

SWITCH

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

Deliverable

D8.1 - SWITCH Communication Plan

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ABBREVIATIONS AND ACRONYMS

| | |
|-------|---|
| BC3 | Basque Centre for Climate Change |
| CMCC | Centro Euro-Mediterraneo sui Cambiamenti Climatici |
| EC | European Commission |
| FFI | Future Food Institute |
| GA | General Assembly |
| INRAE | National Research Institute for Agriculture, Food and Environment |
| KPI | Key Performance Indicator |
| WP | Work Package |

EXECUTIVE SUMMARY

This document summarises the work carried out for the SWITCH Communication Plan as foreseen by WP8 activities and specifically by the Deliverable D8.1 – SWITCH Communication Plan. It represents the first version of the Communication Plan that includes detailed actions planned in relation to the visual identity toolbox, communication objectives, social media set up, the website and continuous updates (also after the end of the project), management of local co-creation and co-learning events in the 6 Hub.

The Communication Plan is structured as follows: section 1 (introduction) provides the context of the Plan, which is part of the WP8. The visual identity toolbox is briefly presented in section 2 and will be further described in Deliverable 8.2. The communication strategy and tools are described in section 3 and divided into communication targets and objectives, internal communication, SWITCH media lab, key performance indicators, survey for all partners. Finally, section 4 presents the management of the local co-creation and co-learning events in the six Food Hubs.

1. Introduction

SWITCH is a Horizon Europe Project supported by the European Commission under contract No. 101060483. It officially started on 1 January 2023.

The WP 8 “Communication, Dissemination and Exploitation” includes all the dissemination, exploitation and communication activities that will be conducted during the project’s lifecycle, with the aim to maximise the outreach and impact of project activities during and after the project duration. Within WP8, the Task 8.1 aims at communicating the project’s objectives, activities, and results, through an institutional Communication Plan released in M2 (D8.1) and updated in M18, M36, M48.

This document summarises the work expected for the SWITCH Communication Plan as foreseen by Task 8.1 activities and specifically by the Deliverable D8.1 – SWITCH Communication Plan. It represents the first version of the Communication Plan that includes detailed actions planned in relation to:

- The development of the visual identity toolbox;
- The communication objectives, strategies and tools, including social media set up, the website and their continuous updates (also after the end of the project);
- The management of local co-creation and co-learning events in the 6 Hub.

2. Visual Identity Toolbox

To develop a consistent brand identity for the SWITCH project and for its use in the six Food Hubs as well as at national and EU/global level, we will follow the following steps:

1. Research and Analysis: ask each Food Hub about its unique characteristics, location, cultural heritage, food products, and target audience.
2. Brand Identity Development: based on the research, create a core brand identity that represents the project. This should include a project logo that will be used across all Hubs and beyond at national and EU/global level.

A tool useful to build a targeted and effective visual identity is the questionnaire for all Food Hubs regarding their uniqueness and values, with the aim to collect the following information:

- Does your Food Hub already have a logo? If yes, please upload;
- What are the unique characteristics of your location?
- What are the traditional and cultural food products that you offer? And imagery that is most associated with your Hub and its cultural heritage?
- How do you differentiate your Food Hub from others in the way you work?
- Who is your target audience?
- What are the values and goals of your Hub?
- Does your Food Hub have a specific mission or goal that you are working towards (e.g., supporting local farmers, reducing food waste, etc.)?
- What are the top 3 values that drive your Food Hub's business and why are they important to you?
- Who are the key stakeholders involved in your Hub?
- How do you source your ingredients and maintain a sustainable supply chain?
- Do you have any unique features or offerings that set you apart from other Food Hubs (e.g. delivery options, community events, etc.)?
- What is the current brand image of your Hub, and what do you want to communicate through your brand identity?
- What are the visual elements or imagery that are most associated with your Hub and its cultural heritage?
- If it helps, please upload any visual element in the next tab.

The visual identity toolbox for the SWITCH project will include the following elements:

- Logo: a unique, easily recognizable, and memorable logo that represents the project's goals and values.
- Colour Palette: a consistent colour palette that represents the brand and creates visual coherence across all communications.
- Typography: a clear and readable typography that is easy to use and consistent across all materials.
- Brand Guidelines: a set of guidelines outlining the use of the logo, colour palette, typography, and imagery in all communications.
- Presentation Templates: templates for presentations, such as slides and handouts, that use the visual identity and reinforce the brand.
- Website Design: a website design that uses the visual identity and reinforces the brand, making it easy for users to access information and resources.
- Marketing Materials: brochures, posters, and other marketing materials that use the visual identity and reinforce the brand.
- Deliverable Template.

