



## **EQVEGAN**

### **European Qualifications & Competences for the Vegan Food Industry**

621581-EPP-1-2020-1-PT-EPPKA2-SS

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SECTOR SKILLS ALLIANCES  
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EDUCATION, AUDIOVISUAL AND CULTURE EXECUTIVE AGENCY  
EUROPEAN COMMISSION

#### **Deliverable 6.2**

#### **Development of dissemination material**

**Workpackage 6** Dissemination and exploitation  
**Task 6.2** Development of dissemination material  
**Lead Beneficiary** The French Network for Food Technology Institutes (ACTIA)

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**Delivery Date (Revision 2)**

## Foreword

The work described in this report was developed under the project EQVEGAN: European Qualifications & Competences for the Vegan Food Industry (621581-EPP-1-2020-1-PT-EPPKA2-SS). If you wish any other information related to this report or the EQVEGAN project please visit the project web-site ([www.eqvegan.eu](http://www.eqvegan.eu)) or contact:

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### Dissemination Level

PU	Public	√
PP	Restricted to other programme participants (including Commission services and projects reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	

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## Summary

The first aim of the work package 6 (WP6) is to create awareness of the project activities and the second aim is to assure the impact of the project outcomes after the project. WP6 will start with the development of the dissemination plan and finish with the delivery of an exploitation plan. Just after the dissemination plan is ready (task 6.1), the most important activity is the development of dissemination materials (task 6.2), which will create project awareness and will provide support to disseminate the project activities and outcomes (task 1.3).

This document presents the dissemination material that has been developed by ACTIA (Poster, Leaflet, Bookmark and Roll-up) as well as the future work planned.

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## 1. Introduction

EQVEGAN is the project “European Qualifications & Competences for the Vegan Food Industry”. It runs from December 2020 through November 2023 (36 months) and involves 14 multidisciplinary partners (research institutions, universities, SMEs, food-related industry and NGOs) from 11 European countries.

The objective of EQVEGAN is to support the fast-changing sector i.e processing of plant-based products (vegetables, fruits, cereals, legumes and nuts) of the food industry. The staff in these areas needs new competences and EQVEGAN is responding to the urgent demands of training and upskilling of staff competences to support these changes.

The first aim of the work package 6 (WP6) is to create awareness of the project activities and the second aim is to assure the impact of the project outcomes after the project. WP6 will start with the development of the dissemination plan and finish with the delivery of an exploitation plan. Just after the dissemination plan is ready (task 6.1), the most important activity is the development of dissemination materials (task 6.2), which will create project awareness and will provide support to disseminate the project activities and outcomes (task 1.3).

## **2. Description**

The poster, leaflets, bookmark and roll-up developed by ACTIA will very simply outline the context, the project's objectives and activities as well as the expected impact.

They will be available in the project's partner languages in hard copy, as well as in electronic format through the project website. They have been created in English and will be translated into the 10 other project partners' languages, specifically Croatian, Estonian, French, Finnish, Greek, Polish, Portuguese, Spanish, Swedish and Turkish available in a Google Drive shared folder.

Each partner will print what they will use in paper format (printing costs covered by each partner) in order to present and distribute them in conferences and other relevant national and international events as well as in professional training centers and universities among interested people.

The first drafts of all dissemination material were circulated among all partners to receive their feedback. The final revision in English language was done by MCAST.

Content, form and graphics may be updated during the course of the project in order to be best suited to the outcomes of EQVEGAN.

### **2.1 Poster description**

The poster (Annex 1) consists of one A2 format page, with two different images representing the plant-based food products (left of the page) and the training activities (right of the page).

Four sections are describing the project: Context, Objective, Activities and Impact.

The project logo, the European Erasmus + logo, the project keywords, the contact of the coordinator and the links to the project website as well as to the social networks' accounts are also included. The project agreement is indicated at the bottom of the page.

A first version of the poster was prepared and used for the ISEKI-Food Conference that took place in June 2021 (online).

### **2.2 Roll-up description**

The roll-up (Annex 2) consists of one page with the following dimensions: 85x200 cm.

Three different images represent:

- The plant-based food products (top of the page)
- The plant-based food industry (middle of the page)

The project logo, the European Erasmus + logo, the project keywords, the contact of the coordinator and the links to the website and platform of the project as well as to the social networks' accounts are also included. The project agreement is indicated at the bottom of the page.

## **2.3 Leaflet description**

The leaflet was designed and created by ACTIA. Two different versions were prepared:

- A printable version (three-folded leaflet) (Annex 3)
- An electronic version (Annex 4)

### **2.3.1 Printable version**

The leaflet consists of two A4 three-folded pages (dimensions when folded: 9,9\*21 cm). Three different images representing the plant-based food products (first page), the plant-based food industry (left of second page) and the training activities (middle of second page).

The first page includes the project logo, the European Erasmus + logo, the project keywords and the contact of the coordinator. The project agreement is indicated at the bottom of the page.

In the second page, four sections are describing the project: Context, Objectives, Activities and Impact, identical to the ones presented in the poster.

It is also indicated that a food skills portal open to students, educators, food industry professionals and food companies will facilitate the outcomes of the project. This portal is available on the project website.

A link to the website of the project as well as to the social networks' accounts are also included.

### **2.3.2 Electronic version**

For the electronic version, the leaflet consists in two A4 format pages.

The first page includes the project logo, the European Erasmus + logo, the descriptive sections on Context and Objective. The project agreement is indicated at the bottom of the page.

The second page includes the sections on Activities and Impact as well as the contact of the coordinator, the keywords and the links to the website and social networks accounts of the project.

