



# SWITCH

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

## SWITCH Communication Plan - update 1 D8.7

June 2024



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## Document History

<b>Deliverable Title</b>	D8.7 – SWITCH Communication Plan - update 1
<b>Description</b>	Updated version of the Communication Plan including detailed actions planned in relation to the visual identity toolbox; the website and social media set up and continuous updates (also after the end of the project); management of local co-creation and co-learning events in the 6 Hubs.
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28 June 2024	Final version	CMCC approved revisions and finalized the document

## Partners



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## Abbreviations and acronyms

WP	Work package
Mx (e.g. M12)	Project Month x (e.g. Project Month 12)
KPIs	Key Performance Indicators

## Executive Summary

This document summarises the work for Task 8.1 as foreseen by WP8 activities specifically by updating the Deliverable D8.1 – *SWITCH Communication Plan*, integrating its contents with additions and edits as necessary. It represents therefore the second version of the Communication Plan that includes detailed actions carried out and planned in relation to the visual identity toolbox, social media, the website and continuous updates, internal communication and management of local co-creation and co-learning events in the 6 Food Hubs.

The Communication Plan is structured as follows: Chapter 1 provides the context of the Plan. The updates of the visual identity toolbox are briefly presented in Chapter 2. The communication strategy, objectives and tools are described in Chapter 3 and divided into communication targets and objectives, internal communication, SWITCH website and social media, and key performance indicators. Finally, section 4 presents the management of the local co-creation and co-learning events in the six Food Hubs.

## 1. Introduction

The WP8 “Communication, Dissemination and Exploitation” includes all the dissemination, exploitation and communication activities that have been and will be conducted throughout the project’s lifecycle to maximise the outreach and impact of project activities during and after the project duration. Within WP8, Task 8.1 aims at communicating the project’s objectives, activities, and results, through an institutional Communication Plan released in M2 (D8.1 - *SWITCH Communication Plan*) and M18 (current version, D8.7 - *SWITCH Communication Plan - update 1*) and updated in the future in M36 (D8.11 - *SWITCH Communication Plan - update 2*) and M48 (D8.12 - *SWITCH Communication Plan - update 3*).

This document summarises the communication activities that have been conducted during the first 18 months of the project and that are planned for the rest of the project’s life cycle, including detailed actions planned concerning:

- The updates of the visual identity toolbox that were implemented after the release of D8.2 - *SWITCH Visual Identity toolbox incl. project website* in M3.
- The communication objectives, strategies and tools, including social media and website maintenance, and internal communication
- The management of local co-creation and co-learning events in the 6 Food Hubs.

## 2. Visual identity toolbox - updates

The main update of the visual identity concerns the creation of two new versions of the SWITCH official brochures that present the project (these two versions are new with respect to the initial version of the brochure included in D8.2 presented in M3). In detail, the brochure conveys the key elements of SWITCH: the objectives, a Food Hubs map to show their locations, the overview of the actions, partners and contacts to know more about the project.

The two new versions (see Annex 1) have a different tone and declination, and can therefore be used in different contexts. Version 1 presents a more elegant and institutional tone that targets a more heterogeneous audience, including potential food system stakeholders, scientists, policymakers, etc. Version 2 carries a simpler, more engaging and lighter language that contains more calls to action, which can be used to present the project to a younger audience such as schools and universities.

The option to personalise the brochure with photos that represent the Hubs’ regionality and food culture has been made available to partners. The official material

remains in English, although Food Hubs can access a version in their regional language. The responsibility for the translation of the content lies with the partners.

For the current state of the website, please refer to Chapter 3.4.

### 3. Communication objectives, strategies and tools

#### 3.1. Communication objectives and project aim

The main objectives for communication are to promote:

- Awareness and Education – Support stakeholders and citizens to better understand food systems and the interconnections between health and sustainability;
- Engagement – Bringing new people into the conversation;
- Conversion – Getting people into an event or on a mailing list to learn more, and engage with the project;
- Credibility and Advocacy – Establish credibility and advocate position;
- Leadership – present new ideas, research, innovation, lead change, empowering new leaders with capacity-building activities (e.g. workshops) to teach/share tools, and inform technologies and policies.

It is important to provide a general description of the project in all the communication activities to identify the specificity of the SWITCH project in any context in which it is presented. The following sentence is reported below as a reference used and to be used in any formal and institutional communication, dissemination or exploitation activity to introduce the SWITCH project and its core aim in a coherent, credible and repeatable manner:

The overarching goal of SWITCH is to improve understanding of knowledge, accessibility and facilitation gaps that limit present large-scale adoption of sustainable and healthy diets among European citizens and to develop and demonstrate appropriate innovative solutions and tools to facilitate policymakers and all the multi-actors of the European food system in the transition towards healthy and sustainable dietary behavior.

This statement has been declined into a more accessible and informal language to communicate the aim of the project to audiences that are not familiar with particularly technical language and that would benefit from a more concise and simpler approach:

The overarching goal of SWITCH is to reshape regional European food systems and diets, making them more fair, healthier and more sustainable.



At the heart of SWITCH are 6 regional Food Hubs, centres of co-creation and innovation. Here, people from all over the agri-food sector gather to exchange ideas, learn and create new sustainable solutions for their regional food systems and diets.

### 3.2. Target audience and key messages

The communication plan is structured to reach the stakeholder groups interested in the project, with the respective messages that have been updated according to the SWITCH Manifesto (elaborated on in Chapter 3.3), presented in Table 1.

**Table 1.** Summary of target audience according to the Grant Agreement on the left column, and the specific message on the right.

Target audience of the project	Specific message (Manifesto)
<u>Citizens and the general public:</u> all citizen groups, including groups considered vulnerable.	Because of the clear and simple information SWITCH provides, choosing and preparing local, seasonal and healthy food becomes easier. SWITCH offers the opportunity to participate in shaping healthier and more sustainable food systems by facilitating connections between people, bringing them together to share experiences that place food at the center.
<u>Education system and educators: from schools to universities, cooking schools:</u> Their role is fundamental to educate the citizens of the future. This category includes students and teachers, as well as research groups that are linked to food and diet issues from economic, environmental, social, health, policy, and climate aspects.	SWITCH provides clear and easy-to-communicate information about healthy & sustainable food that is evidence- and practice-based and that can be passed on to students and colleagues.
<u>Food producers and food providers:</u> Farmers, fishermen, aquaculture, processed food producers, retailers, markets.	SWITCH facilitates the connection to consumers and access to markets and restaurants. It helps with navigating barriers to an economically and environmentally sustainable production, while assisting in the communication with policymakers.