The visual identity toolbox will be fully presented in the Deliverable 8.2 - SWITCH Visual identity toolbox, incl. project website (due by M3).

Website

A dedicated website for the project will be used to provide in-depth information about the project, its goals, and its impact. A user-friendly, informative, and visually appealing website will showcase the project and provide a resource for stakeholders and interested parties.

To design a website for the SWITCH European project, the following elements will be included:

1. Homepage:

- Brief introduction to the project and its goal of promoting sustainable and healthy diets among European citizens.
- Clear navigation menu to access information about the 6 Food Hubs and other relevant sections.

2. Food Hubs:

- A separate page for each Food Hub that highlights its location, objectives, coordination, and actors involved.
- Personalization options for each Food Hub to showcase their unique offerings, achievements, and events.

3. Knowledge and Innovation:

- A section that highlights the research and innovation aspects of the project and the progress made so far.
- Information about the tools and solutions developed to facilitate the transition towards sustainable and healthy diets.

4. Partners and Stakeholders:

- A section that lists the various partners and stakeholders involved in the project.
- Option to showcase the role and contributions of each partner.

5. Media and Events:

- A section that displays the latest news and updates about the project.
- A calendar of events related to the project and its Food Hubs.

6. Contact Us:

- A page with contact information and a form to reach out to the project's team for further information or queries.

Additionally, the website will have a visually appealing and user-friendly design, with a responsive layout that can adapt to different screen sizes. It will also be optimised for search engines, ensuring that it is easily discoverable by interested parties.

The website development will take place during the month M3 and will be updated continuously.

3. Communication strategy and tools

3.1 COMMUNICATION TARGET AND OBJECTIVES

The communication plan is structured to reach the stakeholder groups interested in the project:

- **Citizens and the general public**

Citizens represent the most important target. We will actively engage all citizen groups, including the most vulnerable, with a citizen science approach, through dedicated communication experiences and tools developed and applied in “in situ” food experiences in the regional Hubs and collecting as much as possible their interest through social networks and other tools tailored for each citizen groups (young people, elders, vulnerable, etc.).

- **Education system: from schools to universities, cooking schools**

The role of University and Schools is fundamental to educate the citizens of the future. Students and teachers as well as research groups that are linked to the food and diet issue from economic, environment, social, health, policy, climate aspects will be targeted by the communication, dissemination and exploitation activities.

- **Food providers**

Farmers, fishermen, aquaculture, processed food producers, retailers, markets. All involved in the multistakeholder analysis and experiments of facilitation and actionability in the Hubs.

- **Food services and hospitality**

Caterers: companies involved in making, transporting and dispensing prepared foods, such as restaurants or cafeterias. Their role is very important in shifting menus. Most of the people, at least for lunch, eat at the workplaces. The dissemination of a package sustainable and healthy menu thus can shift a large number of consumers in the right direction. Chefs: are an important “game changer” category which is able to nudge consumer’s trends toward sustainable and healthy diets. Besides the dissemination material of the project, we will offer them a digital tool for recipes evaluation in terms of sustainability and nutritional indicators. Restaurants: we would target restaurants as alternatives to workplaces and homes, being a fundamental alternative of food serving in everyday citizens' lives. We plan to offer them sustainable and nutritional valued menus packages, tested in the Hubs experiments.

- **Media and journalists**

Media and journalists play a key role in communication and driving social behaviour. They will be a specific target group in communication, dissemination and exploitation activities, so as to be actively involved, prepared and trained to communicate and disseminate to a wider audience in the best and right way SWITCH project results and outcomes.

- **Nutritionists, health professionals**

Includes professionals dealing with non-communicable diseases, cardiovascular disease and nutrition (e.g. dietitians, nutritionists, nutrition educators). They play a crucial role in informing and driving consumers/patients towards dietary best practices. They will be involved in defining dietary recommendations, health promotion, and in growing evidence of the success of such efforts in reducing nutrition related risk factors for chronic disease.

- **Policy makers**

EU commissions and other institutions at national, regional and local level. The focus of communication, dissemination and exploitation will be in particular on this target group, providing open science tools and policy recommendations which allow competent authorities to translate the scientific evidence into easy-to-understand food-based dietary guidelines.

