



**D4.6 | Dissemination, Exploitation and Communication Plan (II)**



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### Abstract

Updating the dissemination, exploitation and communication plan (D4.1) on the basis of the results of the first months of the project and the monitoring and evaluation of these actions.



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## 1 Introduction

Deliverable D4.6 (Dissemination, Exploitation and Communication Plan) updates the first version of this plan, following the results of the first few months of the project.

The aim of these deliverables is to define and update the communication and dissemination actions of the Food-scalEU project, as well as anticipate actions for the exploitation of results during and after the project.

This document therefore defines:

- Communication and dissemination (C&D) plan, including tools and actions expected by all partners.
- Strategy for stakeholder outreach and engagement, awareness raising
- Methodology for monitoring C&D activities to ensure objectives and KPI
- Preliminary version of the exploitation plan outlining the actions to be taken to exploit the results of the project.

### 1.1 The project long term vision

The project long-term vision is to foster the capacity of European regional agri-food digital innovation ecosystems, especially in “emerging” and “moderate” innovator regions, to be more:

- Connected among their regional stakeholders but also with other European regional ecosystems; thus, advancing towards a European acceleration ecosystem
- Effective, by fostering the successful scaling-up of technology start-ups and SMEs
- Impactful, in terms of fostering the digital and green transition of the food industry
- Resilient, thus, still effective under crisis and highly changing conditions
- Internationally recognised by and attractive for companies from other countries

More specifically, the mission of Food-scalEU project is to:

- Develop higher quality business acceleration services in agri-food digital innovation ecosystems of emerging and moderate innovator regions
- Expand the connections, knowledge exchange, collaboration at regional, European and international level, between key people representing the different actors of the agri-food digital innovation ecosystems involved in the project

Balance the scaling-up of start-ups and SMEs and the creation of local high-value added jobs in the European regions involved in the project, by balancing the capacity of agri-food digital innovation and acceleration ecosystems in those regions.

### 1.2 The partnership territorial spread

Food-scalEU is a European collaborative project involving 10 organisations covering 11 regions (5 emerging & moderate innovator regions and 6 leader and strong innovator regions, according to the Regional Innovation Scoreboard) in 5 countries.

Table 1. Food-scalEU project partners

	Project Partners	Position	Country	Region
1	Asociacion cluster alimentario de galicia (CLU)	Coordinator	Spain	Galicia
2	Agrifood Capital BV (AFC)	Beneficiary	The Netherlands	North Brabant
3	Centro Europeo De Empresas E Innovacion De Navarra SL (CEIN)	Beneficiary	Spain	Navarre
4	Kozep-Dunantuli Regionalis Innovacios Ugynokseg Nonprofit KFT (CTRIA)	Beneficiary	Hungary	Central Transdanubia
5	Food-Processing Initiative E. V (FPI)	Beneficiary	Germany	North Rhine-Westphalia
6	Stichting Food Valley (FVNL)	Beneficiary	The Netherlands	Gelderland
7	Pôle Européen Innovation Alimentation Bien-Etre Naturalité (INA)	Beneficiary	France	Provence-Alpes-Côte d'Azur, Auvergne-Rhône-Alpes & Occitanie
8	Association Du Pole De Compétivite Valorial (VAL)	Beneficiary	France	Brittany, Normandy & Pays de la Loire
9	Technopole Quimper Cornouaille (TQC)	Affiliated entity	France	Brittany
10	Normandie Incubation (NI)	Affiliated entity	France	Normandy

### 1.3 Communication & Exploitation & Dissemination dedicated Work Package

FVNL as leader of Work Package (WP) 4 “Communicating, disseminating, exploiting and reaching global” coordinates and monitors those activities, which include 4 tasks, 2 of which FVNL is leader, and 2 of which VAL (formerly INA) is leading with co-lead of FVNL.

- Task 4.1 Development of Communication, Dissemination and Communication Plan M1-M15
  - Leader: VAL (formerly INA), FVNL (co-leader)
  - Contributors: CLU, INA, CTRIA, AFC, CEIN, FPI
- Task 4.2 European and global outreach M4-M12



- Leader: FVNL
- Contributors: all partners
- Task 4.3 Implementation of dissemination and communication actions M4-M24
  - Leader: VAL (formerly INA), FVNL (co-leader)
  - Contributors: all partners
- Task 4.4 Development of exploitation follow-up plan M18-M24
  - Leader: FVNL
  - Contributors: all partners

FVNL and VAL have agreed on the methodology and coordination of their actions which is reflected in this document.

- At first, tools are developed by VAL together with FVNL and contributors to allow smooth communication and dissemination actions (Task 4.1) as well as a strategy of outreach lead by FVNL (Task 4.2).
- In a second phase, implementation of dissemination and communication actions (Task 4.3) take place lead by VAL and followed by all partners. FVNL as a WP Leader oversees and follows up the KPI. Before the end of the project, a follow up plan is agreed and launched by FVNL (Task 4.4)

As WP leader, FVNL monitors the KPI and measures impacts of the different communication actions - Excel sheets have been made available by VAL for partners to compile data. Actions related to reporting are developed in section "[4.3 - Follow-up tools for reporting](#)".

This document is a support for the communication and dissemination actions of the Food-scaleUp project. It is intended to be updated 1 year after the start of the project by the task co-leaders. Project partners will be informed of any updates to the DECP.

## 2 Communication and dissemination plan

The objective of this DECP addresses communication and dissemination actions and tools, according to the different targets of the project. Communication and dissemination actions are essential in a project life, to inform, promote and communicate about the activities and results of the project.

In this section, we discuss the different communication and dissemination actions of the project. Although some actions and target audiences may be the same, it is important to distinguish between dissemination and communication.

- Dissemination aims to communicate the results of the different Work Packages, i.e., the results of the project. It aims to maximise the impact of the results, so the people targeted must be likely to be interested in these results.
- Communication is more global and concerns the whole project. Communication activities are intended for a wider audience, as they are less focused in one area. Anyone coming across a project communication material should be able to understand the project, so simple vocabulary should be used (unlike dissemination, where more technical vocabulary may be used).

