



EQVEGAN

European Qualifications & Competences for the Vegan Food Industry

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Deliverable 6.3

Report on dissemination activities (M27)

Workpackage 6 Dissemination and exploitation
Task 6.3 Ongoing engagement of all stakeholder groups and support of consortium partners

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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 in M9, M18, M27 and M36. This third edition covers the activities carried out during M19-M27 (June 2022-February 2023). 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 (M28-M36) 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 by its partners during the project. The report has four editions which were/will be delivered in M9, M18, M27 and M36. This is the third edition and covers the activities carried out during M19-M27 (June 2022 – February 2023). Based on the information provided by partners in the CD reporting tables and other sources, the report describes the main achievements of the project regarding CD. Impact of the activities are assessed by comparing with Key Performance Indicators (coming from D6.1 Dissemination Strategy) when available and the report also provides recommendations for future work in the next period (M28-M36). Some concluding remarks about past and future work are also indicated.

The information related to CD events is not included in this report as it is analysed in the Deliverable 6.4.

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

The EQVEGAN [website](#) is active since the beginning of the project (M6) and has already a complete structure including the sections [about](#), [partners](#), [Food Skills](#), [news & events](#), [activities](#), [E-learning platform](#) and [contacts](#). The [news & events](#), as well as the [photo gallery](#) (under the tab “activities”) are continuously being updated with project activities and related photos which can be further used by anyone under the license [CC BY-NC](#).

Table 1 shows some website performance indicators for the reporting period of June 2022 to February 2023. All the following data were provided by Google Analytics which is incorporated on the website since November 2021 (M12).

Table 1. Website performance indicators, M19-M27 period

Website visits (monthly averages)			
New users	Returning users	Pages visited per user	Average engagement time per user
272	62	3	00:51 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. Most of these conditions are met for the current period, however the average engagement time is lower than expected.

For the News on the website, the KPI is 2 per year. For the current 9-month period, only 1 news item was published on the website. However, taking into consideration the total project year (December 2021 – November 2022), the indicator has been reached as 4 news were published in total. For this last project year (December 2022 – November 2023) currently there is 1 news item, but more are planned, as the project activities are increased and will be shared with the public.



The [Food-Skills portal](#) (active since June 2021) is being continuously updated with new data and information. The main updates are done in the [work-based learning database](#) and the [stakeholder database](#). The first one includes at the moment 4 offers for apprenticeships/internships related to the food sector, while the second one includes 202 organisations from several countries.

Table 2 shows some Food-Skills portal performance indicators for the reporting period of June 2022 to February 2023 (M19-M27). 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, M19-M27 period

Website visits (monthly averages)			
New users	Returning users	Pages visited per user	Average engagement time per user
96	25	4	01:14 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), most of these conditions are met for the current period, however, the new users/visits per month are lower than expected. This may have happened because this period includes the summer months and in general, the activity in such websites is lower.

Other KPIs from D6.1 are the size of the stakeholder's database (each country: 25 entries/10 million inhabitants and its composition (40% training providers and 40% industry). For the moment the database includes 202 entries from 40 countries in total. 57% of the entries represent industry and 43% represent training providers. More stakeholders and more training providers are needed (as indicated in the two previous reports), 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 M28-M36

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:

- Feed the work-based learning database with new entries.
- Promote the stakeholders database within the project and partners network.



3. EQVEGAN Social Media: LinkedIn, Twitter, Facebook, YouTube

The EQVEGAN's social media accounts ([LinkedIn](#), [Facebook](#), and [Twitter](#)) are managed by IFA since very early in the project (M5). During the period M19-M27, and namely in M19 (June 2022), also a [YouTube](#) channel was created for the project. So far, the channel includes the webinar parts that were organised by EQVEGAN and its promotional video. During these months, posts have been regularly published with a frequency of 1-2 posts/week (with the exception of YouTube). The content of the posts includes both project activities (e.g. webinars, project meetings, train-the-trainer workshops, stakeholder database) and interesting news 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 (M19-M27 period). In brackets the KPIs from the Dissemination Strategy D6.1.

