



EQVEGAN

European Qualifications & Competences for the Vegan Food Industry

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Deliverable 6.3

Report on dissemination activities (M9)

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)

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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:

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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

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 on M9, M18, M27 and M36. This initial edition covers the activities carried out during M1-M9 (December 2020-August 2021). The report describes the main achievements, and the impact of the activities is assessed by comparing with Key Performance Indicators (KPIs) (coming from D6.1 Dissemination Strategy) when available. Recommendations for future work in the next period (M10-M18) 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 on M9, M18, M27 and M36. This initial edition covers the activities carried out during M1-M9 (December 2020-August 2021). 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 (M10-M18). 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](#) was launched in May 2021. It is an important dissemination tool, informing about the project [aims](#), [partners](#), [activities](#) and [news/events](#). It also provides space for the public project deliverables, and links to the [Food Skills](#) portal and the [ISEKI e-learning](#) platform.

At this initial stage, the sections of the website were created, some public deliverables were uploaded (1.1, 1.2, 1.3, and 7.3) and three news/events notes were published. Table 1 shows some website performance indicators for this initial reporting period.

Table 1. Website performance indicators, M1-M9 period*

VISITS (monthly averages)						
Unique visitors	Number of visits			Pages	Pages/visit	
241	802			1245	1-2	
Time on the website (monthly averages)						
Time	0-30s	30s-2min	2-5min	5-15min	15-30min	30min-1h
Visits	722	22	9	6	12	27

*Website launched in May, period May-August 2021

In the Annex IV of D 6.1 (Dissemination strategy) the KPIs for the project website are the following: 225 visits /month, 2 page views/visit, average time spent in the visit 1-2 min. Performance indicators of Table 1 are good when compared with the expected KPIs, also considering that the project is at its initial stage and there are not many project outcomes to disseminate. It is expected in more advanced project stages to increase the number of visitors, pages/visit and time on the website. For the news on the website, KPI is 2/year so this number has been reached in M9 (perhaps increase KPI to 3-4/year).



The “Food-Skills” [portal](#) was launched for partners in May 2021, and the official release was in June 2021. It is the result of the work carried out in task 1.3 “VFI reference skills database and employability skills portal”, although since the end of task 1.3 the portal is updated and maintained in WP6. The portal aims at informing on EQVEGAN activities and at facilitating the use of the following EQVEGAN services: training, internships programme and professional certification scheme. “Food-Skills”, by providing information on the project outcomes, also serves as a dissemination channel for the project, although it is not its main objective.

During the M1-M9 period the structure of the portal, home page and the stakeholders database section were developed, being necessary to progress in the project WP activities to add content to the other sections.

From May to August 2021, the portal reported the following monthly performance indicators: 153 visits, 502 pages, 3 pages/visit. These indicators are quite good when compared with KPIs found in the Dissemination strategy (D 6.1) for the “Food-Skill” portal: 110 visits/month, 2 pages/visit, time spent on the website (1-2 min). For the last KPI (time spent) no data is available but will be in next reports.

Other KPIs from D 6.1 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 85 entries, 78% industry and 13% Training providers. It is clear that more stakeholders and more training providers are needed, but perhaps we need to update the initial KPIs of the stakeholders’ database in future WP6 meetings.

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

Work for M10-M18

EQVEGAN website:

- Include the deliverables of the period.
- Include promotional material (poster, leaflets, roll-up and bookmark) in different languages in the EQVEGAN website (done at the moment of the preparation of this report, after M9). Promote it through Social Media.
- Include a new “Gallery” subsection in news/events, with images/videos from project activities and events.
- Keep publishing in the news/events section.
- Use Google Analytics for website performance analysis in next reports. It will provide more performance indicators and a more complete analysis.

Food-Skills portal:

- Use project information from WP1 and WP2 outcomes to enrich the content of the “Trainings” section.
- Use project information from WP3 outcomes to enrich the content of the “Learn at the Workplace” section. Create the database for apprenticeships.