Results of the project that are considered public will be circulated, in the most understandable way possible.

### 2.1 Target groups

For the Food-scalEUp project to have the best possible impact and for all objectives to be achieved, it is essential to define a target audience, to which the messages will be addressed.

Understanding clearly and distinctly who our audience is (who they are, where they are, what their needs and characteristics are...) is an essential part of the communication and dissemination plan. These elements will enable us to draw up typical portraits of our audience, to which we can address the best possible messages.

We decided to distinguish our audience into 2 target groups:

- Primary targets are those directly identified, key stakeholders (especially in the target groups of WP1, WP2 and WP3). The aim is to involve these different stakeholders as much as possible in a sustainable way.
- Secondary targets are not the targets we want to reach directly. However, they are stakeholders who might be interested in the results or different actions of the Food-scalEUp project.

Within the primary targets, we have identified 4 profiles:

- Managers of acceleration programmes, addressing digital solutions for agri-food, beyond the consortium, for example:
  - Agri-food accelerators (Agrifood Rockstart, Smart, Agrifood Impact, Accelerator, EIT Food, Accelerator Network, ToasterLAB...)





- Female entrepreneurship / acceleration programmes (EIT Food-Empowering, Women in Agrifood, Female Founders-GROW F, FemGems Club...)
- Accelerator programmes, not sector specific, in emerging and moderate innovation regions such as CEU iLab and Design Terminal
- Start-ups and SMEs providing digital-based solutions for the agri-food sector with scale-up potential
- Business acceleration and growth policy makers
- Business acceleration investors

And within secondary targets can be identified 2 profiles:

- Networks, platforms, for example: Women TechEU, EEN, European Cluster Collaboration Platform, EIT, SS4AF...
- Public at large, including:
  - Agri-food industry in project regions
  - RTOs & living labs in Europe
  - European cluster community

We don't want to discriminate between the different audiences we target. As far as the communications produced as part of the project are concerned, we try to be representative and not discriminate against any group (no discrimination based on gender, socio-economic factors or ethnic appearance). We want our communication to be as inclusive as possible, without offending anyone.

## 2.2 Key messages

Messages will be adapted according to the targets mentioned above as:

- When addressing them, we may not have the same objective, impact expected on the project activity.
- Wording has to be adapted to make it attractive and understandable

Table 2. Food-scalEU target groups, key messages & channels

Target groups	Key messages	Channels
Managers of acceleration programmes, addressing digital solutions for agri-food beyond the consortium (Agri-food accelerators, female entrepreneurship / acceleration programmes, Accelerator programmes...)	<ul style="list-style-type: none"> <li>● Food-scalEU provides opportunities to share knowledge and learn from other accelerators, establish connections and expand contact networks</li> <li>● By participating in Food-scalEU activities, accelerators will get to know ways to improve their business acceleration services and their impact</li> </ul>	<ul style="list-style-type: none"> <li>● Direct communication through mailing, workshops (WP2) and meetings, final event</li> <li>● Virtual forum (T2.1)</li> <li>● Project website</li> <li>● Partners' websites</li> <li>● Project social media</li> <li>● Partners' social media and newsletter</li> </ul>



	<ul style="list-style-type: none"> <li>• Food-scalEU will provide recommendations about how to design and adapt improved business acceleration services, that other accelerators can exploit for the benefit of their own ecosystems</li> </ul>	<ul style="list-style-type: none"> <li>• European Cluster Collaboration Platform (ECCP)</li> <li>• EEN</li> </ul>
<p>Start-ups and SMEs providing digital-based solutions for the agri-food sector with scale-up potential</p>	<ul style="list-style-type: none"> <li>• Food-scalEU implements new and improved acceleration services fostering the growth chances of start-ups and SMEs</li> <li>• Food-scalEU facilitates business growth not only in the region but internationally, and helps to meet investors and collaborators in European innovation hubs</li> </ul>	<ul style="list-style-type: none"> <li>• Direct mailing</li> <li>• Project website</li> <li>• Partners' websites</li> <li>• Project social media</li> <li>• Partners' social media and newsletter</li> <li>• Contact network of project partners (e.g., through participation in other EU projects)</li> <li>• EASME channels</li> <li>• SS4AF website</li> <li>• Thematic Smart Specialisation Platforms</li> <li>• EEN</li> </ul>
<p>Business acceleration and growth policy makers</p>	<ul style="list-style-type: none"> <li>• Food-scalEU provides opportunities to exchange good practices and knowledge and establish connections with other policy makers</li> <li>• Food-scalEU will provide recommendations about how to develop policies to improve business growth</li> </ul>	<ul style="list-style-type: none"> <li>• Direct mailing, workshops (WP2) and meetings, final event</li> <li>• Project website</li> <li>• Partners' websites</li> <li>• Project social media</li> <li>• Partners' SoMe and newsletter</li> <li>• Contact network of project partners (e.g., other EU projects)</li> <li>• EASME channels</li> <li>• SS4AF website</li> <li>• Thematic Smart Specialisation Platforms</li> <li>• EEN</li> </ul>



<p>Business acceleration investors</p>	<ul style="list-style-type: none"> <li>• Food-scalEU provides opportunities to identify new start-ups and SMEs with high growth potential, which will be exploited through a whole set of highly added value services</li> </ul>	<ul style="list-style-type: none"> <li>• Direct mailing</li> <li>• Project website</li> <li>• Partners' websites</li> <li>• Project social media</li> <li>• Partners' social media</li> <li>• Contact network of project partners (e.g., other EU projects)</li> <li>• EASME channels</li> <li>• SS4AF website</li> <li>• Thematic Smart Specialisation Platforms</li> <li>• EEN.</li> </ul>
<p>Networks, platforms (Women TechEU, EEN, ECCP, SS4F...)</p>	<ul style="list-style-type: none"> <li>• Food-scalEU will provide information about new business acceleration services that other networks can spread to their own members</li> </ul>	<ul style="list-style-type: none"> <li>• Direct mailing</li> <li>• Project website</li> <li>• Partners' websites</li> <li>• Project social media</li> <li>• Partners' social media and newsletter</li> </ul>
<p>Public at large, including Agri-food industry in project regions, RTOs &amp; living labs in Europe, European cluster community...</p>	<ul style="list-style-type: none"> <li>• Food-scalEU will keep updated a large public about last business acceleration services development to ensure people are aware of project activities</li> </ul>	<ul style="list-style-type: none"> <li>• Project website</li> <li>• Partners' websites</li> <li>• Project social media</li> <li>• Partners' social media and newsletter</li> <li>• European Cluster Collaboration Platform (ECCP)</li> <li>• Contact network of project partners (e.g., other EU projects)</li> <li>• EASME channels</li> <li>• SS4AF website</li> <li>• Thematic Smart Specialisation Platforms</li> </ul>

