EQVEGAN

European Qualifications & Competences for the Vegan Food Industry

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Deliverable 6.3

Report on dissemination activities (M18)

Workpackage 6	Dissemination and exploitation
Task 6.3	Ongoing engagement of all stakeholder groups and support of consortium partners
Lead Beneficiary	ISEKI-Food Association (IFA)
Prepared by	Foteini Chrysanthopoulou (IFA), Christoph Knöbl (IFA)
Contributors	Luis Mayor (IFA)
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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) or contact:

Project Coordinator:
Rui Costa | Polytechnic Institute of Coimbra (IPC), College of Agriculture (ESAC) | ruicosta@esac.pt

WP 6 Leader:
Luis Mayor | ISEKI-Food Association | luis.mayor@iseki-food.net

Lead Beneficiary:
Luis Mayor | ISEKI-Food Association | luis.mayor@iseki-food.net

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

Communication and dissemination activities are important to ensure that awareness of the project, and of the work being undertaken, exists in as many relevant and interested stakeholders as possible. EQVEGAN Deliverable 6.3 provides a summary on the dissemination activities carried out during the project, with four editions to be delivered in M9, M18, M27 and M36. This second edition covers the activities carried out during M10-M18 (September 2021-May 2022). The report describes the main achievements, and the impact of the activities is assessed by comparing with Key Performance Indicators (KPIs) from the D6.1 Dissemination Strategy, when available. Recommendations for future work in the next period (M19-M27) are also provided for the different types of activities. The information related to communication and dissemination events has its own deliverable (6.4) and is not included in this report.

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1. Introduction

EQVEGAN Deliverable 6.3 provides a summary on the communication and dissemination (CD) activities carried out during the project. The report will have four editions to be delivered in M9, M18, M27 and M36. This second edition covers the activities carried out during M10-M18 (September 2021-May2022). Based on the information provided by partners in the CD reporting tables and other sources, the report will describe the main achievements of the project regarding CD. Impact of the activities will be assessed by comparing with Key Performance Indicators (coming from D6.1 Dissemination Strategy) when available and the report will also provide recommendations for future work in the next period (M19-M27). Some concluding remarks about past and future work will be also indicated.

The information related to CD events has its own deliverable (6.4) and is not included in this report.

2. Project websites: EQVEGAN website and Food-Skills portal

The EQVEGAN website is active since May 2021 and is being continuously evolved with the addition of new sections and features. Apart from the main sections (about, partners, Food Skills portal, news/events, activities and E-learning platform) that were active since its initial release, the EQVEGAN website includes now a new subsection called "photo gallery". This new section includes photos from the project activities which can be further used by anyone under the license CC BY-NC.

Moreover, the "partners" section has been recently updated and now includes a detailed description of each partner organization with photos and short descriptions of the persons who work on the project. Partners descriptions are accessed by clicking on the name of each partner in the partner's list. Other areas of the website regularly updated are the "activities" and the "news & events". Four new public deliverables are published in the activities section (3.1, 6.2, 6.3, and 6.4), while five news items are published in the "news & events" section.

Table 1 shows some website performance indicators for the reporting period of September 2021 to May 2022. These data were collected in a different way from the ones presented in the M9 report, and therefore cannot be compared to those. All the following data were provided by Google Analytics which was incorporated on the website in November 2021 (M12).

Table 1. Website performance indicators, M10-M18 period

Website visits (monthly averages)			
New users	**Returning users**	**Pages visited per user**	**Average engagement time per user**
330	52	4	01:03 min

In the Annex IV of D6.1 (Dissemination strategy) the KPIs for the project website are 225 visits per month, 2 page views per visit, and 1-2 min average time spent on the website. These

conditions are met for the current period as most of the values exceed the expected KPIs, but the average engagement time is still quite low and can be improved in the future. For the news on the website, the KPI is 2 per year and for the current period 5 news were published, so this number has been reached in M18 as well.

The Food-Skills portal is officially active since June 2021 and is being continuously updated with new data and information. Apart from several minor updates on its pages, the main development is done in the "work-based learning" section, which has been recently renamed (previously "Learn at the Workplace") and now includes three new subsections, how it works, publish your offer and work-based learning database. Moreover, information from WP1 and WP2 outcomes were used to enrich the content of the "Trainings" section (e.g. a table with all the training modules by country has been created).