<p><u>Food services and hospitality:</u></p> <p>Caterers: companies involved in making, transporting and dispensing prepared foods, such as restaurants or cafeterias.</p> <p>Chefs, restaurants.</p>	<p>SWITCH offers valuable expertise and visibility to promote sustainable practices in dining. It supports the connection with local producers of fresh and sustainable food and the planning of healthy menus.</p>
<p><u>Media and journalists</u> play a key role in communication and driving social behaviour.</p>	<p>SWITCH provides clear coherent information that can be communicated and leveraged to motivate people to participate in this change towards healthier and more sustainable diets.</p>
<p><u>Health professionals - Nutritionists, dieticians, healthcare providers, nutrition educators</u> (includes professionals dealing with non-communicable diseases, cardiovascular disease and nutrition) play a crucial role in informing and driving consumers/patients towards dietary best practices.</p>	<p>SWITCH adopts a systemic and interdisciplinary approach to healthy and sustainable food. With its focus on collaboration, it promotes comprehensive understanding that helps address complex dietary challenges effectively.</p>
<p><u>Policymakers:</u> EU commissions and other institutions at national, regional and local level, e.g. public administrations that are engaged in the 6 Hubs.</p>	<p>SWITCH amplifies the reality of local food systems, providing essential knowledge and robust evidence for shaping healthier and more sustainable diets. It's the bridge to crafting people-centred food policies and strategies.</p>

Below are some of the keywords and fundamental concepts useful for communication actions. These can be strategic when selecting hashtags on different social media, or keywords for journal publications.

Dietary shift; Sustainable diets; Healthy diets; Dietary behaviour; Behavioural shift; Behavioral change policy; Sustainable food systems; Just, healthy, sustainable dietary patterns; Food Hubs; Agronomic diversity

The official language of the project is English and hence all communication, either internal or external has been and will continue to be performed in this language. However, since the project is aiming at disseminating information, among other targets, to the multisectoral end-users, communicating in the local language is necessary for specific messages and with specific communication means (during local events, stakeholder

meetings, 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. For instance, partners from the Donostia (San Sebastian) and Basque region Hub have translated one version of the project brochure into Spanish and Euskara, and FFI has designed a brochure version accordingly (one for each language).

The project website is available in English. Posts on social networks will also continue to be done in English except for specific requests made by the partners such as local events where findings are presented in double language to meet the needs of the local audience.

### 3.3. Internal communication and planning

Internal communication is essential to collect, define, agree on, and evaluate content derived from all partners. The survey to all partners indicated in Chapter 3.5 of D8.1 - *SWITCH Communication Plan* has informed the strategies contained in this chapter and the following one on social media and website. An editorial calendar was shared with the Consortium and the measures for internal communication have been redefined along with the evolution of project activities and relationships with partners. More specifically, while the first Communication plan (D8.1 - *SWITCH Communication Plan*) foresaw monthly online meetings with project partners, with the evolution of the project the most effective and efficient way to define and collect content from partners and monitor the co-creative process has been identified in:

- encouraging the use of a shared Google Sheet table (WP8 C&D Events Table), which evolved from the Google form and table “Communication & Dissemination activities” included in D8.4 - *SWITCH D&E Plan*.
  - The WP8 C&D Events Table serves as a repository of all partners' activities in communication and dissemination that allows them to report both past and planned events and upload information that will be shared on the project's website and social media channels, as well as events on a Google Calendar shared among partners. See Annex 3 for more information.
- The organisation of 1-on-1 meetings with the Food Hubs based on needs.
- (From weekly to monthly) participation in meetings organized in the context of WP4 and WP5 in which Food Hubs were present.
- a continuous availability from FFI for consultation regarding communication and facilitation of events.
- Discussions during the 2<sup>nd</sup> Consortium Meeting (held in Berlin in January 2024) were instrumental in ascertaining that certain Hubs presented the need for their Action

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Plans to become more consolidated and definitive before increasing the frequency of communication initiatives.

- The establishment - from M21 - of Multi-Actor Committee (MAC) activities (more on this in D8.8 - *SWITCH D&E Plan - update 1*), that can bring insights into whether progress was made in achieving expected results, to spot bottlenecks in implementation and highlight whether there are any unintended effects (positive or negative) from the SWITCH project, as intended by under the Monitoring, Evaluation and Learning process defined in D8.1 - *SWITCH Communication Plan*.

All the information exchange and storage of resources (e.g. editorial calendar, images and content for publications and communication activities) has been happening on Google Drive, as it represents the common platform for the whole Consortium. The software Notion has not been adopted by enough partners to justify its continued use.

Regarding the offer to make visual and infographic drafts provided by partners more attractive and engaging, and to improve the visibility and understanding of deliverables through written and/or audio/visual content (agreed during the General Assembly in Berlin, M13), it was established that:

- (1) The partner interested in being supported in the production of an infographic will provide a rough visual draft/sketch that has a visual structure and includes the content.
- (2) The author(s) of deliverables interested in developing easily understandable written and/or audio/visual contents will provide a written summary of the results and main practical recommendations (i.e., value/benefit/opportunities for end users, how the practitioners can make use of the result). This will be productive for both the SWITCH dissemination goals and the presentation of deliverables to the partner's network. In addition, the author(s) of a given deliverable might be interviewed shortly by FFI to highlight the findings and their practical applications.

The internal communication for the period M19-M36 will continue on the basis described above. Regular meetings can be supportive to deepen, monitor and evaluate communication strategies, when there are clear needs and opportunities related to specific Hubs' activities and will be organized accordingly.

The internal communication process envisaged for WP8 with all partners involved is summarised in Table 2 below.