## 2.3 Tools, channels and platforms

To promote the project and get the right messages across to the right targets, we have defined several communication channels that we will exploit. We have chosen to group them into two categories: online communication tools, and offline communication tools.

**Success of communication, exploitation and dissemination will rely on investment of partners in sharing content to feed DECP tools such as articles on events, accomplished deliverables & task.**

### 2.3.1 Online communication tools

#### 2.3.1.1 Websites

Websites are showcases that can have a broad outreach and be used as repository of documents/reports, as well promotion of activities.

2 pages have been created for the project (website & ECCP) and we will also rely on additional support websites of EEN and SS4AF, as well as on the corporate websites of the project partners.

#### Food-scalEU website

[A website has been created](#) to showcase the Food-scalEU project.

It has been designed in coordination with all the other communication actions of the project and in compliance with the GDPR regulation currently in force.

Different tabs (about 10) have been developed to allow different target groups to easily find the information they are looking for on the website and designed to be easily and regularly updated, according to the project news.

The tree structure of the website is composed of different sections:

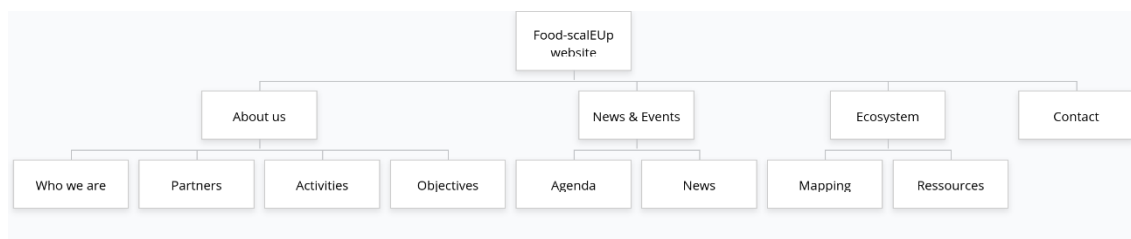


Figure 1. Website tree structure

The sub-sections of the website are on the same page as the parent sections. For example, the "About Us" section is a single page, with several sections in it, as in the example below:



Figure 2. Example of a web page

English has been chosen as the language of the website as the project is on a European scale, and English is the reference language used by all project partners, as well as the project's official language.

This website was developed in the first 6 months of the project by INA. From M7 onwards, VAL picked up the finalisation of the website and oversees feeding and maintaining the website till the project ends. FVNL has also given access codes for the website (as co-leader of the task to support of VAL when needed).

To provide content for the "Agenda" and "News" sections of the website, VAL has provided a template that centralises the main information needed to put an event online (title, date, times, speakers, people to contact if you need more information, etc.). These documents are accessible to all partners in the project's shared SharePoint.

### ECCP website

A profile has been created on the ECCP website, which is handled by European Commission to promote European clusters and partnerships.

It is expected by this means to:



- Gain visibility, especially towards international clusters and companies that are registered on the platform.
- Gain credit to the Food-scalEU project, especially among policy makers (decision makers in clusters, regions, countries...).

In addition, the ECCP social networks will regularly relay the news of the projects referenced on the platform on the social networks. This can therefore be an additional relay to make the Food-scalEU project known to a larger audience.

VAL will oversee posting in parallel to project website, announcement on project activities & press releases.

### **SS4AF website**

Food-scalEU project is connects and materials with [Smart Sensors 4 Agri-food \(SS4AF\) partnership](#) shares, for communication and dissemination purposes, as it emanates from SS4AF.

It is expected by this mean to:

- Gain visibility towards the partnership regular members (currently 21, spread over 17 regions across Europe) and other S3P networks
- Reach out to the existing community of SS4AF, which exist since April 2017, to support agri-food companies in their transition to Industry 4.0

FVNL oversees the sharing of materials with SS4AF. FVNL will also be in contact with the SS4AF (if necessary, FVNL can call on VAL, particularly for communication materials). FVNL should contact Head of the established office (currently, Veerle De Graef, from Flanders Food). As an alternative or complementary, the Chair and Vice Chairs of can also be contacted (currently Simon Maas, from Agri Food Capital and Ana Felgueiras, from Clusaga, respectively).

### **EEN website**

The Food-scalEU project will connect with EEN to promote and combine events, whenever relevant and possible.

As WP leader, FVNL will be in charge of contacting the EEN referent in its country to promote the project. If needed, partners will be able to rely on the EEN referent(s) of their country to promote/organise events in the framework of the Food-scalEU project.

FVNL is encouraged to rely on EEN for the organisation of the final event in Wageningen.

### **Social Media**

Social networks have become essential tools for project communication and dissemination of results allowing:

- To embark stakeholders by sharing about the project, its deliverables, results, and activities.
- To reach a large audience. Regardless of the typology of the target groups mentioned above, all target groups have a presence on social networks today.
- To have a direct interaction with the different audiences



Most common social medias are LinkedIn and Twitter. For this project, we chose not to make a Twitter account. We prefer to focus on one platform, and LinkedIn seems to be the most suitable for this project allowing to reach a large and relevant target. In addition, we see several advantages of LinkedIn, unlike Twitter:

- LinkedIn is a purely professional network. It will therefore allow us to reach more varied targets than Twitter, and more quickly
- It is possible to make longer posts on LinkedIn, which allows us to develop certain aspects of the project more
- Most organisations and EU projects have a LinkedIn account/page, unlike Twitter.