Table 2 shows some Food-Skills portal performance indicators for the reporting period of September 2021 to May 2022 (M10-M18). These data were collected using the Google Analytics feature which has been incorporated on the portal since October 2021 (M11).

Table 2. Food-Skills portal performance indicators, M10-M18 period

Website visits (monthly averages)			
New users	**Returning users**	**Pages visited per user**	**Average engagement time per user**
188	27	4	01:23 min

Compared to the KPIs in the Dissemination strategy (D6.1) for the Food-Skills portal (110 visits/month, 2 pages/visit, 1-2 min average time spent on the website), these indicators are very good as they exceed the expectations of the project.

Other KPIs from D6.1 are the size of the stakeholders database (each country: 25 entries/10 million inhabitants and its composition (40% training providers and 40% industry). For the moment the database has 190 entries, 56% industry and 38% training providers. It is clear that more stakeholders and more training providers are needed (as indicated in the previous report), but an increase on the number of stakeholders is expected when project trainings will be publicly available and when the work-based learning service of the Food Skills portal will be officially launched.

Some indications for future work on the website and Food Skills portal are given below.

Work for M19-M27

EQVEGAN website:

- Upload new public deliverables of the current period.
- Feed the news/events section with project updates.
- Feed the photo gallery subsection with images/videos from project activities and events.

Food-Skills portal:

- Enrich the "Trainings" section with more information from WP1 and WP2 outcomes.
- Officially launch the work-based learning database and feed it with new entries.
- Promotion of the stakeholders database in website news section, newsletters, partners websites and mailing lists, etc.

3. EQVEGAN Social Media: LinkedIn, Twitter, Facebook

The EQVEGAN's social media accounts (LinkedIn, Facebook, and Twitter) are active since April 2021 (M5). During the period M10-M18, posts have been regularly published with a frequency of 1-2 posts/week. IFA is responsible for the posts on all social media accounts after adaptation of the text according to the particular account requirements (length of text and images format). The content of the posts includes:

- Activities of the project, such as webinars, project meetings, train-the-trainer workshops, stakeholder database, and promotional materials.
- Interesting facts, trends, news and events from the plant-based food industry worldwide.

Table 3 shows a summary of selected performance indicators for EQVEGAN's social media accounts.

Table 3. Social media selected performance indicators (M10-M18 period). In brackets the KPIs from the Dissemination Strategy D6.1.

Performance indicator	LinkedIn	Facebook	Twitter
Number of posts	34	36	34
Posts/month	3-5 (2-4)	3-5 (2-4)	3-5 (2-4)
Followers	286 (150)	122 (200)	32 (150)
Views/post	282	124	141
Reactions/post**	28 (2-10)	19 (2-10)	8 (2-7)

**reactions = total number of impressions, shares and comments

Compared to the KPIs in the Dissemination strategy (D6.1) for social media, the performance indicators of the period M10-M18 are very good as they exceed the expectations of the project. Namely for LinkedIn, the number of posts/month and the reactions/post are over the target, while the total followers of the page are almost double the expected number. For Twitter, the number of posts/month and the reactions/post are over the target, but the followers are still low. Compared to the first period (M1-M9), this number is growing exponentially. Thus, although in the D6.3 (M9) it was suggested to decrease the KPI of Twitter followers to 100, now it is decided to keep the initial suggested KPI, as it seems that the target will be reached by the end of the project. For Facebook, there were no KPIs set in the D6.1 , but from period M10-M18 onwards they were set internally and are shown in brackets in Table 3.

Annex I shows the posts with the highest impact for the three social media accounts during the period M10-M18. Future work for the next reporting period is indicated below.

Work for M19-M27

- Develop dissemination campaign for the work-based learning database (Food-Skills portal).
- Include in the YouTube account the project video and other videos from the training activities.
- Disseminate new public deliverables of the current period.
- Disseminate project events and activities: project meetings, workshops, trainings etc.
- Post plant-based food processing news and events, to engage audience and increase the number of followers.