The main objectives for the communication are:

- Awareness/Engagement – Bringing new people into the conversation;
- Conversion – Getting people into an event or on mailing list to learn more, engage with the project;
- Information – Establish credibility, advocate position;
- Leadership – present new ideas, research, innovation, lead change, empowering new leaders with capacity building activities (e.g. workshops) to teach/share tools.

The official language of the project is English and hence all communication, either internal or external will be performed in this language. However, since the project is aiming at disseminating information, among other targets, to the multisectorial end-users, communicating in local language is necessary for specific messages and with specific communication means (during local events, stakeholders meeting, and in attracting local media attention). If local translations are needed, each partner will oversee the communication, based on editable templates, the complete contents in the language requested. The project website will be available in English. Posts in social networks will also be done in English except for specific requests made by the partners such as local events where findings will be presented in double language to meet the needs of the local audience.

3.2 INTERNAL COMMUNICATION

Internal communication is essential to collect, define, and agree on content derived from all partners. It will take place through monthly online meetings with project partners.

The platforms for information exchange are Google Drive and Notion, where there is a shared space and calendar where all partners are invited to independently upload their own events that will be then shared within the network, on social media and website, and upload useful information that will be used for official communications and communication materials.

Regular meetings will be supportive to deepen communication strategies. If needed by partners, training webinars will be organised to teach useful communication techniques to disseminate the project.

| Internal communication process | | |
|--|---|------------------|
| Activity - partner in charge | Partners' contribution | Frequency |
| Input from the partners - All partners involved in WP8 | Input on individual and local news and activities | regular updates |
| Social media & communications - FFI | All Food Hubs give Input on individual specific news to share | regular updates |
| Official SWITCH website - FFI | Validation of the contents | regular updates |
| Continuous Monitoring, Evaluation and Learning (MEL) | Feedback & alignment meetings with all partners involved in WP8 | regular updates |

Monitoring, Evaluation and Learning (MEL) is hereby used as a continuous management function to assess if progress is made in achieving expected results, to spot bottlenecks in implementation and to highlight whether there are any unintended effects (positive or negative) from the SWITCH project.

NOTION

This is a collaborative workspace that can be used to organise and manage the project's information and resources. The main strategy is to create a centralised repository of all project-related information that is easily accessible and updated regularly. The SWITCH workspace will help ensure that all stakeholders are kept informed and up-to-date on project progress. It will contain:

- Publication dates on the various channels with editorial calendar;
- Image and content repository for publication;
- Database of scientific journals with which we would like to publish;
- Database and calendars of international and local events related to each Hub;
- Database and calendars of international and local events where we want to promote the SWITCH project;
- Media partners.

3.3 SWITCH MEDIA LAB

The SWITCH project involving 8 different European countries and 6 Food Hubs should activate many and different communication channels to reach a wide range of stakeholders and audiences at local as well as national and EU/global level.

The following paragraphs describe a review of the main communication channels that will be used to support the SWITCH communication goals.

The social media platforms will be used to reach a wider audience and increase awareness of the project. The main strategy is to create social media accounts for the project and regularly post updates, news, and information about the project to engage and inform followers.

One difficulty of social communication is being able to have the same account name on all platforms. At this preliminary stage, we opted for the project title, Switch and Switch Diet, where possible; in alternative the title of Switch EU Food is used.

YOUTUBE

It is a powerful tool that can be used to support the goals of the SWITCH project in several ways: promoting awareness, demonstrating impact, providing information, building a community, document progress.

Account: [SWITCH](#)

To manage the SWITCH project's YouTube channel, the following actions will be undertaken:

1. Raising the community of followers:

- Promote the channel through different social media platforms, email marketing, and other outreach methods to reach a wider audience.
- Engage with viewers by responding to comments and questions and asking for feedback.
- Collaborate with other organisations and individuals in the food industry to reach new audiences.
- Share relevant and informative content that connects with targeted viewers and their interests.

2. Giving visibility to each Hub:

- Highlight the work and achievements of each of the 6 Food Hubs by creating separate videos for each one.
- Include interviews with key members from each Hub to provide an inside look into their work and impact.
- Share case studies and success stories from each Hub to showcase their achievements and impact on the community.

3. Involving contributors:

- Collaborate with food experts, researchers, and influencers to create educational and informative content for the channel.
- Encourage Hubs to submit their own videos or stories about their experiences with sustainable and healthy eating.