**Table 2:** internal communication process

Action	Partner(s) in charge	Purpose	Other partners' contribution	Frequency
<b>Input from the partners</b>	All partners involved in WP8	Collect material concerning Hubs' and partners' activities to then communicate to audiences	Input on individual and local news and activities	regular updates, depending on activities and channel
<b>Social media &amp; website communications</b>	FFI	Document the process to tell the SWITCH story to all audiences and stakeholders. Offer opportunities for engagement and collaboration	All Food Hubs give Input on individual specific news to share (via C&D Table or email)	regular updates
<b>Website static content (excluding Blog "News and Events")</b>	FFI	Present the project with up-to-date content	Validation of the contents	regular updates
<b>Continuous Monitoring, Evaluation and Learning (MEL) via Multi-Actor Committee (MAC)</b>	FFI	Feedback mechanism to gather partners' and stakeholder feedback on C&D initiatives	Individual feedback & alignment meetings with all partners involved in WP8, updates via email and C&D table	adaptable upon needs

Lastly, following the need for the consortium to establish clarity and a common base of values and identity as a project for both internal and external purposes, the SWITCH Manifesto has been ideated, designed and refined in collaboration with WP5 and the Hub Coordination Team between M10 and M16, with the whole consortium participating to some capacity, in particular in the 2nd Consortium Meeting in Berlin in M13. In short, the Manifesto serves as a foundational testament to the collective commitment, values, actions and vision of the various Hubs and partners of the project. In addition, it provides a concrete basis for sustained engagement and focused collaboration, for the partners and the closer network of actors, highlighting the value that the project can bring them. The first version can be consulted in Annex 2.

### 3.4. SWITCH website and social media

To reach the communication objectives described above (Awareness and Education, Engagement, Conversion, Credibility and Advocacy, Leadership) and the target audiences

across Europe, a consistent and effective social media presence and website activity can be instrumental. The following channels have been used to post about the project's goals, informative content, manifesto, news, past and upcoming events, partner interviews, etc.: SWITCH official website, LinkedIn, Instagram, Facebook, Youtube, Twitter (X) and TikTok accounts. The various metrics are summarised as KPIs in Table 3.

## Website

The website (<https://www.switchdiet.eu/>) showcases the project and serves as the central communication (and dissemination) platform, enabling a wide reach, and providing in-depth information about the project, updates, and resources (deliverables, infographics, best practices, innovative solutions, etc.) for stakeholders and interested parties. It helps raise awareness about sustainability and nutrition, and to promote a culture of innovation and collaboration in the scientific community and among citizens. The website will continue to be updated concurrently with the project activities.

Designed and developed in M3 and updated several times between M3 and M18, the pages of the website are the following:

1. Homepage
  - Brief introduction to the project, its purpose, Horizon Europe, the Food Hubs, news, and contacts.
2. About
  - Description of the project, its goals and work plan.
3. Food Hubs
  - A separate page for each Food Hub that highlights its location, objectives, and coordination.
  - Personalization options for each Food Hub to showcase their unique offerings, achievements, and events.
4. Partners
  - Description of Work Packages and partners, with links to partners' websites
5. Resources
  - Project's public deliverables, the SWITCH Manifesto, and newsletter archive. This page will include training material, manuals, reports and videos if applicable.
6. News and Events
  - This page is the most regularly updated and constitutes the blog section highlighting Hubs' and partners' initiatives, events, and achievements, and the repository of articles.
7. Contact Us
  - A page with contact information, social media channels, and a form to subscribe to the newsletter.

## Social media channels

Official SWITCH accounts were opened on six social media channels: LinkedIn, Instagram, Facebook, YouTube, Twitter (X) and TikTok. The main strategy of a social media activity is to regularly post updates, news, and information about the project to engage and inform stakeholders. For the editorial strategies of each platform defined in D8.1 - *SWITCH Communication Plan* and updated in this document please consult Annex 4. These are the official SWITCH accounts:

- [LinkedIn](#) (@switchdiet)
- [Instagram](#) (@switch.diet)
- [Facebook](#) (@switch.diet.eu)
- [YouTube](#) (@switchdiet)
- [Twitter \(X\)](#) (@switchdiet)
- [TikTok](#) (@switch\_diet)

### 3.5. Key Performance Indicators (KPIs)

The following tables summarise communication actions and the corresponding KPIs, both for the period from M1 to M18, as determined in D8.1 - *SWITCH Communication Plan*, and the following 18 months, from M19 to M36, until the next update of the Communication Plan.

**Table 3:** Communication actions with the respective partners and target audience, as well as KPIs and expected metrics to monitor KPIs. D8.1 refers to D8.1 - *SWITCH Communication Plan*, and specifically, Chapter 3.4. For KPI information on the website, please refer to D8.8 - *SWITCH D&E Plan - update 1*.

Communication Action	Partner in charge // other partners' contributing	Target audience	KPIs ("Output" in D8.1)	Further expected KPIs ("Results" in D8.1)
Social media	FFI // all partners	All audiences	(1) Number of impressions (2) Number of followers/ fans/subscribers (3) Number of posts*  *Activity indicator used	Number of engagements: shares, likes, click-throughs, comments [social media metrics]  Number of hashtag mentions [social media metrics]

			for calculating performance indicators	
<b>Events -</b> Hub-specific and project communication and engagement with stakeholders	Hub partners // FFI	All audiences, more specifically Hub stakeholders	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]
<b>Network</b>	Hub partners // all partners		Number of contacts: visitors, event participants, emails, etc. [counting]	Overall usefulness of the contact [survey]

In Table 4 below the KPIs for M1-M18 are listed, with new indicators and numbers for M19-M36. The change in indicators from D8.1 - *SWITCH Communication Plan* pertains mostly to communication events, for the reason that, based on partners' feedback, it was impractical on most occasions to collect surveys in the holding of events. It has therefore been established that the most consistent and accessible metric to monitor communication events in the Hubs is to count the audience. Concerning the action "Network", the number of contacts will be defined on the occasion of the establishment of the Multi-Actor Committee, as described in D8.8 - *SWITCH D&E Plan - update 1*.