4. Dissemination in partners' Social Media accounts

EQVEGAN partners have continued to use their institutional or personal Social Media accounts to disseminate the project. They have reported 26 posts:

- Disseminating the EQVEGAN Facebook and Twitter page.
- Disseminating the stakeholder's database and skills platform.
- Informing about EQVEGAN events.

Figure 1 shows some examples of these posts.

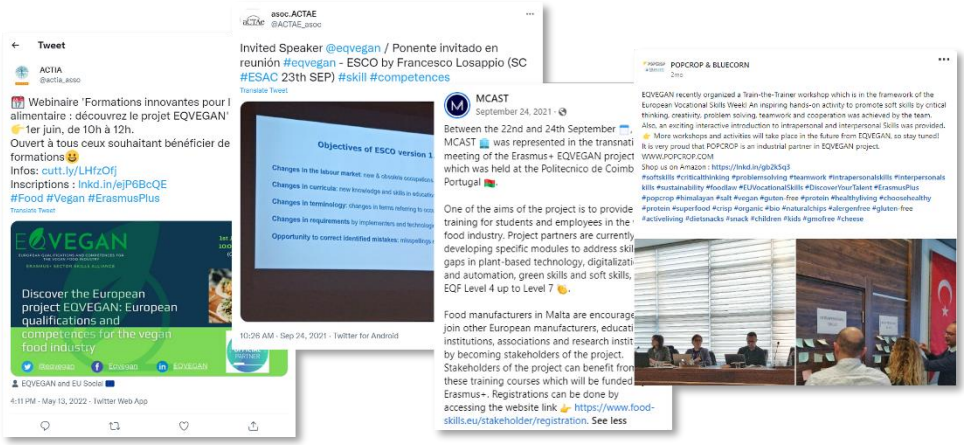

Figure 1. Some examples of EQVEGAN posts in partners' social media accounts.

Work for M19-M27

- Ask partners to follow EQVEGAN social media in their institutional and personal accounts
- Encourage them to make their own posts

5. Partners newsletters and websites

Partners have significantly contributed to the dissemination of the project through their newsletters and websites, with 17 publications. See Table 4 for more specific information on this activity.

Table 4. EQVEGAN dissemination through partners newsletters and websites

Date	Partner	Title (and link)	Main reached target group (estimated nº, when available)
16/09/21	ACTAE	Announcement meeting Coimbra - Newsletter in Spanish (Mailchimp format)	Food professional (225)
23/09/21	SEVT	EQVEGAN in SEVT newsletter	Food Industry (500)
29/09/21	ACTAE	EQVEGAN SC Meeting in Coimbra (in Spanish)	Food professional (500)
30/09/21	IFA	Presentation of the 2nd consortium meeting in the IFA newsletter	Scientific community (7000)
20/10/21	SEVT	EQVEGAN brochure (translated in Greek) in SEVT newsletter	Food Industry (500)
04/11/21	ACTAE	Bookmark of EQVEGAN (Spanish) in Newsletter of ACTAE	Food professional (250)
15/12/21	SEVT	EQVEGAN in SEVT e-newsletter	Food Industry (500)
02/02/22	ACTAE	EQVEGAN #Year1 Newsletter ACTAE (Spanish & Basque language)	Food professional (222)
28/02/22	SEVT	EQVEGAN in SEVT e-newsletter	Food Industry (500)
21/03/22	ACTAE	Food Skills Portal by EQVEGAN - Newsletter ACTAE (Spanish & English)	Food professional (222)
30/03/22	IFA	Dissemination of Train-The-Trainer workshop on ISEKI's newsletter	Scientific community (6500)
08/04/22	TAGEM	EQVEGAN Ankara Meeting new on TAGEM website	General public (1000)
09/04/22	ACTAE	EQVEGAN Webinar June 1 inserted in ACTAE website (EQVEGAN + News) / Spanish	Food professional (300)
30/04/22	ACTIA	Article on EQVEGAN stakeholders database in the ACTIA newsletter	Food Industry (4000)
08/05/22	PULS	Disseminate the EQVEGAN Webinar June 1 in Polish Food Technologists' Society website and by e-mail	Media (900)
11/05/22	IFA	Dissemination of EQVEGAN webinar on ISEKI's e-news per email	Scientific community (6500)
19/05/22	ACTAE	Special Food Science & Technology Activities (English / Spanish)	Food professional (350)

Please note that the target group "Scientific Community" usually also includes Higher Education.