4. Video length:

- Videos can vary in length, depending on the topic and content.
- Generally, it's recommended to keep videos between 2-5 minutes to maintain viewer engagement and ensure they are easy to consume.
- For more in-depth topics, longer videos of 10-15 minutes may be appropriate.
- For short videos related to events, etc., it could be also good to explore [Youtube Shorts](#) - the short-form section of YouTube. Shorts can have a maximum length of 60 seconds and are usually vertical, although videos with a square aspect ratio are also accepted.

TIKTOK

Page: http://tiktok.com/@switch_eu_food

This is a short-video sharing platform that can be used to engage younger, tech-savvy consumers. The main strategy would be to create short, engaging videos that showcase the project's goals, progress, and impact and encourage user engagement and participation. This would help reach a new, younger audience and increase awareness of the project.

Editorial strategy for TikTok:

1. **Tone of Voice:** The tone will be fun, creative, and entertaining. Use music, humor, and dynamic visuals to make sustainable diets appealing to a younger audience.
2. **Length:** TikTok videos will be 15-60 seconds long, with a focus on visually appealing and attention-grabbing content.
3. **Timing:** The best times to post on TikTok are during off-work hours (evenings and weekends) when people have more free time to scroll through their feeds. However, the optimal posting time will depend on the target audience's behaviour.
4. **Images:** Use visually appealing and dynamic images, such as animations, stop-motion videos, and food-themed graphics. Consider incorporating popular TikTok trends and dance challenges to increase engagement.
5. **Tagging:** Tag relevant Food Hubs, influencers, and organisations in posts to increase visibility and reach a wider audience.
6. **Frequency:** frequency will be adjusted based on content availability.

TikTok is a platform for creative expression and fun, so FFI will use it to showcase the personality and values of Food Hubs while promoting sustainable diets.

FACEBOOK

Account: Switch Diet

Page: <https://www.facebook.com/profile.php?id=100089725706627>

Editorial strategy for Facebook:

1. **Tone of Voice:** informative, engaging, and inspiring. Highlight the work of each Food Hub and showcase the positive impact of sustainable diets on the environment and communities.
2. **Length:** Facebook posts can be longer than other social media platforms, with a focus on providing detailed information and stories. Captions should be no more than 2-3 paragraphs.
3. **Timing:** The best times to post on Facebook are during weekdays when people are more likely to be checking their feeds during work breaks. However, the optimal posting time will depend on the target audience's behaviour.
4. **Images:** Use high-quality images that showcase the Food Hubs, sustainable food practices, and the people behind them. Mix up the types of images you use, such as behind-the-scenes photos, food photography, and infographics.
5. **Tagging:** Tag relevant Food Hubs, influencers, and organisations in posts to increase visibility and reach a wider audience.
6. **Frequency:** Post 2-3 times per week are planned, but the frequency can be adjusted based on audience engagement and other factors.

Additionally, Facebook Live and Facebook Groups will be used to engage with the audiences and build a community around sustainable diets and food practices.

There are many communities and groups on Facebook that focus on sustainable food and how to follow more sustainable and healthy diets. These existing groups will be explored since they can provide a wide

range of information regarding the common perception of healthy and sustainable diets. Moreover, these groups will be exploited to approach a wide audience interested in the topic.

Moreover, many organisations and companies working on sustainable food still have a strong presence on Facebook and use the platform to promote projects, events, and products in support of more sustainable diets. Therefore, a reconnaissance will be carried out to make any possible synergy.

INSTAGRAM

Account: [@switcheufood](#)

Editorial strategy for Instagram:

1. **Tone of Voice:** visually appealing, engaging, and personal. Highlight the work of each Food Hub and showcase the people and stories behind sustainable diets.
2. **Length:** Instagram posts should be short and sweet, with a focus on high-quality images and short captions (up to 2-3 sentences).
3. **Timing:** The best times to post on Instagram are during off-work hours (evenings and weekends) when people have more free time to scroll through their feeds. However, the optimal posting time will depend on the target audience's behaviour.
4. **Images:** Use eye-catching and colourful images that showcase the Food Hubs, sustainable food practices, and the people behind them. Mix up the types of images used, such as behind-the-scenes photos, food photography, and infographics.
5. **Tagging:** tag relevant Food Hubs, influencers, and organisations in posts to increase visibility and reach a wider audience.
6. **Frequency:** this Communication Plan's objective is to post 2-3 times per week, but the frequency can be adjusted based on audience engagement and other factors.

Additionally, Instagram Stories and Reels can be used to share more in-depth content and give a behind-the-scenes look at the Food Hubs and the people behind them.