**Table 4:** KPIs report for M1-M18 and KPIs figures for M19-M36. D8.1 refers to D8.1 - *SWITCH Communication Plan*.

Action & KPIs ("Output" in D8.1)	KPIs report M1-M18	KPIs for M19-M36
<b>Website</b> -Conversion rate: downloads, registrations, form completed, etc. [web analytics]* -Number of visits [web analytics] -Number of page views [web analytics]	-Conversion rate: 113 clicks, 44 file downloads, form started 21* -Number of visits: 1786 -Number of page views: 2826	-Conversion rate: 150 clicks, 50 downloads, form started 25* -Number of visits: 1900 -Number of page views: 3000
<b>Social media</b>	Number of: (1) impressions (reach for Facebook);	Number of: (1) impressions (reach for Facebook);



	(2) followers/subscribers; (3) posts	(2) followers/subscribers; (3) posts
<b>LinkedIn</b>	(1) 11.859 (2) 335 (3) 48	(1) 10.000 (2) 50 (3) 30
<b>Instagram</b>	(1) 5127 (total impression) (2) 179 (3) 33	(1) 1000 (2) 50 (3) 30
<b>Facebook</b>	(1) 2279 reach (2) 57 (3) 39	(1) 1000 reach (2) 30 (3) 30
<b>Youtube</b>	(1) 269 views (2) 8 (3) 6	(1) 200 views (2) 20 (3) 10
<b>Twitter (X)</b>	(1) 1495 (2) 32 (3) 19	(1) 1000 (2) 10 (3) 15
<b>TikTok</b>	(1) - (2) 4 (3) -	(1) 500 (2) 100 (3) 10
<b>Events -</b> Number of attendees (physical and online) [counting]	Total number of attendees (physical and online), in 25 events: 642	-Number of events: 15 -Total number of attendees (physical and online) [counting]: 400
<b>Network -</b> number of contacts	Visitors, event participants: 642 Emails (i.e. newsletters subscribers): 63 [counting]	**Visitors and event participants: 400 Emails (i.e. newsletters subscribers): 50

\*The KPIs concerning the conversion rate of the website have been adapted to the available data.

\*\*Expected indicators for Network: Visitors and event participants is the cumulative number of participants in Communication events. The number of emails refers at this stage to the number of newsletter subscribers. With the establishment of the Multi-Actor Committee (see Chapter 7 of D8.8 - SWITCH D&E Plan - update 1), a comprehensive list of contacts of regional (Hub) and external stakeholders is planned to be assembled.

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

### 4.1. Coordination and support for Food Hubs' communication and engagement events

The initial intention mentioned under Chapter 4 of D8.1 - *SWITCH Communication Plan* was to define the type of events according to each Food Hub's specific characteristics, target audience and goal. Hubs' responsible working teams (i.e. local partners) proceeded with organizing and coordinating events directly with their network of actors on their initiative and according to their mission and available activities and resources, in the local languages. This agreement followed not only what was foreseen in the Grant Agreement, but also the shaping of their Hub, the evolution of their network and the initial engagement they experienced with their actors.

FFI mostly assumed a role of indirect facilitation of engagement through the involvement in Hub leaders workshops and other activities within WP5, of communication support to amplify their initiatives and provider of materials and guidelines to make their communication and engagement efforts more effective. Full availability was given from FFI to find suitable solutions for any needs in terms of facilitation and communication of events. Moreover, the facilitation role taken on by FFI during the 2<sup>nd</sup> Consortium Meeting (Berlin, M13) served as a practical, participatory engagement demonstration focused on citizen science that can help Hubs in leading and facilitating events in their region.

In addition to the brochure, promotional materials such as roll-ups, pens, folders, and A5 notebooks have been produced and distributed to the Hubs that requested them for meetings with the regional stakeholders, as well as for the 2<sup>nd</sup> Consortium Meeting in Berlin (30th, 31st January, 1st February 2024). In the future, such options will be kept available for Food Hubs and further engagement events with stakeholders.

As reference from D8.1 - *SWITCH Communication Plan*, these are some examples of the types of co-learning events that have been and 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.

## 4.2. Hub activities communication planning tool and guidelines

This section describes preliminary guidelines for Food Hubs to request support in terms of communication and dissemination from FFI, as well as for when contributions from partners are needed for content, especially concerning upcoming and running Hub activities. The report containing the Action Plans for such activities - D5.2 (*Action plans for the specific actions set up in each Hub*) - is under development and finalisation at the time of this document (both D5.2 and D8.7 are due by M18), therefore a tailored plan to communicate about the planned Food Hubs' activities is possible only as preliminary. Thus, the following guidelines for communication planning and support are suggested:

- To report the organization of an engagement event (concerning communication) as well as a dissemination event in which support from FFI is needed (e.g. in terms of digital and/or printed materials or guidance in the organization and facilitation), in the WP8 C&D Events Table (sheet PLANNED Events) is provided the space to do so and add important details about the event. Alternatively, the FFI team can be contacted via email for such matters. Both email and the table mentioned above are regularly consulted.
- The general strategy in terms of timing and the kind of results is to communicate about a given Hub activity:
  - before it starts to create the necessary engagement (from days to months before);
  - the various milestones achieved (highly dependent on the nature of the activity, but in general the goal is to document the process with a certain regularity);
  - and at the end, to celebrate the achievement and conclude the cycle, potentially linked with a closure event.
- FFI is responsible for making sure that those results are communicated and disseminated by integrating them into content for website blog posts, newsletters and magazines with the contribution of the Hubs and other partners.

## 4.3. Report on M1-M18 Communication events and tentative calendar M19-M48

In Table 5, the preliminary calendar of the table in Chapter 4.2 of D8.1 - SWITCH Communication Plan is reported on and updated. The more precise project month, type of event and the target audience of upcoming events will be more closely defined with the relevant Hubs to ensure an alignment with their activities, as to this date the report containing the Action Plans for such activities - D5.2 (*Action plans for the specific actions set up in each Hub*) - is under development and finalisation at the time of this document (both D5.2 and D8.7 are due by M18).

**Table 5:** Events in the 6 Hubs planned in D8.1 - *SWITCH Communication Plan*, and update of future calendar.

Period	Type of event	Location	Event Description	Target audience	Organising partner	Implemented?
<b>Food Hub Communication Events</b>						
M10	Conference	Gothenburg Food Hub (Sweden)	Launch of SWITCH project and SWITCH Food Hub in Gothenburg and West Sweden region - Actor's engagement event	Policymakers, Food providers, food service actors, educators, journalists & media, health professionals	RISE CHALMERS	Yes
M10	Workshops, round tables, focus groups	Rome Food Hub (Italy)	5 Communication events "The ethics of communication for the transition towards healthier and more sustainable eating styles"	Media and journalists	AGROCAM, UNICAMP	Yes
M11	Workshop	Gothenburg Food Hub (Sweden)	Presentation and interactive workshop for chef trainees on sustainable and healthy cooking practices in restaurants	Food service and hospitality	RISE	Yes
M11	Meeting	San Sebastian Food Hub (Spain)	Presentation and discussion with stakeholders about Hub activities to implement	All audiences	BC3, BCC Inn, KUXTA F.	Yes
M12	Meeting	Gothenburg Food Hub (Sweden)	Communication about the collaboration next steps for the Hub	All audiences	RISE CHALMERS	Yes
M13	Meeting	Montpellier Food Hub (France)	Meeting with main actors the first draft of the Montpellier Action Plan	All audiences	INRAE	Yes
M13	Round table	Cagliari Food Hub (Italy)	Technical discussion on the promotion of the informed use of products from local food supply chains, and sustainability in school canteens and kitchens	Policymakers	LAORE	Yes