Work for M19-M27

- Ask partners to include general information of EQVEGAN in the "projects" sections of their websites. Some of them still missing.

- Keep publishing periodically project news in the partners' newsletters and websites, now with more focus on project outcomes of the period: training activities (VET and HE institutions), work-based learning database (food companies, VET, HE institutions). stakeholders' database (all stakeholders in general).
- More project news on the project website: EQVEGAN participation in events, project outcomes and activities, new available services of the food-skills portal (e.g.: work-based learning database).

6. Publications

No peer or non-peer reviewed publication was published in the period of M10-18.

Work for M19-M27

- Partners will be encouraged to prepare publications (peer and non-peer reviewed), for example in conferences.

7. News for press, radio and TV

A press release (by IPC) was done before EQVEGAN's project meeting in Coimbra (September 2021) at national level in Portugal. The news informed about the upcoming event, the project objectives and current activities. It was released to 5 web-journals covering different areas (general public, agri-food sector) and different levels of dissemination (local, regional and national journals). More details on the news and the journals can be consulted in the DC reporting tables. It was estimated that the news reached 500.000 persons, mainly the general public. Figure 3 shows some examples of the press release campaign.

Figure 3. Some examples of the Portuguese press release for the EQVEGAN project meeting.

KPIs from D6.1 indicate one news item per national event and at the final project event. Modification on this KPI can be considered, for example one more news item when EQVEGAN trainings are ready to be launched.

Work for M10-M18

- Consider more press releases in the DC strategy.
- Start planning the national dissemination events, in the sense of which local/national media to contact for the event.

8. Other activities

- Distribution of EQVEGAN leaflets and bookmarks in the conference Dare2Change, as well as Spanish flyers in the conference Food for FUTURE BEC Bilbao.
- Dissemination of the EQVEGAN Webinar on developed trainings for the plant-based food industry by our partner ACTAE. Information presented at national level (Spain) in the CYTALI network of Food Science and Technology (1267 subscribers).
- EQVEGAN's seminar on the "Food Safety in the international year of fruits and vegetables", which was held in June 2021, was reported by FAO in their World Food Safety Day report 2021 - an overview of festivity and creativity.

9. Summary of the activities (M10-M18)

Table 5. Summary of DC activities, period M10-M18

Activity	Nº
Project news on the website	5
Social Media posts*	35
Social Media (partners)	26
Partners newsletters and websites	17
Press releases	1
Other	4

*Average in each SoMe: Facebook, Twitter, and LinkedIn

10. Conclusions and future work

The main objective of CD during M10-M18 has been to create awareness of the project aims, increase the number of stakeholders in the Food Skills Stakeholders database, and to disseminate the first training activities. It can be concluded that this objective has been achieved (also considering the activities reported in D 6.4) and this is reflected in the increased number of dissemination activities and events when compared with the first reporting period.

During the period M19-M27 the focus will be more on disseminating the training activities of the project and to promote the work- based learning database (task 3.2) to be created in the Food Skills portal. National dissemination events can be also an important activity, although it is not yet decided whether these events will start in M19-M27 or in the following period. More details on expected activities for M19-M27 are found in the sections of this report.

ANNEX I. SOCIAL MEDIA POSTS WITH THE HIGHEST IMPACT

Update title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares
Today is the last day of our Train-the-Trainer workshop which is organised in th... 4/1/2022 Boost	Image	All followers	872	-	151	17.32%	24	0	2

Figure A1. LinkedIn post with the highest impact, promoting the Train-the-Trainer workshop as part of the European Vocational Skills Week in Ankara, Turkey, posted on 01 April 2022 (872 impressions, 177 interactions)