- First announcement of the future project trainings and promotion of the stakeholders database through different channels (Social Media, website news section, Newsletters, partners websites and mailing lists, etc.)
- Use Google Analytics for website performance analysis in next reports.

3. EQVEGAN Social Media: LinkedIn, Twitter, Facebook

IFA created three EQVEGAN accounts in LinkedIn, Facebook, and Twitter in April 2021 (M5) and published the first posts on 20 April 2021. Since that date posts have been regularly published with a frequency of 1-2 posts/week, excluding August 2021 with no Social Media activity. When some information has to be disseminated in Social Media, IFA prepares a text (including links, images, etc. when appropriate), and basically the same information is published in the three accounts, adapting it to the particular account requirements (length of text and images format).

At this initial project stage, posts have been published to:

- Create awareness of the project objectives and activities.
- Disseminate the first project outcomes: project website, Food-Skills portal, promotional poster, other.
- Present project partners.
- Inform about events organised by the project: project meetings and workshops.
- Report on events where EQVEGAN has participated: conferences and webinars.
- Share plant-based food processing news and events, to engage audience and increase the number of followers.

Table 2 shows a summary of selected performance indicators for Social Media.

Table 2. Social media selected performance indicators (20 April – 31 August 2021). In brackets Key Performance Indicators from the Dissemination Strategy D6.1.

Performance indicator	LinkedIn	Facebook	Twitter
Number of posts	23	23	23
Posts/month*	7 (2-4)	7	7 (2-4)
Followers	156 (150)	89	17 (150)
Views/post	391	142	390
Reactions**/post	32 (2-10)	15	8 (2-7)

*excluding August 2021; **reactions = total number of impressions, shares and comments

Considering the reporting period (M1-M9), the performance indicators are good compared with those expected in the Dissemination Strategy:

- Number of posts/month are over the target indicated in the Dissemination Strategy. A new KPI will be added for Facebook (2-4).
- Followers in LinkedIn are over the target, far from the target for Twitter, and there are no indicators for Facebook. This suggests that dissemination is better achieved through LinkedIn and Facebook. It is suggested to modify KPIs, increasing the number of followers



for LinkedIn (250), add new KPIs for Facebook (200 followers) and decrease the number of followers for Twitter (100).

- Reactions/posts are higher to those planned in the dissemination strategy. A new KPI will be added for Facebook (2-10).

Annex I shows the posts with more impact for the three Social Media accounts. Future work for the next reporting period is indicated below.

Work for M10-M18:

- Disseminate promotional material e-files: poster, leaflet, bookmark and roll up.
- Dissemination campaign for the stakeholders database (Food-Skills portal).
- Create a YouTube account and upload the first files: project animation video, short animations about project activities developed with PowToon.
- Disseminate project outcomes of the period. Some examples: updated occupational profiles (D1.3), guidelines for apprenticeship (D3.1), apprenticeship database at the Food-Skills portal (D3.2).
- Disseminate project events: project meetings, participation at the [European Vocational Skills Week](#)
- Advertise updates on the project website and food skills portal.
- 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 also used their Social Media institutional or personal accounts to disseminate the project. They have reported 8 posts:

- Introducing the project to the general public.
- Disseminating the stakeholders database.
- Informing about the dissemination of EQVEGAN in events.

Figure 1 shows some examples of these posts.

