives, activities and results and second as a networking opportunity to contact clusters, SMEs and organizations related to the Agri-food and packaging sector in order to exchange experiences, knowledge and activities.

It is planned to take part at least for 20 months in 5 thematic fair or conference on Agri-food and packaging sector (one per each partner), as well as other sectors related to these subsectors such as food safety, Food technology, etc. These activities will be collected in a toolkit to monitoring the impact of this action.

7.2. Organizing the final dissemination event will be arranged and will take place in Barcelona (Spain) in 2021 (in the end of the project implementation). The aim of the project event is to disseminate and endorse the project, background and results and to share the project results with a wider audience. The event will be carried out in a high interactive way for facilitating collaborative dialogue and the sharing of knowledge and ideas to create a living network of conversation and action. It will be an open public event with the objective to disseminate the SAFE SMART FOOD projects results to a wide variety of stakeholders: SMEs, clusters, public authorities, venture capital funds etc.

7.3. Timeline of the dissemination, outreach and communication activities.

Activities	Deadline	Comments
1. Creation of the Communication and Dissemination team	03.03.2020	
2. Dissemination, outreach, communication plan	15.04.2020	
3. Profile in ECCP	30.03.2020	
4. Logo	30.03.2020	
5. Templates	30.03.2020	
6. Create Social Networks	30.03.2020	
7. Website	31.07.2020	
8. Leaflets	31.07.2020	Due to Covid crisis It will be available on-line for easy downloading, and available as print on demand material.

9. Promotional material pack (posters,/ stickers/pens/ folders/ notepads)	31.07.2020	Due to Covid crisis we prepare only the design. And when real meetings will be possible to plan we will prepare real items.
10. Videos (2)	01.06.2021.; 30.09.2021.	The first video will focus on general information: to summarize the main project results and activities, goals, participating countries, and ClusterXchange pilot scheme. The second video will be focus on identifying suitable success stories from the programme and producing a success story video: summarizing the main results and impact achieved.
11. Articles about the Project.	Each partner have to write an article every 3 months	
12. E-newsletters	07/2020; 12/2020; 05/2021; 30.09.2021	
13. Participating in awareness-raising events, workshops and seminars		Due to Covid crisis we postpone workshops and seminars until it would be easy to plan and realize such events.
14. Final dissemination event	09/2021	