



EQVEGAN

European Qualifications & Competences for the Vegan Food Industry

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Deliverable 6.3

Report on dissemination activities (M36)

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 in M9, M18, M27 and M36. This fourth edition covers the activities carried out during M28-M36 (March 2023-November 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. 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 fourth edition and covers the activities carried out during M28-M36 (March 2023 – November 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. The impact of the activities are assessed by comparing them with Key Performance Indicators (coming from D6.1 Dissemination Strategy) when available. As this is the last report no suggestions for improvement were made and only some concluding remarks about past work 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 March 2023 to November 2023. All data was provided by Google Analytics which is incorporated on the website since November 2021 (M12).

Table 1. Website performance indicators, M28-M36 period

Website visits (monthly averages)			
New users	Returning users	Pages visited per user	Average engagement time per user
294	47	3	00:53 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, although increased from the last period, the average engagement time is still lower than expected.

For the News on the website, the KPI is 2 per year. For the last 9-month period, 15 news items were published on the website, resulting in a stark increase over the previous reporting periods. Taking into consideration the total project year (December 2022 – November 2023), a total of 16 news items were published.



The [Food-Skills portal](#) (active since June 2021) has also been continuously updated in the last period with new data and information. The main updates are done in the [work-based learning database](#) and the [stakeholder database](#). The first one includes now 6 offers for apprenticeships/internships related to the food sector, while the second one includes 219 organisations from several countries.

Table 2 shows some Food-Skills portal performance indicators for the reporting period of March 2023 to November 2023 (M28-M36). This data has been collected using the Google Analytics feature which has been incorporated on the portal since October 2021 (M11).

Table 2. Food-Skills portal performance indicators, M28-M36 period

Website visits (monthly averages)			
New users	Returning users	Pages visited per user	Average engagement time per user
172	24	3	00:57 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, only the average engagement time per user being slightly below the target value.

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). On the reporting date the database includes 242 entries from more than 40 countries in total. 56% of the entries represent industry and 43% represent training providers. As indicated in the previous report, with the public availability of the projects training materials, increased efforts have been made (especially during the last months of the project) to acquire more stakeholders as well as training providers for the database.

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). In M19 a [YouTube](#) channel was also created for the project and several uploads have been made in the last period, including the webinar parts that were organised by EQVEGAN, its promotional video, two recordings of events where the project was disseminated to a wider audience and multiple videos of its training materials. During the last period of the project, posts have been regularly published with a frequency of 1-2 posts/week (except for YouTube). The content of these posts includes both project activities (e.g. webinars, project meetings, events, training materials) 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 (M28-M36 period). In brackets the KPIs from the Dissemination Strategy D6.1.

Performance indicator	LinkedIn	Facebook	Twitter	YouTube
Number of posts	33	36	34	36
Posts/month	2-6 (2-4)	2-7 (2-4)	2-6 (2-4)	1
Followers	687 (150)	222 (200)	74 (150)	36 (100)
Views/post	388	128	80	74 (30)
Reactions**/post	31 (10-20)	14 (10-20)	6 (9-14)	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 M28-M36 fulfil or even exceed the expectations of the project. Namely, LinkedIn appears to still be the best social medium for the project dissemination, as all its performance indicators are higher than the expected numbers. Facebook continues to take the second place with the number of followers exceeding the KPIs in the final period. Twitter is the least effective medium for project dissemination since it has a very low number of followers and low reactions per post. This could be due to the general downward trend of Twitter since its change in leadership. Finally, YouTube continued its trend of having a high views/post ratio, exceeding the KPIs. Unfortunately, this did not directly translate into an increase in the number of followers as it stayed below the expected KPI.

Annex I shows the posts with the highest impact for the three social media accounts during the period M28-M36.

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 35 posts:

- Disseminating the EQVEGAN training materials.
- Informing about EQVEGAN events and partnerships.

Figure 1 shows some examples of these posts.