M14	Workshop	Gothenburg Food Hub (Sweden)	Presentation of Hub's mission and three dedicated parallel workshops	All audiences	RISE CHALMERS	Yes
M14	Workshop	Rome Food Hub (Italy)	Meeting with presentation of SWITCH and cooking laboratory for elderly people and high-school students	Citizens and general public (elderly people and high-school students)	AGROCAM	Yes
M16	Webinar	Gothenburg Food Hub (Sweden)	Presentation and discussion of planned Hub activity	Policymakers, food providers, food service actors, healthcare professionals, education system.	CHALMERS RISE	Yes
M16	Meeting	Montpellier Food Hub (France)	Meeting with main actors the finalize the Montpellier Action Plan	Policymakers, education system	INRAE	Yes
M16	Meeting	Gothenburg Food Hub (Sweden)	Presentation about sustainable seafood and public meals in the context of a Hub activity	Food providers	RISE	Yes
M16	Workshop	Gothenburg Food Hub (Sweden)	Presentation of SWITCH project and about positive health effects and concerns regarding whole grain intake. Group discussion on how to increase whole grain intake in school kitchens.	Education system, food service and hospitality	CHALMERS RISE	Yes
M16	Round table	San Sebastian Food Hub (Spain)	GreenJan, round table to stimulate critical thinking and positive behavioural changes in young people.	Citizens and general public (18-35 years old)	BC3 BCC Inn	Yes
M17	Workshop	San Sebastian Food Hub (Spain)	GreenJan, workshop on agrobiodiversity: harvesting, cleaning, and potting of local seeds, and a blind juice tasting.	Citizens and general public (18-35 years old)	BC3 BCC Inn	Yes
M17	Workshop	San Sebastian Food Hub (Spain)	GreenJan, workshop with presentation of various initiatives that are taking place in the region as well as in other European cities in pursuit of more sustainable food	Citizens and general public (18-35 years old)	BC3 BCC Inn Baumhaus	Yes

			consumption and food systems			
M17	Workshop	San Sebastian Food Hub (Spain)	GreenJan, workshop on sustainability inclusion in eating habits	Citizens and general public (18-35 years old)	BC3 BCC Inn Das Baumhaus	Yes
M17	Meeting	Gothenburg Food Hub (Sweden)	Communication, co-creation and gathering feedback meeting on the next steps for the activities in the hub	All audiences	RISE CHALMERS	Yes
M18	Training	Gothenburg Food Hub (Sweden)	Lecture with SWITCH presentation about both positive health effects and concerns regarding whole grain intake	Education system, food service actors	CHALMERS	Yes
M18	Meeting	Gothenburg Food Hub (Sweden)	Meeting with dietitians at Sahlgrenska University Hospital to share the digital tools being developed within Switch.	Health professionals	RISE	Yes
M18	Workshop	Carloforte (Italy)	Meeting with community stakeholders (including cultural associations, biodiversity committee, agricultural entrepreneurs)	Policymakers, food producers, education system	LAORE	Yes
<b>General Communication Events</b>						
M12	Workshop	Berlin Food Hub (Germany)	Milestone Nr. 7 (WP8): Workshop on the impact of sustainable healthy diets on EU GHG emission	Project partners	FFI	Yes*
M13	General Assembly (GA)	Berlin Food Hub (Germany)		Project partners	CMCC	Yes
M13	Clearing house workshop	online	Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3)	Partners of similar projects + policymakers	CMCC	Yes**
M15	Workshop	online	Milestone WP2: Workshop on regional, statistical,	Project partners	INRAE	Yes

			socioeconomic, and environmental analysis			
<b>Future tentative Calendar</b>						
M23	Clearing house workshop	online	Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3)	Partners of similar projects + policymakers	CMCC	
M25	GA + Workshop	Montpellier Food Hub (France)	First workshop of the "Milestone Nr. 4 (WP5) at M24: 1-2 workshops of coordination with the leaders of each Hub, main partners and with the relevant local stakeholders and actors"	Project partners + stakeholders	CMCC, FFI	
M25	Networking event and workshop	Online	WP9: "Joint activities in the form of project networking and workshops with other relevant projects incl. those selected under the Horizon topic on <i>Prevention of obesity</i> "	Partners of similar projects + policymakers	CMCC	
M37	GA	San Sebastian Food Hub (Spain)		Project partners		
M37	Clearing house workshop	online	Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3)	Partners of similar projects + policymakers	CMCC	
M45	GA	Göteborg Food Hub (Sweden)		Project partners		
M46	Clearing house workshop	online	Clearing house WP9 (EC Repres. T9.1 + others nat, EU, intern T9.3)	Partners of similar projects + policymakers	CMCC	

\*Milestone Nr. 7 (WP8) - achieved in M13. The milestone was postponed by 1 month, upon communication to the Project Officer, to take place in conjunction with the 2nd Consortium Meeting held in person in Berlin on 30th, 31st January and 1st February 2024."

\*\*The work carried out for this event, under a WP9 task, includes the preparatory work to establishing the "clearing house" members by mapping a range of stakeholders (more than 70) - policymakers, universities, and private companies - at the national, European and global level, and by formally inviting 25 potential candidates for the board.



CMCC, FFI and UPM collaborated in the organisation and facilitation of the workshop held on January 17th 2024, which represented a platform for SWITCH partners to inform collaborators and representatives of the EC and relevant EU agencies of the progress and preliminary results of the project, as well as a structured forum that allowed to gather substantive feedback from the 9 stakeholders who participated.



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## 5. Conclusion

In synthesis, updates on the visual identity, communication actions including social media channels, website, and communication events in the Food Hubs were reported on for period M1-M18 and the Communication Plan has been updated for the period M19-M36. The next update of the Communication Plan is due in M36, with Deliverable D8.11 - *SWITCH Communication Plan - update 2*.

# Annexes

## Annex 1 - New SWITCH Brochures

**Figure 1: Version 1** - elegant and institutional tone for an heterogeneous audience (food system stakeholders, scientists, policymakers, etc.)