Performance indicator	LinkedIn	Facebook	Twitter	YouTube
Number of posts	40	42	39	6
Posts/month	3-6 (2-4)	3-6 (2-4)	3-6 (2-4)	< 1
Followers	464 (150)	162 (200)	50 (150)	26 (100)
Views/post	374	93	59	179 (30)
Reactions**/post	43 (2-10)	18 (2-10)	5 (2-7)	3

**reactions = total number of clicks, likes, shares and comments

Compared to the KPIs in the Dissemination strategy (D6.1) for social media, most of the performance indicators of the period M19-M27 exceed the expectations of the project. Namely, LinkedIn appears to be the best social medium for the project dissemination, as all its performance indicators are higher than the expected number. Facebook takes the second place as apart from the indicators that exceed the KPIs, the page followers are lower than the target number. However, it seems that at the end of the project the number of followers will have reached the intended KPI. Twitter is less effective for the project dissemination since it has a very low number of followers and low reactions per post. Although in the D6.3 (M18) it was decided to keep the initial suggested KPI (150) intact, probably it is better to reconsider and decrease it to 100, so that it is reached by the end of the project, because the number of followers in Twitter is growing slowly. Finally, YouTube seems a promising channel, especially as regards the views/post, which are very high. In the future more videos will be uploaded and the target number of followers may be reached.

Annex I shows the posts with the highest impact for the three social media accounts during the period M19-M27. Future work for the next reporting period is indicated below.



Work for M28-M36

- Increase the entries in the work-based learning database (Food-Skills portal).
- Upload more project videos on the YouTube channel.
- Disseminate project events and activities: project meetings, workshops, trainings etc.
- Continue posting 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 34 posts:

- Disseminating the EQVEGAN Facebook and Twitter page.
- Informing about EQVEGAN events and partnerships.

Figure 1 shows some examples of these posts.

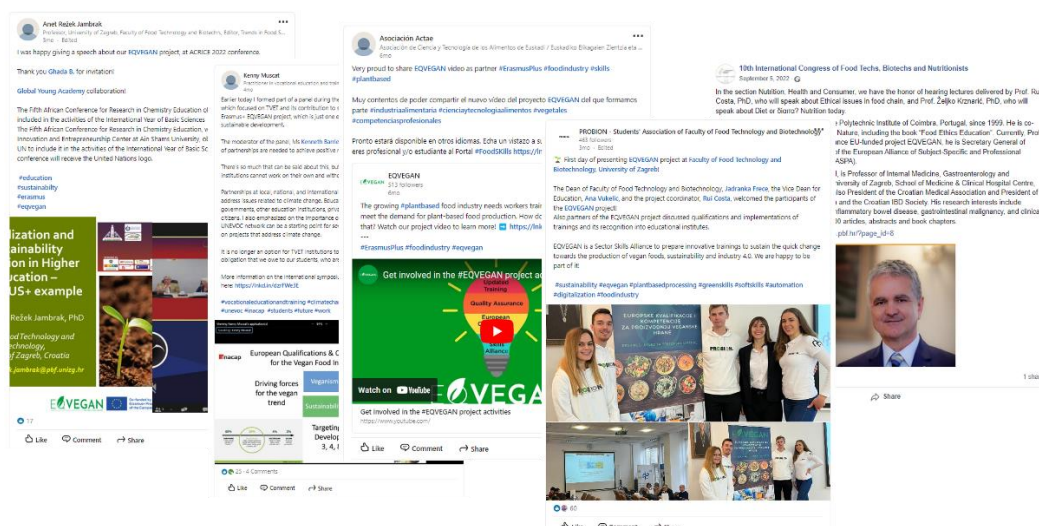


Figure 1. Some examples of EQVEGAN posts in partners' social media accounts.