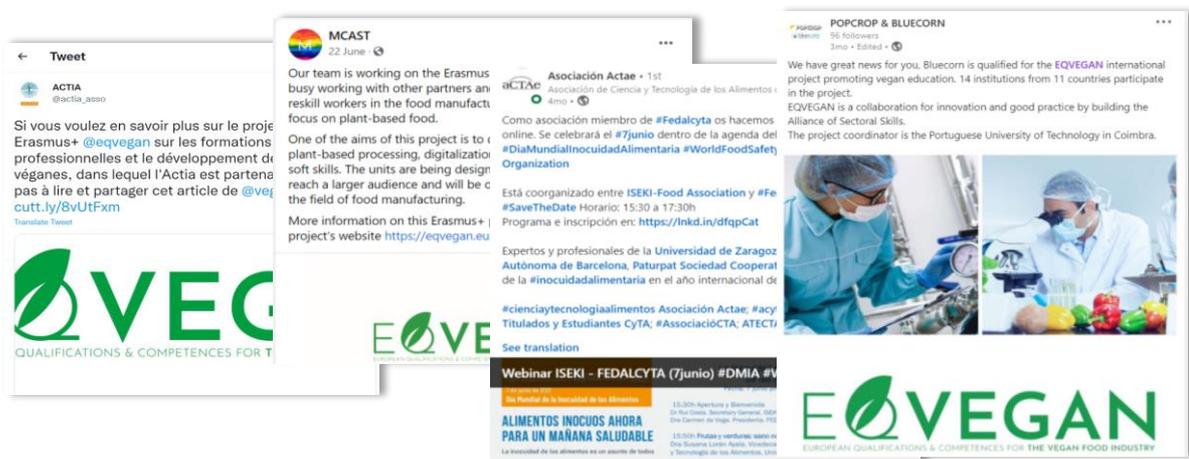


Figure 1. Some examples of EQVEGAN posts in partners' social media accounts.



Work for M10-M18:

- Ask partners to follow EQVEGAN Social Media in their institutional 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 13 publications. See Table 3 for more specific information on this activity.

Table 3. EQVEGAN dissemination through partners newsletters and websites

Date	Partner	Title (and link)	Main reached target group (estimated nº, when available)
01/09/20	IPC	Polytechnic of Coimbra leads project EQVEGAN	Scientific community (600)
01/12/20	ACTIA	Presentation of EQVEGAN in ACTIA newsletter	Food Industry (3200)
18/12/20	ACTIA	EQVEGAN info on ACTIA website	Food Industry
31/12/20	IFA	KoM note in the ISEKI newsletter	Scientific community (7000)
15/01/21	SEVT	EQVEGAN info on SEVT website	Food Industry
15/03/21	IFA	EQVEGAN info on IFA website	Scientific community (7000)
06/04/21	ACTIA	Article on EQVEGAN in the ACTIA newsletter	Food Industry (3200)
22/04/21	ACTAE	Newsletter in Spanish	Food professionals (225)
29/04/21	MCAST	Details of EQVEGAN project included on the MCAST International Office website	Students (11000)
25/05/21	TGDF	EQVEGAN info on TGDF website	Food Industry
14/06/21	EQA	News in EQA Website	General public
07/07/21	UD	Association of UD to the EQVEGAN project	Students (1000)
12/07/21	IFA	EQVEGAN website in ISEKI newsletter	Scientific community (7000)

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

Work for M10-M18:

- Ask partners to include general information of EQVEGAN in the “projects” sections of their websites.
- Keep publishing periodically project news in the partners’ newsletters and websites, now with more focus on project outcomes.
- Engagement campaign for the EQVEGAN trainings and stakeholders database: with a focus on training providers (VET and HE institutions, other).
- Disseminate stakeholders’ database and food-skills portal through partners newsletters and websites.
- More project news on the project website: EQVEGAN participation in events, project outcomes and activities, new available services of the food-skills portal.



6. Publications

A non-peer reviewed [publication](#) (12-04-2021) was done by ACTIA in the magazine for vegan economy VEGCONOMIST. In an interview format, the main objectives and activities of the project were introduced to the general public.

Figure 2 shows a screenshot of the publication.



Figure 2. EQVEGAN publication in VEGCONOMIST

Work for M10-M18

- Partners will be encouraged to prepare publications (peer and non-peer reviewed).
- A potential publication for D 3.1 “Guidelines for apprenticeships in the food industry” will be discussed in WP6 meetings.