**Partners**

From academic institutions to non-profit organizations, SWITCH is powered by a dynamic and diverse network of partners, each bringing their expertise and passion to our mission.

**What you should know about SWITCH**

At SWITCH, we're on a mission to revolutionize our regional food systems — making them fair, healthy, and sustainable. Every step towards **sustainable eating** is a step towards a **healthier planet**. You can be part of this journey! Whether you're a consumer, producer, chef, health professional, researcher, educator, policymaker, communicator or just passionate about food, **there's a place at the SWITCH table for you**. Let's create a thriving future of food together.

**It's time to SWITCH!**  
Come along for the journey!

**It's Time to SWITCH**  
Achieving Human and Planetary Health and Well-being through Food

Follow us

Curious to dive deeper into SWITCH? Visit our website.

**SWITCH**

Funded by the European Union

SWITCH - Project number: 101060483  
Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behaviour

**Why make the SWITCH?**

The food we produce and eat does not just impact our health and well-being, but also the health and well-being of our planet. The SWITCH partners are here to guide individuals like you, along with communities, institutes and governments, to **enable informed, healthy and sustainable food choices**.

**Our Mission**  
Innovating through Collaboration

We believe in a world where **every food produced and every meal consumed contributes to a greener, healthier future**. At the heart of SWITCH are **6 regional Food Hubs**, vibrant centers of **co-creation** and innovation. Here, people from all over the food system gather to exchange ideas and **create new sustainable eating solutions**. It's where research meets everyday life!

**SWITCH in Action**

**Establishing Sharing Spaces for Sustainable Foods**  
Designing environments that facilitate sharing and preservation of regional, healthy food

**Facilitating Communication and Education**  
Engaging in meaningful conversations and sharing science-based strategies and tools to enable food system actors to adopt healthier food and eating practices

**Innovating with Digital Tools**  
Developing and applying digital technologies to support the transition towards a more sustainable food system for all.

**Implementing Inclusive Community Programs**  
Creating platforms that enable everyone to participate in producing and enjoying sustainable, healthy meals.

**Promoting Regional Sustainable Diets**  
Introducing and celebrating delicious regional foods and meals that support the well-being of both people and planet.

**Providing Guidance and Support for Decision-Makers**  
Offering clear guidelines and support systems to leaders at all levels to make informed food system decisions.

**We strive for...**

**Connection**  
Creating a network of committed actors for sustainable change.

**Motivation**  
Creating a sense of purpose and motivation for sustainable food and nutrition, not only in consumers but in all actors.

**Inclusion**  
Ensuring everyone, especially groups considered vulnerable, benefits from healthy food choices.

**Visibility**  
Spotlighting regional, sustainable food producers and providers.

**Impact**  
Shrinking our diet's environmental footprint.

**Sharing**  
Increasing the share of nutritious and sustainable regional produce.

**Regional Food Hubs:**  
Goteborg and Västtra Götaland region (RISE)  
Berlin and Federal State of Brandenburg (BAUMHAUS)  
San Sebastian & Basque Region (BC3, KUTXA, BCC)  
Montpellier Metropolis and Occitanie region (INRAE)  
Rama and Lazio region (AGRI CAMERA)  
Cagliari and Sardinia region (LACRE)

**Figure 2:** Version 2 - simple, engaging and lighter language for a younger audience (schools and universities)

**Partners**

From academic institutions to non-profit organizations, SWITCH is powered by a dynamic and diverse network of partners, each bringing their expertise and passion to our mission.

**Why make the SWITCH?**

**Discover, Achieve, Share:** Unleashing the SWITCH Revolution! At SWITCH, we're all about **unlocking the potential of regional resources and knowledge.** We're accelerating a transition in European regional food systems, **transforming your food experience** into one that's not just **nourishing for you** but **beneficial to our planet.** Together, let's enjoy a fair, healthy, and sustainable food future!

**Ready to SWITCH It Up?**

Join us in our SWITCH Food Hubs and redefine your food experience. Let's create a future where every bite is a celebration of health, sustainability, and pure joy!

**Follow us**

**Discover more**

[www.switchdiet.eu](http://www.switchdiet.eu)

**Make a SWITCH with Food**

**Delicious Bites for You, Smart Choices for the Planet**

**SWITCH**

Funded by the European Union

SWITCH - Project number: 101060483  
Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to sustainable and healthy dietary behaviour

**Our goals**

<p><b>Motivate</b> </p> <p><b>Ignite the Spark</b> Encourage more people to embrace and savor wholesome, sustainable eats.</p>	<p><b>Share</b> </p> <p><b>Local Love</b> Boost the presence of delicious, sustainable local products on your plate.</p>	<p><b>Make Visible</b> </p> <p><b>Support Small</b> Highlight the small, sustainable local producers, bringing their passion to your table.</p>	<p><b>Diversify</b> </p> <p><b>Unity in Diversity</b> Let's ensure everyone, especially groups considered vulnerable, have a spot at the table!</p>	<p><b>Connect</b> </p> <p><b>Linking Hands &amp; Hearts</b> Create connections and unite heroes in our food system, ready to champion health and sustainability.</p>	<p><b>Impact</b> </p> <p><b>Respect for Nature</b> We're on a mission to make our food system kinder to the planet.</p>
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**SWITCH through Six Vibrant regional Food Hubs!**

Our six regional SWITCH Hubs are your gateway to **exploring food in an innovative and culturally engaging way.**

These **hubs are living laboratories** where ideas come to life through magical **co-creation!** Join the food revolution as we **co-design and test activities** that have never been experienced before. Our team of experts, including social, communication, environmental, nutrition, and technology scientists, ensures you're at the **forefront of innovation.**