### LinkedIn page

LinkedIn had been chosen as the means of communication on social network to be used for the project. A [Food-scalEU project's page](#) has been created where followers can register, find news about the project and reshare them.

Project partners will not need to create content, they can re-use and adapt the content provided and uploaded on the Food-scalEU project page. However, all partners are welcome to create content (as long as it respects the project's graphic charter). Partners can (and are encouraged to) post in their national languages, to give more visibility and impact to the project on a national scale.

/!\ On LinkedIn, several options are available for making a post:

- Repost (from the Food-scalEU project page)
- Repost with your thoughts (from the Food-scalEU project page)
- Start a post (from the partner organisation page)

In order for posts to be counted in the KPI, partners must repost with their thoughts and add-ups or start a post. **Simple reposts will not be counted in the social network KPI.** To re-share posts, partners can do so from their personal LinkedIn account, or from their company account. The following table summarises the posts that can or cannot be included in the project KPIs:

Table 3. LinkedIn posts that can be included in the KPIs

	LinkedIn company account / page	Personal LinkedIn account
Repost	X	X
Repost with your thoughts	✓	✓
Start a post	✓	✓

If partners wish their posts to be relayed on the project's LinkedIn, they must at least mention the Food-scalEU project's LinkedIn account. In this way, the administrators of the page, managed by VAL, will be able to relay the partners' posts.



If require, a YouTube channel will also be created to host videos partners may make related to the project using their own budgets, when available. Videos can also be integrated on different websites (project website, ECCP website, social networks, partners' corporates websites, etc.).

VAL will oversee the LinkedIn & YouTube account management and their posts. FVNL has also be given access codes (as co-leader of the task to support of VAL when needed).

### 2.3.1.2 Templates

Templates for support materials are produced to ensure homogenous communication between partners.

These include editable version of:

- Presentation of the project in PPT
- Deliverable template
- Word template
- PPT template
- Banner for events template

VAL oversees the production of the editable versions from M7 onwards. The partners are free to create their own communication materials, as long as they respect the project's graphic charter.

### Direct mailings

Direct e-mail contacts with targeted audiences are an additional communication and dissemination tool. They are the responsibility of the partners, who will communicate from their own professional mailboxes.

### 2.3.1.3 Regional take-up webinars

These events are oriented to promote Food-scalEU project results and will be organised to foster the transfer of project outputs to regional representatives of target groups.

Each partner is expected to organise one event.

FVNL will oversee the good planning of those events by partners and share a guide for these events. VAL will provide a template of a banner for partners to promote the event. The organisation of the events themselves are the responsibility of each partner.

After each event, organising partners will provide VAL with an article on the event to allow promotion of event participation before or after it took place. The article must be between 500 and 3000 words long and must be accompanied by a title and at least 1 photo. To write articles, "[Tips & tricks](#)" are available on the European Union website.

To centralise information about articles from the various events, VAL has provided partners with a template, which they can fill in with the main information about the event (title, textual content, photos, contact person for more information, etc.). This document is available in the project's SharePoint and is accessible to all partners.





/!\ Each time project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda.

## 2.3.2 Offline communication tools

### 2.3.2.1 Participation to events

Partners are expected to promote the project at relevant events, at regional and national levels, at least through a banner or leaflet distribution and ideally through an oral presentation or booth (at the own expense of the partner). Two main audiences are targeted, and expected to be reached on:

- Business events (2 events to be attended per partner) which focus on entrepreneurship or business growth
- Wide reaching, non-specialist events (2 events to be attended per partner) addressing non-specialist on acceleration audiences

The events in which you can intervene and represent Food-scalEU are:

- Events organised by your own organisation (open to your members and/or the general public)
- Events in which your organisation participates (open to the public)

After each event, organising partners will provide VAL with an article on the event to allow promotion of event participation before or after it took place. The article must be between 500 and 3000 words long and must be accompanied by a title and at least 1 photo. To write articles, "[Tips & tricks](#)" are available on the European Union website.

To centralise information about articles from the various events, VAL has provided partners with a template, which they can fill in with the main information about the event (title, textual content, photos, contact person for more information, etc.). This document is available in the project's SharePoint and is accessible to all partners.

/!\ Each time the project is represented, the project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda and number of participants.

### 2.3.2.2 Organisation of events

A final take-up event will be organised to present and foster the transfer of the project results to the target groups. It will take place in Wageningen, NL, as a place for food related innovation. Local agrifood accelerators will be involved in the form of visits and/or presentations.

The final event will also be a face-to-face consortium meeting and will be the opportunity to present project results and accelerator services built in WP3, as well as lessons learned. If possible, the event will take place in accordance with an existing event (such as F&A Next or other international) to attract international stakeholders.

Its organisation is the responsibility of FVNL. VAL will assist FVNL with the communication aspects (creation of communication supports, communication on the event on social media and project website) and all partners will contribute.

### 2.3.2.3 Press releases

Press releases are communication tools to reach out to press professionals. The purpose being to inform the media about the project, its activities and news.

Throughout the project, several press releases will be written at different times. Responsibility of writing them belong to partners according to an agreed schedule. More information on press releases is available in section "[4.2 Key Performance Indicators](#)".

VAL will review the final document layout and ensure it is in line with editorial line of the project and then share the final version with all partners as well as project communication and dissemination channels.

### 2.3.2.4 Printed materials (roll-up, brochure...)

The communication materials have been elaborated by VAL with a final approval by FVNL and the project coordinator. They will be prepared in English and made available to partners to print (within their available budgets):

- A roll-up
- An A4 brochure
- An A3 poster

If the dimensions of the roll-up do not suit the partners, VAL is at their disposal to modify the dimensions of these supports so that they suit the partners best.

The partners are responsible for the printing of the different materials. They may as well:

- Create additional communication materials (at their own expense). However, they must share them for approval to VAL & FVNL (a minimum of 5 working days needed for validation).
- Adapt material to their own language (at their own expense). VAL will work with the partners to ease the process (a minimum of 5 working days needed for support).