TWITTER

Account: [switchdiet](#)

Editorial strategy for Twitter:

1. **Tone of Voice:** concise, conversational, and impactful. Twitter can be used to share bite-sized updates and highlights from the Food Hubs, and to spark conversation and engagement around sustainable diets.
2. **Length:** Twitter posts should be short and to the point, with a maximum of 280 characters. Use hashtags to increase visibility and make posts more discoverable.
3. **Timing:** The best times to post on Twitter are during off-work hours and weekends when people have more free time to scroll through their feeds. However, the optimal posting time will depend on the target audience's behaviour.
4. **Images:** use high-quality images or videos that showcase the Food Hubs, sustainable food practices, and the people behind them.
5. **Tagging:** tag relevant Food Hubs, influencers, and organisations in posts to increase visibility and reach a wider audience.
6. **Frequency:** post 2-3 times per day, but the frequency can be adjusted based on audience engagement and other factors.

Twitter is a fast-paced platform, so the posts to be shared on this platform will be kept timely, relevant, and engaging to build a following and promote sustainable diets.

LINKEDIN

Account: [SWITCH](#)

Editorial strategy for LinkedIn Posts:

1. Tone of Voice: informative, educational, and motivational. Aim: to emphasise the benefits of sustainable diets and encourage people to take action.
2. Length: LinkedIn posts should be brief and to the point, around 250 characters or less.
3. Timing: The best times to post on LinkedIn are weekdays during business hours (9 am to 5 pm) in the target audience's time zone.
4. Images: Use high-quality, visually appealing images that are related to sustainable diets, such as images of healthy food, farmers' markets, and sustainable agriculture practices.
5. Tagging: Tag relevant organisations, industry leaders, and influencers to increase visibility and engagement.
6. Frequency: post at least once a week, but the frequency can be adjusted based on audience engagement and other factors.

Editorial strategy for LinkedIn Articles:

1. Tone of Voice: The tone should be informative, educational, and persuasive. Offer practical tips, insights, and data to encourage the adoption of sustainable diets.
2. Length: LinkedIn articles should be between 400 and 1200 words, depending on the topic.
3. Timing: The best times to post LinkedIn articles are weekdays during business hours (9 am to 5 pm) in the target audience's time zone.
4. Images: Use high-quality, visually appealing images that are related to the topic, such as charts, graphs, and photos of sustainable food practices.
5. Tagging: Tag relevant organisations, industry leaders, and influencers to increase visibility and engagement.
6. Frequency: publish one or two articles a month, depending on the content pipeline and other factors.

3.4 KEY PERFORMANCE INDICATORS

The following KPIs help to assess the effectiveness of the communication and events campaign and identify opportunities for improvement.

| Activities <i>what is done to produce and implement communication.</i> | Output <i>what we deliver that reaches and engages the target audience.</i> | Results <i>What the target audience takes out of communication.</i> |
|--|--|--|
| Social media communication | 1 Number of impressions [social media metrics] 2 Number of followers/fans/subscribers [social media metrics] 3 Number of posts* [social media metrics] | Number of engagements: shares, likes, click throughs, comments [social media metrics] Number of hashtag mentions [social media metrics] |

| | | |
|---------|---|---|
| | *Activity indicator used for calculating performance indicators | |
| Events | Number of attendees: physical and online [counting]; If applicable, percentage of target audience counting and percentage of first time attendees [survey] | Overall usefulness of the event for attendees [survey] Percentage of attendees looking for more information or engaged in other follow-up actions [survey] |
| Network | Number of contacts: visitors, event participants, emails, etc. [counting] | Overall usefulness of the contact [survey] |

3.5 SURVEY TO ALL PARTNERS

A tool that helps us to build a targeted and effective Plan is the questionnaire for all partners regarding their current communication strategies and skills. Below the questionnaire:

- Affiliation;
- Name and Surname;
- Which tools do you already know how to use, or do you already use?
- Which channels do you know how to use?
- Which channels do you use more frequently?
- Based on your previous answer, do you feel able to communicate on the selected social media? On a scale of 1 (little) to 4 how much (very effective);
- Which communication channels do you perceive are more efficient in your country? And why?
- Did you (or your organisation) run efficient communication campaigns in the past? How were they successful?
- Are there any social media/platform accounts that you take as a good example in communicating with their audiences? and why?
- Name any magazine which would successfully reach your target if they talked about the project and its themes;
- Name any influential person who would successfully reach your target if they talked about the project and its themes;
- Name any other means of communication/dissemination which would successfully reach your target if they talked about the project and its themes;
- Please share any social media account your organisation has;
- Please share any relevant #(hashtag) related with your project that your organisation/field use;
- Please share any #(hashtag) that you and your organisation don't want to use;
- In your opinion, what makes communicating on social media critical?
- Are you part of a Food Hub?
- Which Food Hub?
- Does your Food Hub already have a presence on social media?
- Please share all your accounts;
- Which communication channels are you currently using?
- How much time do you think you can put into creating, processing, and publishing content? (approximately);