Work for M28-M36

- Engagement campaign asking partners to invite their networks to follow EQVEGAN social media accounts
- Encourage them to make their own posts



5. Partners newsletters and websites

Partners have contributed to the dissemination of the project through their newsletters and websites, with 12 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)
30/06/22	IFA	EQVEGAN training activities & YouTube channel presentation	General public (7521)
15/09/22	TGDF	Information about EQVEGAN project and invitation to Food Skills Portal via news on website	Food Industry (-)
26/09/22	ACTAE	Dissemination of EQVEGAN VIDEO & WBL section in Food Skills (English / Spanish / Basque)	Professional association (245)
06/10/22	ACTAE	Dissemination of EQVEGAN Pills (Nov 12) for members of ACTAE	Professional association (225)
20/10/22	ACTAE	Special N 340. "Vegetarian Awareness Month". RESTAURACIÓN COLECTIVA (in Spanish) / CATERING	Media (4000)
11/22	SEVT	EQVEGAN-Food Skills portal in SEVT e-newsletter	Food Industry (500)
16/11/22	ACTAE	Dissemination of EQVEGAN Pills (Nov 12) for members of ACTAE - mailCHIMP (spanish)	Food professional (190)
17/11/22	TGDF	Information about and invitation to fill in the work-based learning position offer form	Food Industry (180)
25/11/22	TGDF	Information about and invitation to fill in the work-based learning position offer form	Food Industry (23)
07/12/22	ACTAE	CAMPUSA (of University of Basque Country-Spain) disseminates EQVEGAN article (spanish & basque language)	Scientific community (9000)
20/12/22	IFA	EQVEGAN 4th partners meeting in Zagreb and activities for the last year of the project	General public (7521)
03/02/23	ACTAE	Updated information on EQVEGAN project & Food Skill Portal (mailCHIMP, in Spanish)	Food professional (245)

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

Work for M28-M36

- 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

A peer reviewed [article](#), written by IPC, was published in the Special Issue "Foods: 10th Anniversary" on 11 July 2022. The article takes a closer look at the reasons for and diversity of vegan alternatives as well as challenges the food industry might face. Another non-peer reviewed [publication](#) (15-12-2022) was done by SeAMK.



Figure 2. EQVEGAN publications.

Work for M28-M36

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

7. News for press, radio, and TV

A news article by MCAST was published in the Times of Malta. The news informed about the project, its activities, and objectives. ACTAE published two news articles at national level in Spanish. Both articles were published during the Vegetarian Awareness Month in October 2022 disseminating the EQVEGAN project and informing about its contribution to the vegan food



sector. It was estimated that the first news article reached around 4.300 people, mainly the general public, while the second news article reached around 24.250 people, mainly Higher Education and Students.

Another press release (by IPC) was done on a national level to inform about the upcoming presentation of EQVEGAN at the ENTreCompFood event. More details on the news can be consulted in the DC reporting tables. Figure 3 shows some examples of the press release campaigns.