### 2.3.3 Promotion on partners channels

All partners are required to communicate on Food-scalEU project via their own usual communication channels: website, social networks, newsletters and events to relay activities and communication produced within the Food-scalEU project (press releases & articles, promotion material of project events at least) as regularly and quickly as possible by the partners.

Also, as soon as they participate in an event within the framework of the Food-scalEU project, partners must inform VAL. By this mean VAL will be able to communicate on project channels.

## 2.4 Scheduling and implementation actions

The following schedule of communication is based on Work Packages tasks however, the communication actions of the Food-scalEU project will not be limited to the actions



listed below. This table is given as an indication only and additional actions will be added along the project life.

All figures can be consulted in the section "[4.2 Key Performance Indicators](#)".

Table 4. Food-scalEUp relevant content

Work Package	Relevant content	Date
WP1	Results of the WP1 (Analysis of ecosystem)	M5
WP2	Results of the WP2 (Virtual forum)	M8
WP3	Results of the WP3 (Business acceleration service portfolio)	M14
WP3	Results of the WP3 (Recommendations for business acceleration providers)	M24
WP3	Results of the WP3 (Recommendations for policy-makers involved in acceleration and business growth)	M24
WP4	Key Stakeholders database	M12
WP4	Final Event (Wageningen)	M24
WP4	Periodic post to entertain the project activity	M1 – M24

## 2.5 Visual identity

A visual identity is essential for easy recognition of the project and consists of a logo and selection of colours to be used. One should be able to identify at first glance the project to which it refers.

The logo is round in shape, just like the logo of SS4AF, the S3 platform in which the Food-scalEUp project is part. A gradient from red to blue was chosen. Red is a colour associated with ambition, but above all it pushes people to take action. This is what the Food-scalEUp project wants to stimulate, we want to engage target groups to take part in the project. The gradient towards blue conveys comfort and security. The two colours chosen are to reflect the ambition of the Food-scalEUp project: to bring people together, to encourage them to take up the subject of food acceleration, while showing them that they can have confidence in the project.

To ensure that the logo can be adapted to all possible media, various combinations are available [in Annex](#).



Figure 3. Food-scalEUp logo

### COLORS

RED 0C 80M 85Y 0K / 233R 79G 45B  
 LIGHT BLUE 30C 10M 7Y 0K / 189R 212G 229B  
 DARK BLUE 60C 20M 10Y 0K / 108R 171G 208B

Figure 4. Main colours of the project

For official documents, the font used is Arial. Arial is one of the most widely used fonts by businesses and the general public. The neutrality of its characters makes it easily readable.

## 2.6 EU communication requirements and use of data

### 2.6.1 EU Communication requirements

The Food-scalEU project is part of the European Horizon Europe programme. All communication activities related to the Food-scalEU project (conferences, seminars, information material (brochures, leaflets, posters, presentations...), electronic form, social networks...) must be accompanied by:

- The European emblem, which should always be appropriately highlighted



Figure 5. EU emblem

- Must include the following disclaimer:

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMES Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.*

### 2.6.2 Privacy and use of personal data

The GDPR governs how we can use, process and store personal data. It entered into force on May 25, 2018, and applies to all public/private economic operators, established in the EU or outside the EU. It is the competence of the national authorities established in each Member State to control the application of the GDPR at national level.

On the European Commission's webpage, you can find more information on EU data protection rules and on the application of the GDPR for businesses and organizations.

In the framework of the Food-scalEU project, CLU (as the project coordinator) and the project partners are responsible for the processing of the data.



### 2.6.2.1 What is processing?

According to the European Data Protection Board (EDPB) (an independent European body contributing to the application of data protection rules within the European Union), personal data is "any information relating to an identified or identifiable natural person [...] a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity".

Personal data is therefore any information relating to an identified or identifiable person (name, email, address, telephone number, image, location data, physical characteristics, etc.).

### 2.6.2.2 Purpose of the processing of personal data

Processing refers to any operation on personal data, such as collecting, recording, storing, using, organizing, combining, disclosing, transferring, erasing...

Example: collection of customer data, registration of participants to events, use of customer database for sending a newsletter...

The personal data collected will be specific to our activity and will be used only for the Food-scalEUp project. This data will not be used for commercial contracts / financial transactions. The data collected will be specific to our activity.

### 2.6.2.3 What data do we process?

Within the framework of the Food-scalEUp project, we will be led to collect several personal data (first and last names, email addresses, phone numbers...). These data also concern the results of projects conducted in connection with the Food-scalEUp project, the deliverables produced, the dissemination, the proposals...

As far as statistics collected throughout the project are concerned, they will be collected in an anonymous way.

### 2.6.2.4 How we deal with it in the Food-scalEUp project

CLU, as coordinator of the project, is responsible for the protocols for all aspects of the data. A Data Management Plan (DMP) will be created and made available to the partners in WP5. A new, updated version of this document is available on the project's SharePoint.

In the project, all Work Packages are concerned with data collection.

### 2.6.2.5 Consequences of non-compliance

In case of non-compliance with the RGPD, CLU and the project partners are exposed to legal sanctions that may be issued by the DPA (Data Protection Authority).



### 3 Stakeholder outreach and engagement strategy

To disseminate the results of the Food-scalEUp project as widely as possible, we will create synergies with other European projects, but also with new stakeholders. Regarding the chosen strategy, FVNL (in coordination with the Work Packages leaders) is in charge of disseminating the results to different stakeholders:

- On the one hand to the coordinators of other projects selected in the same call as Food-scalEUp ([HE EIE SCALEUP](#))
- On the other hand, with new stakeholders, which will result from task T4.2, of which FVNL is the leader

The aim of the EIE SCALEUP call is to increase the development potential of European companies. The connectivity of networks within and between innovation ecosystems has become essential and contributes greatly to sustainable business growth. An ecosystem focused on meeting the concrete needs of companies helps them to expand at European and global level and accelerate their growth.