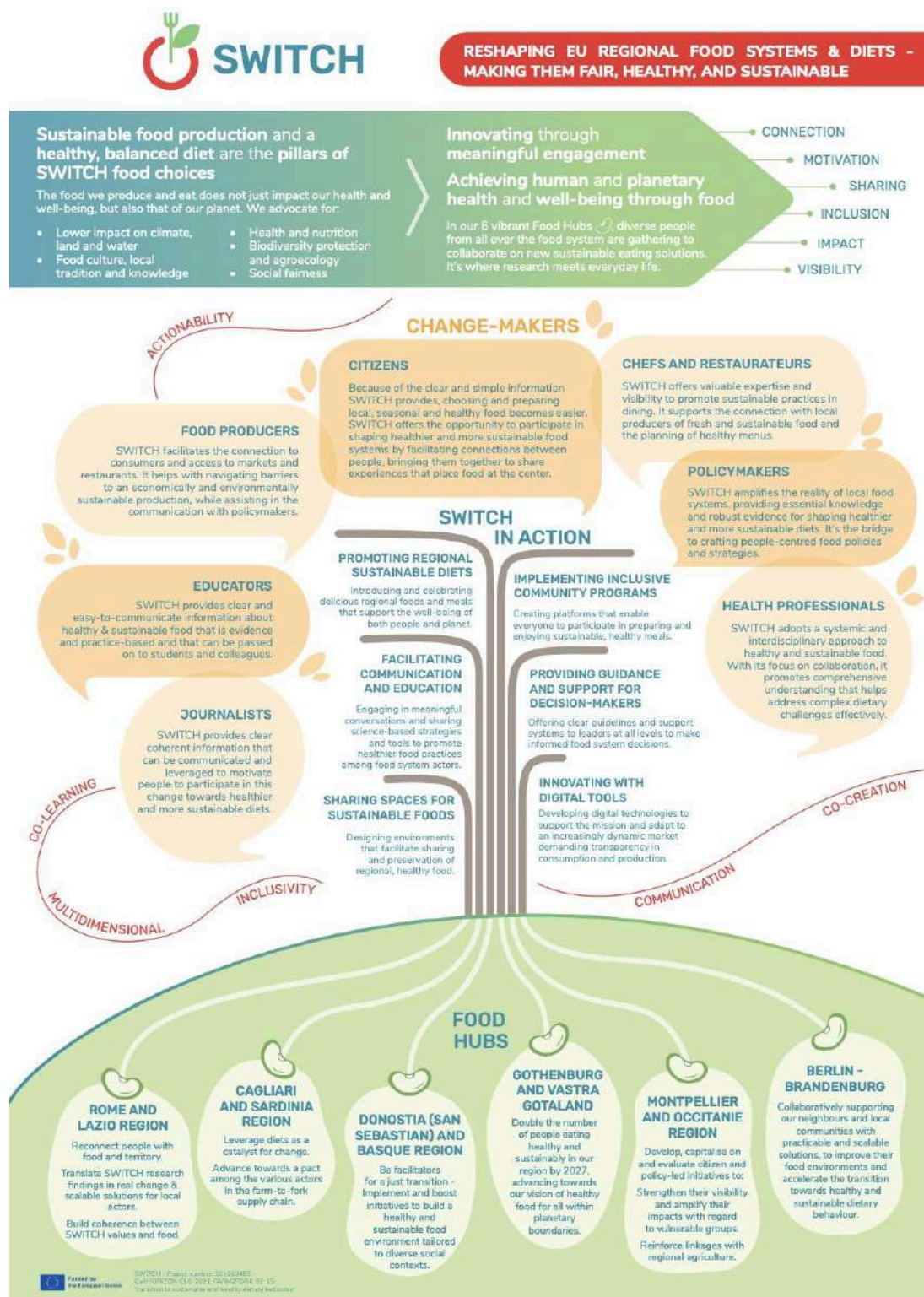
**SWITCH in Action**

**Pioneering Healthful, Sustainable Regional Food Systems**

- IMAGINING suitable environments
- CELEBRATING the essence of regional sustainability and health
- GUIDING leaders
- UNLOCKING the potential of meaningful communication
- INTRODUCING a digital ecosystem
- CREATING social engagement mechanisms

## Annex 2 - The SWITCH Manifesto

Figure 1: SWITCH Manifesto preview.



## Annex 3 - WP8 C&D Table

The WP8 Communication & Dissemination Table takes into consideration the needs for the continuous reporting of Communication and Dissemination activities (on EU Fundings and Tenders Portal) and currently collects the following data about past events, and:

- Type of event and publicity (private/internal or public):
  - Conference, workshop, publication, press release, meeting, exhibition, training, fair, participation in activities organized with other EU projects, etc.
- Aim of the event, what has been done, achievements & future next steps (e.g. co-creation, gathering feedback, exploring future collaborations, making specific agreements, publicity, etc.)
- Logistical information (data, location, language)
- Partners, Target audience, number of people reached or involved
- External links and consent to sharing.

**Figure 2:** captures of the tool legend with a reported event as example, sheet “PAST Events”.

Partner Information			Type of Event			
Email address	SWITCH Partner Affiliation	Other SWITCH partners that collaborated	Choose from drop-down menu	If other, please specify:	Publicity	Space to specify:
██████████.com	██████████		Exhibition	▼	Public	▼

Content of Event		Logistical information		
Name of the Event	Short summary: Aim of the event, What has been done, Achievements & Future Next Steps e.g. co-creation, gathering feedback, exploring future collaborations, making specific agreements, publicity, etc	Date of Event	Location e.g. city and country, or 'online'	Main Language
Eleventh edition of Maker Faire - The European Edition"	██████████ introduced SWITCH during the "eleventh edition of Maker Faire - The European Edition"; it is an annual fair, open to the visitors, which is held in Rome, dedicated to innovation, technology, and creativity. It brings together innovators, makers, and enthusiasts from all over Europe. The SWITCH stand was hosted in the AgroFood pavillon and was used to introduce the project aim to visitors and engage them in a survey on food habits and food sustainability perception and social/co-creation activities keywords on specific food/health and sustainability issues has been collected.	20-22/10/2023	Rome	Italian

People - partners, target audience			Sharing	
Other Main Organizations that collaborated (not specific to SWITCH)	Target audience reached among the 7 categories - policymakers, food providers, food service actors, education system, healthcare professionals, citizens & general public, media & journalists Feel free to specify (e.g. food service actors (chefs))	Total number of person reached and/or involved (KPI!)	I consent to share the abovementioned data for the purpose of SWITCH reporting activities	Link to a dedicated webpage/post/article/material
	The audience reached was: Citizens and general public; Media and journalists; Education system and Research institutes; Policymakers; Food providers and Food services	At least 700	Yes	<a href="https://makerfairerome.eu/en/">https://makerfairerome.eu/en/</a>

Figure 3: captures of the tool legend, sheet “PLANNED Events”.