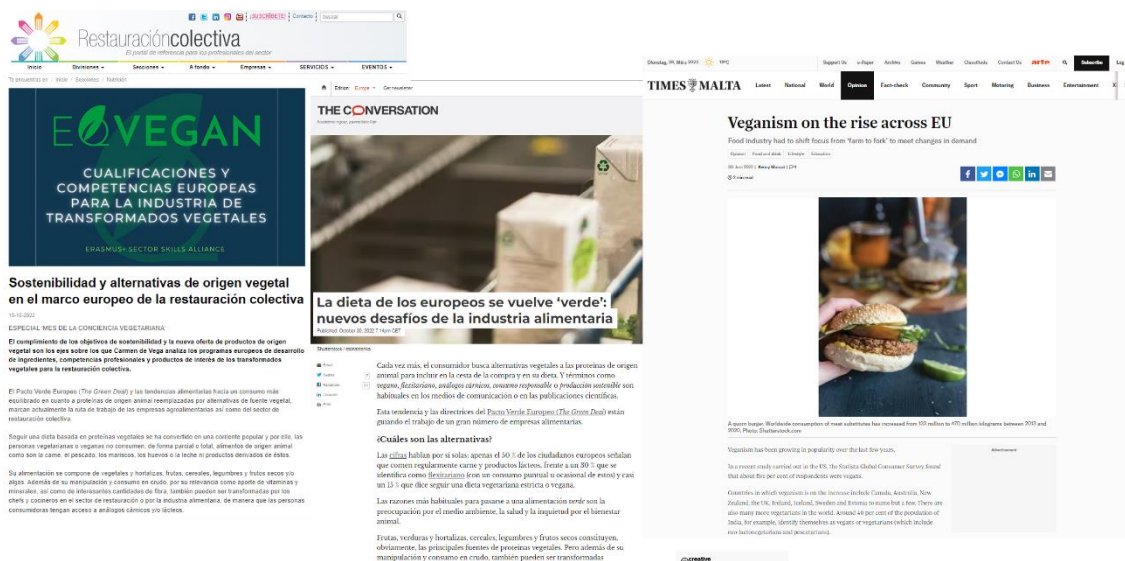


Figure 3. Some examples of the Portuguese press release for the EQVEGAN project meeting.

KPIs from D6.1 indicate one news item per national event and at the final project event. The activities will be compared with the KPIs in the last reporting period where national events will be held.

Work for M28-M36

- Identify local/national media to contact for the national events.

8. Other activities

- Distribution of EQVEGAN leaflets during the conference [Nutricon 2022 \(Macedonia\)](#).
- Presenting the EQVEGAN project and MCAST to UNESCO-UNEVOC working on green skills.
- Multiple Train-the-Trainer sessions hosted by SeAMK each with a different topic: tasks about vegan and vegetarian diets in nutrition and leguminous products, vegetable drinks and egg analogues, dairy and meat analogues, digitalization and automation, automation and robotics and ICT.
- Video sessions done by SeAMK containing short presentations about vegan foods and the food processing of sausages.



9. Summary of the activities (M19-M27)

Table 5. Summary of DC activities, period M19-M27

Activity	Nº
Project news on the website	1
Social Media posts (project)*	40
Social Media posts (partners)	34
Partners newsletters and websites	12
Press releases	3
Other	11

*Average in each SoMe: Facebook, Twitter, LinkedIn (excl. YouTube)

10. Conclusions and future work

The main objectives of CD during M19-M27 have been to keep the dynamic dissemination of the project ongoing in all networks and social media, and also to promote the training activities of the project and the work- based learning database. This objective has been achieved (also considering the activities reported in D6.4) and this is reflected in the increased number of dissemination activities and events when compared with the last reporting period. During the period M28-M36 the focus will be more on organising and promoting the national dissemination events, and sharing the finalised project outcomes.