This call aims to strengthen and expand cooperation between innovation actors to better support the next generation of innovative companies whose solutions will enable a more competitive EU and a more sustainable, inclusive and resilient world.

The actions in this call will help innovation ecosystems to help companies better sustain their growth and gain new competitive advantages. By actively engaging in their local, national and European networks, companies can increase their overall growth potential.

#### 3.1 Synergies with other European projects

The Food-scalEUp project, like the HIGHFIVE project, stems from the Smart Sensors 4 Agri Food (SS4AF) partnership. SS4AF aims at setting up a platform between agri-food electronic/IT cluster organisations and other stakeholders, to lower the barriers for agri-food companies to access and implement the newest smart electronic systems and to enable the IoT transition of the agri-food industry.

We have chosen to create synergies with the HIGHFIVE project and the SS4AF partnership throughout the duration of the project.

These synergies can (and have) taken several forms: joint meetings between the 2 project partners and the members of the SS4AF partnership, presence and representation of these 2 events at trade fairs and events, etc.

#### 3.2 Synergies with stakeholders

As a leader of T4.2, FVNL will define the detailed methodology, in agreement with contributors (all partners), to identify relevant organisations covering different acceleration stakeholder types in Europe and beyond. FVNL will approach stakeholder outreach in four phases, using its existing digital database (FoodLeap) and including an exploitation plan (T4.4) as the final phase. The main objective will be to build upon the deliverables from WP1, identify new stakeholders (European and Global) and build digital database, expand database and identify actions for improvement, and with



thorough exploitation strategies to create relevant long-term synergies with stakeholders. The methodology will include details on the following phases:

- Phase 1 Aligning taxonomy
- Phase 2 Building digital database
- Phase 3 Expand database and outreach
- Phase 4 Exploitation

Table 5. Food-scalEU stakeholder outreach strategy

Phase	Activities
<b>Aligning taxonomy (Done)</b>	<ul style="list-style-type: none"> <li>• Mapping/aligning taxonomy and stakeholder descriptions from WP1 with FoodLeap database and Food-scalEU virtual platform (WP2)</li> </ul> <p>Ensuring all parameters are complete and match for all actors that will be added on the virtual platform</p>
<b>Building digital database (In progress)</b>	<ul style="list-style-type: none"> <li>• Uploading inventory of WP1 on the digital database</li> <li>• Uploading FVNL database of accelerator programs</li> </ul> <p>Identifying gaps in acceleration actor database for improvement</p>
<b>Expand database and outreach (In progress)</b>	<ul style="list-style-type: none"> <li>• Approach actors that were identified in gap analysis</li> <li>• Scouting accelerator programs outside of the EU starting with EU countries not involved in the consortium</li> <li>• Updating database on the virtual platform with new information and consent from new actors approached</li> </ul> <p>Use communication platforms (including those outlined in this document) for outreach</p>
<b>Exploitation</b>	<p>An initial exploitation plan overview can be found in the Initial exploitation plan section of this report</p>



## 4 Monitoring methodology

The main objective of the monitoring methodology is to ensure that all communications made within the project are of high quality and aligned with the previously presented communication strategy. To ensure that all partners are actively involved in promoting the project, certain Key Performance Indicators (KPI) are to be achieved. To ensure that all partners achieve these KPI, FVNL and VAL, as co-task leaders, will set up a regular monitoring of the promotion of the project that is done.

### 4.1 Internal communication

Every last Tuesday of the month, the partners of the Food-scalEU project meet for a monthly meeting. This meeting is compulsory for all partners and is an opportunity to discuss all Work Packages.

Every month (every first Tuesday of the month for example), the FVNL and VAL teams will meet. This meeting will be an opportunity to exchange ideas between the co-leaders of “T4.3 – Implementation of dissemination and communication actions”.

During this meeting, the partners will discuss the key performance indicators (presented below), as well as the future communication actions planned for the month. If for any reason the meeting cannot be held on the chosen day, FVNL and VAL shall make every effort to ensure that the meeting is held in the week originally scheduled.

### 4.2 Key Performance Indicators

To ensure the visibility of the project and to maximise its impact, we have several Key Performance Indicators to achieve.

All partners will work together to achieve all the Key Performance Indicators listed below.

- CLU developed monitoring tools after what FVNL will monitor those tools to follow on KPI (except 2 linked to the website and social media accounts of the project, that VAL will oversee).
- FVNL will oversee regularly following up all the partners to make sure that the different objectives are achieved.
- Each partner will then be responsible for filling in the table with the Key Performance Indicators for their organisation and together with saving proof linked to it (if relevant).

These are presented in the table below:





Table 6. Food-scalEU KPI

Support	KPI	Responsible partner for monitoring	Contributors
<b>Website</b>	Visitors > 5.000	VAL	Project partners
	100-150 views/month (of the targeted pages)		
	Number of post published (including news): 40		
<b>Specialist press</b>	At least 8 press release	FVNL	
<b>Mainstream press</b>	4 press release	FVNL	
<b>Press</b>	Number of mainstream journalist known and addressed by our consortium > 50	FVNL	
<b>Social Media</b>	Number of LinkedIn post > 250	VAL	
	LinkedIn followers > 300		
	Number of LinkedIn reactions > 7000		
<b>Business events</b>	2 event per partner	FVNL	
<b>Wide-reaching, non-specialist events</b>	2 regional/national events per partner	FVNL	
<b>Final take-up event</b>	Participants at final take-up event > 80 Participants at regional final events > 20 (total of 220 participants)	FVNL	

### 4.2.1 Website

To ensure that the website's KPI are being met, tracking using Google Analytics will be set up and implemented. Google Analytics is a free website and application analytics service used by more than 10 million websites, or more than 80% of the global market.



Monitoring was set up on the website on 10 May 2023. All visits have been counted since that date.

VAL, in collaboration with the web agency developing the website, will be responsible for setting up this monitoring.