## **2.4 Bookmark description**

The bookmark (Annex 5) consists of one page with the following dimensions: 5x15 cm.

Three different images represent:

- The plant-based food products (top of the page)
- The plant-based food industry (middle of the page)

The project logo, the project keywords, the contact of the coordinator and the links to the website and platform of the project as well as to the social networks' accounts are also included.

### **3. Future work**

#### **Translation of the material**

Partners will translate the four documents into the project languages:

- Portuguese (Partners in charge: IPC, ETP Sicó)
- French (Partner in charge: ACTIA)
- Spanish (Partners in charge: ACTAE, IFA)
- Greek (SEVT)
- Finnish (Partner in charge: SeAMK)
- Estonian (Partner in charge: EQA)
- Polish (Partner in charge: PULS, JS)
- Turkish (Partners in charge: AU, TAGEM, TGDF)
- Croatian (Partner in charge: FFTB)
- Swedish (Partner in charge: SeAMK)

All the dissemination material in various languages will be available at the latest on October, 15 2021.

#### **Printing material**

Each partner will print what they will use in paper format (printing costs covered by each partner).

#### **Updated version of the leaflet**

When project activities are more advanced, the content of the leaflet may be updated during the course of the project in order to be best suited to the outcomes of EQVEGAN.

#### **Video**

A video of the project will be prepared by M12 to be available on the project website in four different languages.

## 4. Annexes

### Annex 1 – English version of the poster



# EUROPEAN QUALIFICATIONS AND COMPETENCES FOR THE VEGAN FOOD INDUSTRY

Erasmus+ Sector Skills Alliance

### CONTEXT

Consumer trends towards more sustainable and healthy diets are boosting the development of **new processes and technologies** applied to plant-based raw materials. As a consequence, the food industry is **expanding in plant-based products**, including those that did not exist before (e.g. cereal or nut drinks and new alternatives to meat and dairy products). Additionally, the **increased sustainability requirements**, together with **digitalization** and **automatization** trends, are quickly changing the work environment making it more challenging to develop new and up-to-date skills of workers.

### OBJECTIVE

The objective of the project is to **support** the fast-changing sector of **plant-based processing** (vegetables, fruits, cereals, legumes and nuts). by responding to the urgent needs on **upskilling of staff competences and mobility of professionals in Europe**.



### ACTIVITIES

The following activities will be implemented:

- **Innovative and scientifically updated training;**
- **European certification scheme for training and job profiles;**
- **Sector Skills Alliance on training** for the vegan food industry;
- **Tools and services** such as a stakeholders' database and an apprenticeship scheme;
- **Food skills portal** open to students, educators, food industry professionals and food companies, to **facilitate the outcomes** of the project.



### IMPACT

- **More competitive food industry**, quickly adapting to the fast-changing consumer needs;
- **Increased mobility** of food industry professionals in Europe

### KEYWORDS

Plant-based Food, Innovation in Education, Green and Digital Skills, Work-based Learning

### CONTACT US

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### FOLLOW US

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 [www.food-skills.eu](http://www.food-skills.eu)  
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**Annex 2 – English version of the roll-up**

**EQVEGAN**

**EUROPEAN QUALIFICATIONS AND COMPETENCES FOR THE VEGAN FOOD INDUSTRY**

Sector Skills Alliance

**PLANT-BASED FOOD  
INNOVATION IN EDUCATION  
GREEN AND DIGITAL SKILLS  
WORK-BASED LEARNING**

**Contact us**  
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**Follow our activities:**  
[www.eqvegan.eu](http://www.eqvegan.eu) / [www.food-skills.eu](http://www.food-skills.eu)

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## Annex 3 – English version of the printable leaflet

PLANT-BASED  
FOOD

INNOVATION IN  
EDUCATION

GREEN AND  
DIGITAL SKILLS

WORK-BASED  
LEARNING

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**EUROPEAN  
QUALIFICATIONS AND  
COMPETENCES FOR  
THE VEGAN FOOD  
INDUSTRY**

ERASMUS+ SECTOR SKILLS ALLIANCE

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**About Us**

CONTEXT

Consumer trends towards more sustainable and healthy diets are boosting the development of **new processes and technologies** applied to plant-based raw materials. As a consequence, the food industry is **expanding in plant-based products**, including those that did not exist before (e.g. cereal or nut drinks and new alternatives to meat and dairy products).

Additionally, the **increased sustainability requirements**, together with **digitalization** and **automatization** trends, are quickly changing the work environment making it more challenging to develop new and up-to-date skills of workers.

OBJECTIVE

The objective of the project is to **support** the fast-changing sector of **plant-based processing** (vegetables, fruits, cereals, legumes and nuts), by responding to the urgent needs on **upskilling of staff competences and mobility of professionals in Europe**.

ACTIVITIES

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IMPACT

- **More competitive food industry**, quickly adapting to the fast-changing consumer needs.
- **Increased mobility** of food industry professionals in Europe

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## Annex 4 – English version of the electronic leaflet



PLANT-BASED  
FOOD

-

INNOVATION IN  
EDUCATION

-

GREEN AND  
DIGITAL SKILLS

-

WORK-BASED  
LEARNING





EUROPEAN  
QUALIFICATIONS AND  
COMPETENCES FOR  
THE VEGAN FOOD  
INDUSTRY

ERASMUS+ SECTOR SKILLS ALLIANCE

Contact us

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- **Increased mobility** of food industry professionals in Europe



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**Annex 5 – English version of the bookmark**