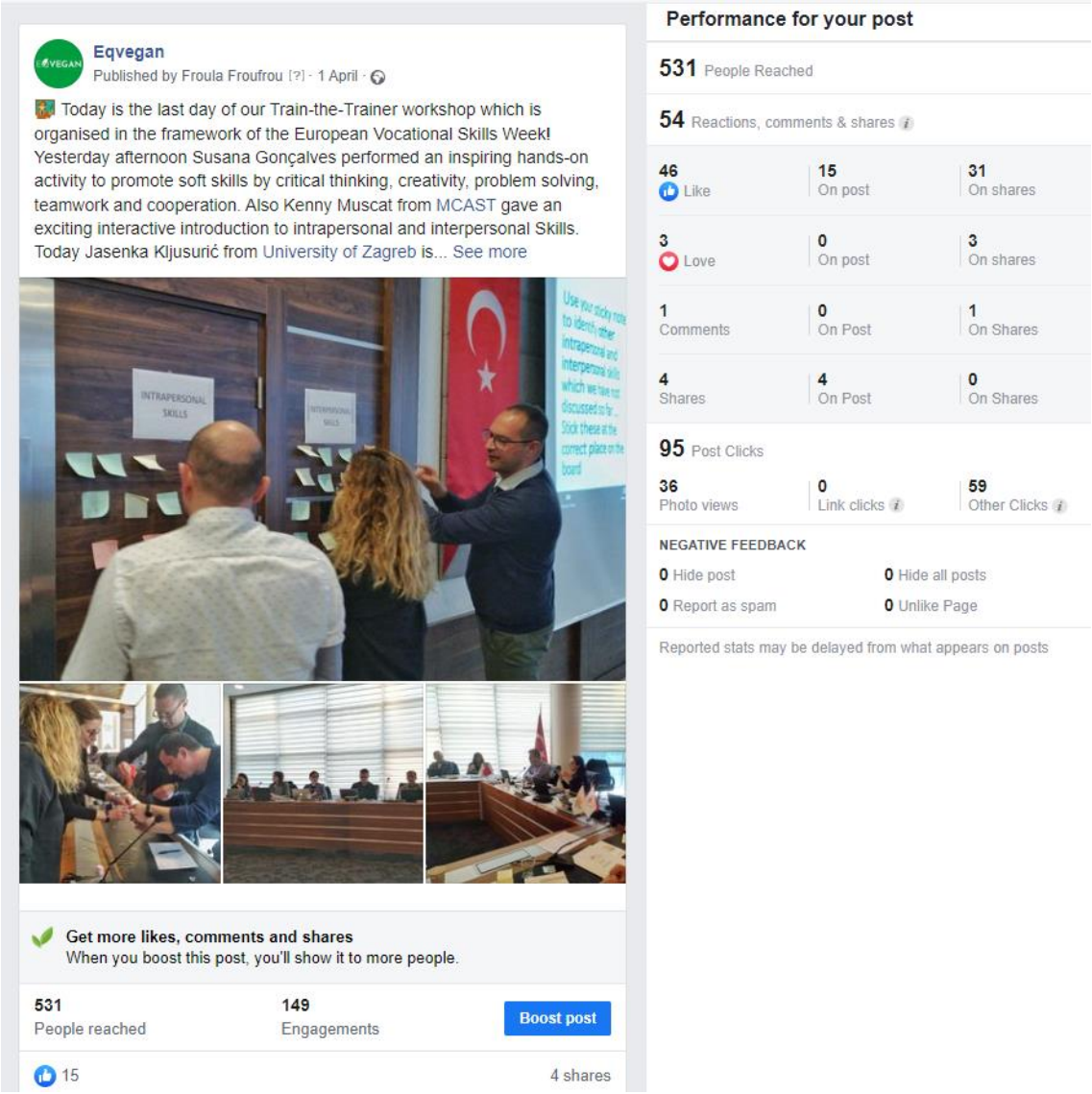

Figure A2. Facebook post with the highest impact, promoting the Train-the-Trainer workshop as part of the European Vocational Skills Week in Ankara, Turkey, posted on 01 April 2022 (531 people reached, 54 interactions)

Figure A3. Twitter post with the highest impact, promoting the Train-the-Trainer workshop as part of the European Vocational Skills Week in Ankara, Turkey, posted on 13 April 2022 (342 impressions, 11 interactions)