VAL will also be responsible for writing the contents of the website pages. The contents written by VAL will be "showcase" contents, i.e. they will present the project. If the partners wish to make changes, they will have to talk about it during the monthly meetings, and the partners will have to give their agreement to modify the contents

### 4.2.2 Press (Specialist & Mainstream)

During the project, at least 8 press releases should be written and disseminated by the project partners. The table below summarises the themes of the different press releases. The table also shows the partners in charge of writing the press releases, as well as the dates on which all the members of the consortium will have to communicate.

As part of GDPR we may not share the details of our press contact within the partnership. Therefore, partners have agreed to certify after each press release dissemination activity a precise number of press contacts that have received the press releases (we are talking here about the number of contacts, which may be different from the number of structures).

/!\ European projects can be monitored up to 5 years after the end of the project. All partners must be able to justify until 31/09/2029 that they have sent the press release to the press contacts.

Table 7. Food-scalEUUp Press Release

Theme	Partner in charge of the drafting	Availability of the PR
<b>Launch / start of the project</b>	VAL	M8
<b>Results of WP1</b>	VAL (as WP leader)	M8
<b>Results of WP2</b>	AFC (as WP leader)	M16
<b>Results of WP3</b>	CTRIA (as WP leader)	M14 M21
<b>Recommendations for business acceleration providers</b>	CEIN	M24
<b>Recommendations for policy-makers involved in acceleration and business growth</b>	CEIN	M24
<b>Final event in Wageningen</b>	FVNL	M23
<b>End of the project</b>	FVNL	M24



Of the 8 press releases below, 4 press releases should also be sent to the mainstream press:

- Launch / start of the project (VAL)
- Recommendations for business acceleration providers & policy-makers involved in acceleration and business growth (CEIN)
- Final event in Wageningen (FVNL)
- End of the project (FVNL)

Partners in charge of writing press releases should therefore ensure that their press releases are accessible to the general public.

### 4.2.3 Social Media

To ensure we reach all Social Media, KPI by the end of the project, we have made a timetable that outlines the communication actions to be taken by partners. [This is available in the Annex](#) (delay taken since the beginning of the project is considered in planning).

FVNL, as Work Package leader, should regularly remind all partners to invite their networks to follow the project page. This reminder can for example be done in the monthly meetings, which gather all the project partners.

VAL will oversee follow up of statistics of LinkedIn page of Food-scalEU. Each partner will have to fill in the table for the actions they have carried out. VAL is only responsible of adding up individual filled information on the main KPI follow up table for the Food-scalEU page.

### 4.2.4 Events

Food-scalEU foresee 11 events to be organised within the partnership:

- 1 final take-up webinars organised by FVNL
- 10 regional take-up webinars, 1 organised per partners

As well as participation by partners to 40 events:

- 2 Business events per partners
- 2 Wide-reaching, non-specialist events per partners

As Work Package leader, FoodValley will keep the overview of all the events organised and the events the partners have participated. To keep track of all events, the partners should fill in the "Events" tab in the KPI Excel ([Figure 12](#)).

### 4.2.5 Further indicators

This document presents only part of the key performance indicators. If further statistical data is to be produced, this will be the role of FVNL, as the Work Package leader.

## 4.3 Follow-up tools for reporting

An excel document has been initiated by CLU and developed further to fit the needs of the WP by VAL & FVNL.



Food-scaleUp communication activities		Reporting period:	WHO - Target audience Reached (mark with a cross 'X' those that apply)													HOW - Communication Channel										
Activity ID	Communication Activity Name	Description of the activity (max. 250 characters)	Other	Coordinator	EU audience	Industry partners	Business	International organisations (EU, WHO, UNICEF, etc)	Research	Local authorities	Business partners	Regional authorities	Research community	Quantify output (if applicable)	Exhibition	Workshop	Public events	Workshop	Other	Podcast	Webinars	Zoom/Meet	Facebook	LinkedIn		
1																										
2																										
3																										
4																										
5																										
6																										
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49																										
50																										

Figure 6. Excel sheet for reporting on communication actions

The different tabs of the spreadsheet are available [in Annex of the document](#) or [in the SharePoint project](#).

All project partners must ensure that they regularly fill in this Excel spreadsheet. As WP leader, FVNL role is to remind the partners to fill in this Excel spreadsheet.



## 5 Initial exploitation plan

The main objectives of Food-scalEU exploitation activities are to:

- Ensure partners implement improved business acceleration services as a result of the project
- Ensure other European business acceleration providers are aware about the project results and are open to adapt and adopt recommendations for the improvement of their acceleration services
- Foster that regional policy makers are aware about the business acceleration and growth recommendations resulting from the project and consider how these can be applied in their respective regions
- Ensure that the legacy of the project (the forum, the resources created) is taken forward by relevant initiatives such as the SS4AF partnership.

To ensure results of the project are clearly identified and amplified, FVNL will draw up a final exploitation plan that will ensure durability after the project ending in M24. FVNL will receive input from all partners on further collaboration and implementation of results in daily working.

Yet, preliminary potentially exploitable results have already been identified, namely:

- A methodology for acceleration mapping (WP1)
- A methodology for creation and management of knowledge exchange peer learning groups and virtual forum (WP2)
- Business acceleration services portfolios; recommendations for the development of new/ improved business acceleration services in emerging and moderate regions (WP3); recommendations for business growth and acceleration (WP3)

FVNL will:

- Identify key exploitable project results
- Create plan for exploitation, including outline of activities each partner will perform according to relevant project results
- Invite relevant external stakeholders outside the consortium for suggestions
- Scale learnings from WP2 and WP3 to improve accelerator programmes
- Create way of working to increase synergies for matchmaking between accelerator demand and supply (organisations with potential to uptake project results based on database built in T4.2) at EU level to start with



## 6 Conclusion

The above DECP as a whole presents a tangible and solid communication strategy for the Food-scalEU project. The above objectives are achievable. However, the project partners will have to work together and hand in hand to achieve the objectives.

The Work Package leader will have to remind the partners regularly that they have targets to achieve, to ensure that all targets are met by the end of the project. Each partner is responsible for its own communications and must ensure that it communicates in a timely manner in order to give maximum visibility to the project.

In such a European project, **all communication actions are important.**

This DECP is obviously an indicative document and may be modified in the coming months. This tool is intended to serve as a reference and may be subject to modification. All partners will be informed of any changes.