ANNEX I. SOCIAL MEDIA POSTS WITH THE HIGHEST IMPACT

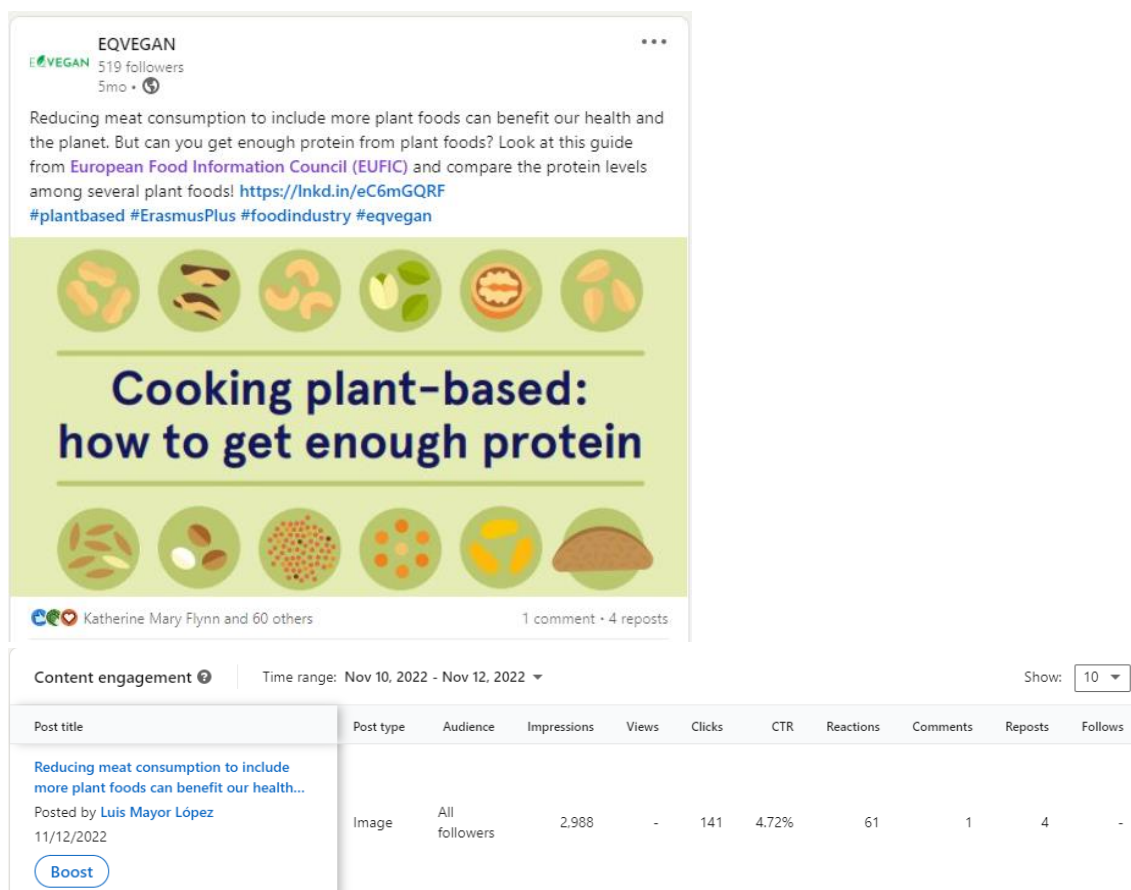



Figure A1. LinkedIn post with the highest impact, promoting a guide from EUFIC about the different protein levels within plant-base foods, posted on 12 November 2022 (2988 impressions, 141 interactions)



Eqvegan
14 September 2022 · 🌐

The growing #plantbased food industry needs workers trained on new technologies to meet the demand for plant-based food production. How does EQVEGAN contribute to that? Watch our project video to learn more! 📺 <https://youtu.be/Gj4l7FaxfH0>

#ErasmusPlus #foodindustry #eqvegan



YOUTUBE.COM
Get involved in the #EQVEGAN project activities
For more information, please visit the project website: <https://eqvegan.eu/Follow> EQVEGAN o...

📣 Boost this post to reach up to 3124 more people daily if you spend €14. **Boost post**

👍 8 8 shares

Performance

Reach ⓘ		Engagements ⓘ		Negative interactions ⓘ	
Total		Reactions		Total	
521		29		0	
Organic	521 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	8		
		View Details			

Figure A2. Facebook post with the highest impact, promoting the EQVEGAN animation video, posted on 14 September 2022 (521 people reached, 29 engagements)



× **Tweet Analytics**

 **EQVEGAN** @eqvegan · Jun 16, 2022



Yesterday Gemma Cornuau, ACTIA Project Manager, presented EQVEGAN at the International Food & Innovation Gathering at La Rochelle (France), and how to become a project stakeholder food-skills.eu/stakeholder/re.....

 6
  3
  0

Impressions ⓘ

156

Engagements ⓘ

23

Detail expands ⓘ

6

New followers ⓘ

0

Profile visits ⓘ

1

Figure A3. Twitter post with the highest impact, promoting an event that ACTIA participated presenting EQVEGAN, posted on 16 June 2022 (156 impressions, 23 engagements)