PLANNED EVENTS							
Partner Information		Type of Event			Content of Event		Specific request for WP8 - if any (e.g. merch material, communication support)
Email address	SWITCH Partner Affiliation	Choose from drop-down menu	If other, please specify:	Publicity	Space to specify:	Name of the Event	
						<b>Short summary: Aim of the event &amp; Expected Outcome</b> e.g. co-creation, gathering feedback, exploring future collaborations, making specific agreements, publicity, etc	
Logistical information				People - partners, target audience			
Date of Event	Location e.g. city and country, or 'online'	Main Language	Link to a dedicated webpage/social media post/article/material	Target audience expected among the 7 categories - policymakers, food providers, food service actors, education system, healthcare professionals, citizens & general public, media & journalists	Expected number of people engaged		
				Feel free to specify (e.g. food service actors (chefs))			

## Annex 4 - Social Media

Table 6 summarises the updated editorial strategies for the various social media platforms, except for YouTube (elaborated in Table 7)

**Table 6:** Summary of reports on the actions described in the past editorial strategies for social media and updates from D8.1 - *SWITCH D&E Plan*, Chapter 3.3.

- The columns “Length” and “Timing” have been excluded from this update as no new information is added or edited.
- The “Frequency” planned for M19-M36 will be determined as the absolute number of posts (as defined in Table 4 of the KPIs) instead of how often posts are shared. This allows for flexibility to post at more appropriate times.

	<b>Tone of voice</b>	<b>Images</b>	<b>Tagging*****</b>	<b>Frequency</b>
<b>TikTok*</b>	-	-	-	Adjusted based on content availability
<b>Facebook**</b>	Highlighted the work of each Hub	Behind-the-scenes photos, food photography, infographics published	Tagged relevant Hubs and organisations	Post 2-3 times per week were planned, but the frequency has been adjusted to the activities of partners.
<b>Instagram***</b>	Highlighted the work of each Hub, no stories of external people yet	Behind-the-scenes photos, food photography, infographics published	Tagged relevant Hubs and organisations	Post 2-3 times per week were planned, but the frequency has been adjusted to the activities of partners.
<b>Twitter</b>	Has been used to share small updates and highlights from the Hubs	-	Tagged relevant Hubs and organisations	Posting 2-3 times per day was planned, but the frequency has been

				adjusted on content input from partners.
<b>LinkedIn Posts</b>	-	Images of healthy food, farmers' markets, sustainable agriculture practices used, among other high-quality images	Tagged relevant Hubs and organisations	At least one post a week was planned, but the frequency has been adjusted to the activities of partners.
<b>LinkedIn Articles****</b>	-	-	-	Publishing of one or two articles a month published, depending on the content pipeline, was planned. No LinkedIn articles have been or will be created, only Posts.

\*No content was available or produced for TikTok. See the paragraph below for more information.


\*\*Facebook Live has not been exploited yet, as a medium it did not represent a valuable option to highlight the work and events in the Hubs. A reconnaissance of Facebook Groups and companies working on sustainable food that have a strong presence on Facebook has not been carried out but is planned for the second reporting period.

\*\*\*Instagram Stories have become one of the main tools for quick and short communications, for instance, to redirect to the newsletter and website, and to show the behind-the-scenes of events. Reels have been posted.

\*\*\*\*LinkedIn articles were not created as the decision was to centralize such articles on the website "News and Events" section to make the website central for the project's contents.

\*\*\*\*\***Handles:** @switchdiet - @CmccClimate - ...





**Hashtags:** #SWITCHproject #HorizonEU #SWITCHFoodHub #SWITCHRomeFoodHub #SWITCHCagliariFoodHub  
#SWITCHSanSebastianFoodHub #SWITCHMontpellierFoodHub #SWITCHGoteborgFoodHub #SWITCHBerlinFoodHub

## TikTok

To this date, no content has been posted on TikTok, for the following reasons. In the first 18 months of the project, following consultation with partners on theirs and their network's activity on social media, the efforts were focused on LinkedIn, Instagram, Facebook and Twitter (X). The audience that was reached and engaged on social media was monitored to analyse which groups were more and which were less engaged. It resulted that those under 25 comprised less than 10% of the audience reached.

Between M13-M18 a number of Dissemination events took place in the context of the educational activities FFI organised (e.g. Bootcamps) with schools and universities (more than 200 pupils aged between 13-25), in which SWITCH and the topic of healthy and sustainable diets was presented and worked on through challenges. This demographic was chosen due to their active presence on social media platforms, particularly TikTok, and their growing concern for environmental issues. By engaging with various communities and analysing content trends, key themes and narratives that resonate with this age group were identified. These include the urgency of climate action, the impact of dietary choices on the environment, and the role of individuals in driving systemic change. Moreover, interactive content such as challenges and visually appealing infographics were found to be particularly popular. Additionally, storytelling through short videos that provide tangible action steps garnered significant attention.

This approach has informed the strategy to redesign SWITCH's communication content to be more engaging and relatable to young people, enhancing in the next months communication efforts on TikTok and that includes customized content rather than repurposed material from other platforms (e.g. Instagram), as it emerged with the pupils.

## Youtube

**Table 7:** summary of the actions mentioned in the past deliverables for YouTube and the report on such actions.

Actions planned (D8.1 - SWITCH Communication Plan)	Update on actions
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.	Channel was promoted on Instagram stories and the newsletter.
Engage with viewers by responding to comments and questions and asking for feedback.	No comments were posted.

Collaborate with other organisations and individuals in the food industry to reach new audiences.	No collaboration at this point. Collaborations will be sought in the future.
Share relevant and informative content that connects with targeted viewers and their interests.	We shared information about the project and Hubs' mission and activities
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	Interviews with Food Hub leaders and coordinators were uploaded, in which they described the work they do as a Hub and the goals they aim to achieve.
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.	Such content has yet to be shared because the project is at an earlier stage.
3. Involving contributors	
Collaborate with food experts, researchers, and influencers to create educational and informative content for the channel.	No collaboration to date. They could be arranged on the occasion of the publication of results regarding healthy and sustainable diets
Encourage Hubs to submit their videos or stories about their experiences with sustainable and healthy eating	Encouragement of Hubs happened mostly for written content, while provision of audiovisual content was judged by partners as more appropriate for events linked to the upcoming Hub activities.
4. Video length, possibilities:	
2-5 minutes as a recommendation 10-15 for more in depth-topics Youtube Shorts (up to 60 seconds, vertical)	Current videos range from 1-3 minutes in length.