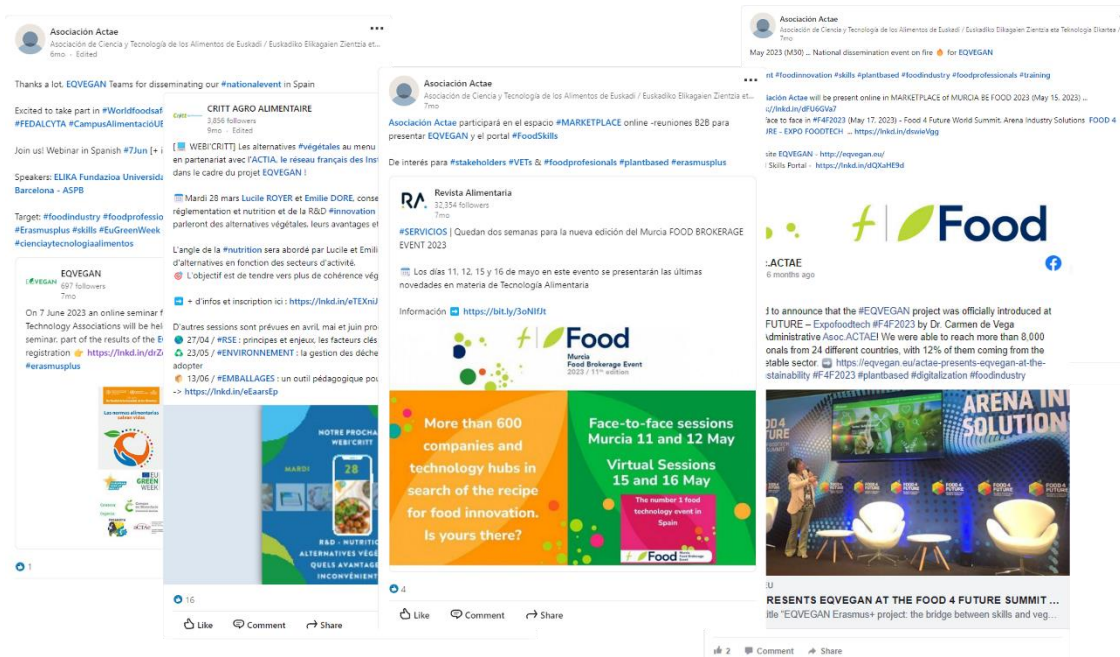


Figure 1. Some examples of EQVEGAN posts in partners' social media accounts.

5. Partners newsletters and websites

Partners have contributed to the dissemination of the project through their newsletters and websites, with 10 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)
01/03/23	TGDF	Information about EQVEGAN project and invitation to follow in social media platforms	General public (9145)
01/03/23	SEVT	Dissemination of Work-based database in SEVT newsletter	Food Industry (500)
06/04/23	EQA	Website news about EQVEGAN project	General public (-)
20/04/23	EQA	Newsletter article about EQVEGAN	General public (-)
26/04/23	ACTAE	ACTAE will talk about EQVEGAN in F4F2023 Showcase (17 May) (spanish & basque language)	Food professional (250)
10/05/23	ACTAE	EQVEGAN Agenda by ACTAE (in Spanish & Basque) - mailCHIMP	Professional association (225)
01/06/23	SEVT	Dissemination of Work-based database in SEVT newsletter	Food Industry (500)
22/09/23	ACTAE	Newsletter CTA / FST 22.09.2023 (Special ACTAE) - Dissemination - Agenda EQVEGAN (ACTAE & ISEKI) 4 Oct	Food professional (650)



16/10/23	ACTAE	Press Release & Summary of EQVEGAN Seminar (4 Oct) disseminated in ACTAE website (EQVEGAN News & Events + Campusa)	Food professional (250)
06/11/23	ACTAE	Newsletter for ACTAE members (mailCHIMP) - Spanish & Basque Language - Video / Photo and Links of EQVEGAN Seminar (4 Oct)	Food professional (250)

6. Publications

A non-peer reviewed publication by SeAMK was submitted to [ICoMST2023](#) in March 2023. The topic of the publication was “Educational Material for Processing of Meat Sausage and a Vegan Analogue”.

7. News for press, radio, and TV

A [news article](#) by ACTAE was published at national level in the CAMPUSA Newsletter in Spanish. The article gave a summary of the hybrid event ‘Challenges & opportunities for the plant-based food industry: EQVEGAN project’ hosted by the Faculty of Pharmacy of the University of the Basque Country and organized by ACTAE and the ISEKI-Food Association. It was estimated that the news article reached around 4.500 people, mainly Higher Education.

More details on the news can be consulted in the DC reporting tables. Figure 3 shows the Spanish press release for the EQVEGAN event by ACTAE & ISEKI.

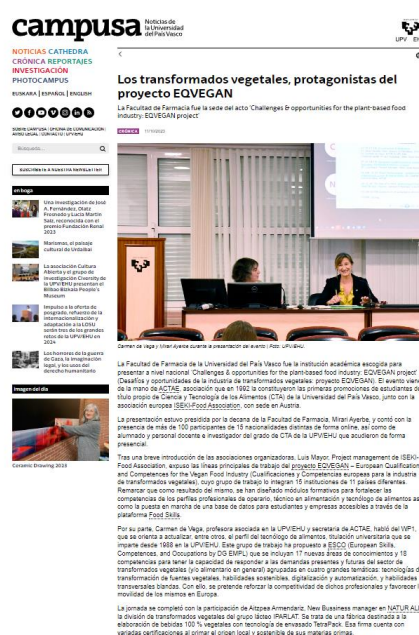


Figure 3. Spanish press release for the EQVEGAN event by ACTAE & ISEKI.