7. News for press, radio and TV

A press release (by IPC) was done before the project start (October 2020) at national level in Portugal. The news informed on the IPC leadership in EQVEGAN, the project objectives and activities. It was released to 12 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 before project start.

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.

8. Other activities

- EQVEGAN appeared in our partner [SEVT annual report](#).
- [Information](#) on the EQVEGAN presentation in the Spanish event “Food Safety in the international year of fruits and vegetables”, organised by our partners ACTAE and IFA. Information presented at national level (Spain) in the CYTALI network of Food Science and Technology (1300 subscribers).
- EQVEGAN appears in the FAO website news. The “Food Safety in the international year of fruits and vegetables” event was reported in the FAO Codex Alimentarius-news and events section, including some information about the EQVEGAN presentation in this event. Figure 4 shows a screenshot of the news.





Figure 4. EQVEGAN information on the FAO-Codex Alimentarius news/events.

9. Summary of the activities (M1-M9)

Table 4. Summary of DC activities, period M1-M9

Activity	Nº
Project news on the website	3
Social Media posts*	23
Social Media (partners)	8
Partners newsletters and websites	13
Press releases	1
Other	1

*In each SoMe: Facebook, Twitter, and LinkedIn

10. Conclusions and future work

The main objective of CD for M1-M9 has been to create awareness of the project aims and activities. It can be concluded that this objective has been achieved, also considering the dissemination activities reported in D 6.4. Nevertheless, more effort has to be done in reaching training providers, and specially VET schools. This aspect has to be discussed in future WP6 meetings.

During the period M10-M18 awareness activities will continue but the dissemination of project outcomes will increase. More details on expected activities for M10-M18 can be found in the sections of this report.



ANNEX I. SOCIAL MEDIA POSTS WITH THE HIGHEST IMPACT

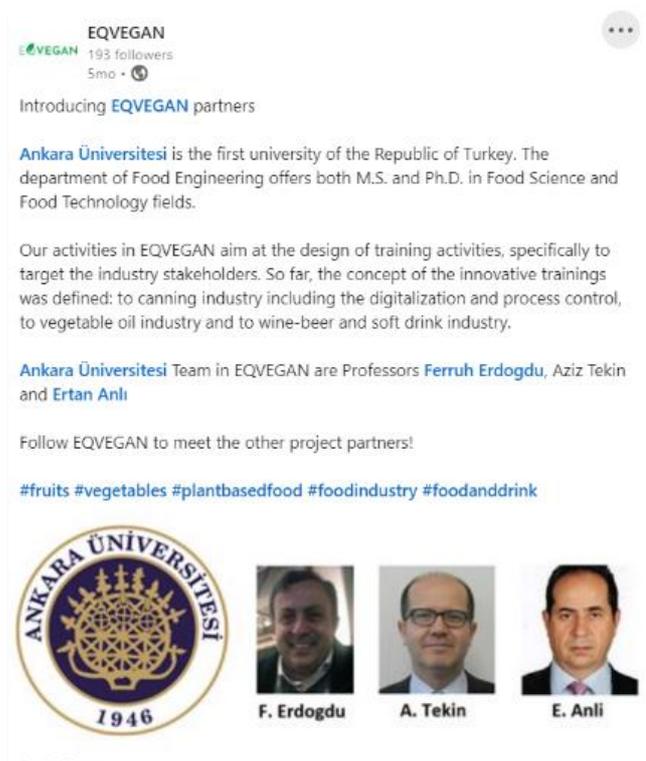


Figure A1. LinkedIn post with the highest impact, introducing the partner Ankara University (AU), posted on 23 July 2021 (3297 views, 92 interactions)



Figure A2. Facebook post with the highest impact, introducing the partner Politecnico de Coimbra (IPC), posted on 14 May 2021 (669 views, 57 interactions)





Figure A3. Twitter post with the highest impact, sharing the poster presented at the ISEKI Conference, posted on 6 July 2021 (781 views, 16 interactions)