- What is your target audience and what are their interests and consuming behaviours?
- For each type of target audience you defined, suggest the best communication and dissemination channel;
- What do you think are the biggest mistakes the media are making in the way they communicate sustainable and healthy diets?
- Do you have any other information or considerations you would like to share to help us better understand your situation and how we can create an effective communication and dissemination plan?

4. Management of local co-creation and co-learning events in the 6 Hubs

4.1 CO-LEARNING EVENTS THAT COULD BE ORGANIZED IN THE SIX FOOD HUBS

These are some examples of the types of co-learning events that can be organised in the Food Hubs in accordance with their activities. The key is to make the events **accessible, interactive, and focused** on promoting sustainable food practices and the local food economy.

1. Workshops, round tables and networking events;
2. Demonstrations and training sessions on climate-smart cooking;
3. Tastings and cooking classes featuring locally sourced ingredients;
4. “Food Is a Conversation” talks and panel discussions on food waste reduction and sustainable food systems;
5. Field trips and tours of local farms and food production facilities;
6. Networking events for local farmers, food producers, and food industry professionals;
7. Farmers’ markets showcasing local and sustainable food options.

The type of events will be defined and organized according to each Food Hub's specific characteristics, target audience and goal.

4.2 PRELIMINARY CALENDAR

This is a preliminary calendar of the events (possibly in person) that will take place during the duration of the project. The proposed location may vary depending on the availability of the Partner or Food Hub to host the event. The target audience will be better defined over the coming months, according to the location and the actual type of event.

| Period | Type of event | Proposed Location | Reference in the project | Target audience | Organising Partner |
|---------------|-------------------------------|---------------------------|--|---|---------------------------|
| M13 | Networking event and workshop | Berlin Food Hub (Germany) | WP9: "Prevention of obesity throughout the life course, with joint activities in the form of project networking and workshops" | Partners of similar projects + policymakers | CMCC |

| | | | | | |
|-----|--------------------|-------------------------------|---|-----------------------------|----------------------|
| M12 | Workshops | | Milestone WP2: Workshop on regional, statistical, socio-economic, and environmental analysis Milestone WP8: Workshop on the impact of sustainable healthy diets on EU GHG emission Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3) | tbd | INRAE FFI CMCC |
| M13 | GA | | | All Partners | |
| M25 | GA + Workshop | Montpellier Food Hub (France) | Second workshop of the "Milestone WP5 at M24: 1-2 workshops of coordination with the leaders of each Hub, main partners and with the relevant local stakeholders and actors" | All Partners + stakeholders | |
| M25 | | | Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3) | tbd | CMCC |
| M25 | Intermediate event | | In WP8: Intermediate and international | All Partners + stakeholders | FFI |

| | | | | | |
|-----|-------------|---|---|-----------------------------|------|
| | | | final event to disseminate results, tools and apps, gather feedback from stakeholders involved, promote synergies and cross-fertilization with further relevant projects and projects at the local and EU level | | |
| M37 | GA | San Sebastian | | All Partners | |
| M37 | | Food Hub (Spain) | Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3) | tbd | CMCC |
| M45 | GA | | | All Partners | |
| M45 | | Göteborg and Västra Götaland region Food Hub (SWEDEN) | Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3) | tbd | CMCC |
| M45 | Final Event | | In WP8: Intermediate and international final event to disseminate results, tools and apps, gather feedback from stakeholders involved, promote synergies and cross-fertilization with further relevant | All Partners + stakeholders | FFI |

| | | | | | |
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| | | | projects and projects at the local and EU level | | |
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5. Conclusions

To sum up, social media channels, communication and dissemination tools have been set up once the visual identity of the project will be defined (M3) all social media accounts and tools will be updated with the relevant information and designs.

After a thoughtful elaboration of the result of the surveys (communication and visual identity) a more specific editorial plan will be shared within the network of partners, in order to engage more actively the partners, the Food Hubs and their networks.