## 7 Annexes

### 7.1 Food-scalEU logo variations



Figure 7. Food-scalEU logo in black & white

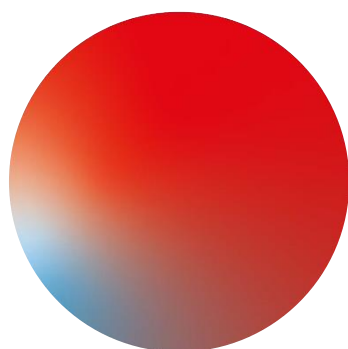


Figure 8. Gradient of the Food-scalEU logo

### 7.2 Social media calendar

#### Food-scalEU communication

From 01/04/2023 to 31/08/2024 (74 weeks, 17 months)

Objective : 250 posts on LinkedIn

Food-scalEU account	
1 post per week	74
Remaining posts to do	176

Partners' account	
Number of partners	10
1 post per month	170

<b>TOTAL</b>	<b>244</b>
Remaining posts to do	6

Figure 9. Food-scalEU LinkedIn calendar



For the project, we have a target of 250 posts. If we take the period from 1 April 2022 to 31 August 2023, that's 74 weeks, or 17 months.

=> By posting at least once a week on the Food-scaleUP project page, we have 250 posts to make - 74 posts corresponding to the 74 weeks, which gives us:  $250 - 74 = 176$  posts left to make.

In the Food-scaleUP project, we are 10 partners. If each partner posts at least once a month on the project, we have:  $10 \text{ partners} \times 17 \text{ months} = 170$  posts

=> By adding up 74 posts made on the Food-scaleUP project page and the 170 posts to be made by the partners, we arrive at 244 posts. Our target is 250.

To reach the 250 posts, we would still have 6 posts to make. We are thinking of doing these posts at the time of the events organised by the Food-scaleUP project. For example, FVNL will organise the final event in Wageningen. Part of these 6 posts could for example promote this event.

## 7.3 Excel sheets for reporting on communication actions

1 Food-scaleUP communication activities	Reporting period:		WHO TO REPORT ON THESE ACTIVITIES (mark with a cross 'X' those that apply)																FREV - Communication Channel		Outcome	Status of the activity		
			Facebook	Twitter	LinkedIn	YouTube	Website	Podcast	Newsletter	Webinars	Workshops	Conferences	Seminars	Workshops	Workshops	Workshops	Workshops	Workshops	Workshops	Workshops			Workshops	Workshops
Activity #	Communication Activity Name	Description of the activity (max. 200 characters)																						
2																								
3																								
4																								
5																								
6																								
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38																								

Figure 10. Template for communications actions





1 Food-scalEU dissemination activities Reporting period:																						
2 List the dissemination activities carried out in the context of the project. Include dissemination activities mentioned in the proposal and new ones.																						
3 WHO - Target audience Reached (mark with a cross 'X' those that apply)																						
4 Activity Number	Dissemination Activity Name	WHAT - Type of dissemination activity	WHY - Description of the objective(s) with reference to a specific project output (max 200 characters)	Research community	Industry/business partner	Academy	Academy	Academy/organisation (ERA/ERC etc)	EU Authorities	Research networks	Regional authorities	Local authorities	Other sector organisations	Other	Specific user group	Other	Total No. of participants	Date	Arranged by	Countries represented	Status of the dissemination activity	
5	1																					
6	2																					
7	3																					
8	4																					
9	5																					
10	6																					
11	7																					
12	8																					
13	9																					
14	10																					
15	11																					
16	12																					
17																						
18																						
19	Estimated number of people reached through dissemination activities during reporting period																					
20	Activity Number	Change	AFC	CEIN	CTRIA	FPI	FVNL	VAL	Total													
21	1																					
22	2																					
23	3																					
24	4																					
25	5																					
26	6																					
27	7																					
28	8																					
29	9																					
30	10																					
31	11																					
32	12																					
33	13																					
34																						

Figure 11. Template for dissemination actions

1 Participation in external events Reporting period:																					
2 WHO - Target audience Reached																					
3 Event Number	Event Name	Date	Place	Organised by	Partner/s who participated	Research community	Industry/business partner	Academy	Academy	Academy/organisation (ERA/ERC etc)	EU Authorities	Research networks	Regional authorities	Local authorities	Other sector organisations	Other	Specific user group	Other	Level of the event	Total No. of participants (if known)	
4	1																				
5	2																				
6	3																				
7	4																				
8	5																				
9	6																				
10	7																				
11	8																				
12	9																				
13	10																				
14	11																				
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19	16																				
20	17																				
21	18																				
22	19																				
23	20																				
24																					

Figure 12. Template for external events

1 Food-scalEU website - for completion by VALORIAL only								
2 Reporting period:								
3		Month xx	Month xx	Month xx	Month xx	Month xx	Month xx	Total at end of project
4	Published posts including news							
5	Films							
6	Tools/documents for download (specify which)							
7	...							
8	Unique visitors							
9	Average page views per visit							
10								
11								

Figure 13. Template for website reporting



	A	B	C	D	E	F	G	H	I
1	<b>Food-scaleUp social media posts and exposure - for completion by VALORIAL only</b>								
2	<b>Reporting period:</b>								
3									
4		Number of	Month xx	Month xx	Month xx	Month xx	Month xx	Month xx	Total at end of reporting period
5	LinkedIn	Food-scaleUp posts							
6		new followers							
7		reactions, comments, shares							

Figure 14. Template for LinkedIn reporting

	A	B	C	D	E	F	G	H
1	<b>Food-scaleUp newsletter, press, printed material - for completion by VALORIAL only</b>							
2	<b>Reporting period:</b>							
3								
4			Month	Month	Month	Month	Month	Total at end of reporting period
5		Newsletter published						
6		Newsletter opening rate						
7		Newsletter subscribers						
8		Press releases						
9		Printed material distributed, e.g. flyers, brochures						
10		...						

Figure 15. Template for newsletter, press & flyers reporting