8. Other activities

- Presenting the EQVEGAN project in SEVT’s General Assembly 2023.
- Dissemination of the EQVEGAN project by MCAST through the Malta Chamber of Commerce and Business Bureau.
- Promotion of EQVEGAN through the CYTALI – FS&T Network Newsletter by ACTAE
- Dissemination of the work-based learning database as well as recruiting users for the EQVEGAN training materials through the IFA mailing list.

9. Summary of the activities (M28-M36)

Table 5. Summary of DC activities, period M28-M36

Activity	Nº
Project news on the website	15
Social Media posts (project)*	34
Social Media posts (partners)	35
Partners newsletters and websites	10
Press releases	1
Other	14

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

10. Conclusions

The main objectives of CD during M28-M36 have been to keep the dynamic dissemination of the project ongoing in all networks and social media, and to promote the training activities/materials 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.



ANNEX I. SOCIAL MEDIA POSTS WITH THE HIGHEST IMPACT

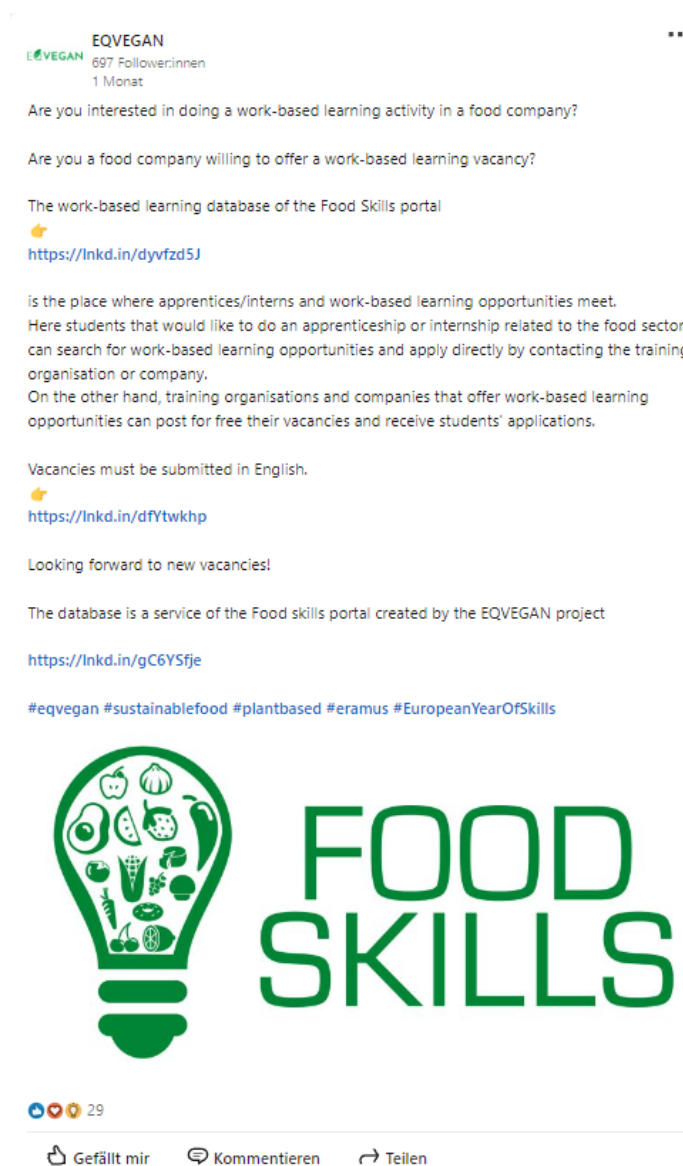


Figure A1. LinkedIn post with the highest impact, promoting the work-based learning database on the Food Skills portal, posted on 11 September 2023 (1015 impressions, 69 interactions)



Figure A2. Facebook post with the highest impact, promoting the EQVEGAN training materials, posted on 16 November 2023 (1261 impressions, 30 interactions)





EQVEGAN
@eqvegan



In 2022, meat consumption in Germany fell by around 4.2 kg per person compared with 2021, lower than at any point since 1989. On the other hand, plant-based sales at record high [UPI](#) Read more: vegconomist.com/market-and-tre...
[#eqvegan](#) [#erasmusplus](#) [#meatconsumption](#) [#plantbased](#)



6:43 PM · Apr 7, 2023 · 413 Views

View post engagements



Tweet activity



<p>EQVEGAN @eqvegan</p> <p>In 2022, meat consumption in Germany fell by around 4.2 kg per person compared with 2021, lower than at any point since 1989. On the other hand, plant-based sales at record high UPI Read more: https://vegconomist.com/market-and-trends/german-meat-consumption-record-low-plant-based-record-high/ ... #eqvegan #erasmusplus #meatconsumption #plantbased</p>	Impressions	413
	Total engagements	7
	Detail expands	3
	Retweets	1
	Likes	1
	Link clicks	1
	Profile clicks	1

Figure A3. Twitter post with the highest impact, promoting an article from the *vegconomist* about the decline of meat consumption in Germany, posted on 07 April 2023 (413 impressions, 7 engagements)

