D1.1 Dissemination and sustainability plan

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1. Introduction

1.1 Scope

The dissemination plan describes how the FoodSHIFT Pathways Project aims to reach its target users, stakeholders, policy makers and the scientific public. It provides an overview of the dissemination strategy, the dissemination channels, and tools and the common and country specific valorization and dissemination activities.

1.2 Language

The primary language of FoodSHIFT Pathways for communication and dissemination is English. Partners are encouraged to translate materials into local languages.

1.3 Responsibilities

The effective development and implementation of the D&S Plan requires and depends on the joint efforts of all consortium members. To support this at a local level, all partners are responsible for facilitating local dissemination actions. Consortium members are responsible for creating their own communications plans and appropriating the assets provided by IAAC to customise their own communication assets and tools in order to meet the needs of their specific communities.

2. Approach

2.1 Scope

A series of messages have been developed to guide the D&S Plan:

- Shift your path to a sustainable future
- Equipping the next generation with the knowledge and tools to make a positive impact on the planet, by sharing sustainability and healthy eating behaviours in schools and institutions
- Join the effort to create a more sustainable food system and empower future generations to think creatively and innovatively
- Paving new pathways to food systems transition
- Securing a sustainable future by educating the next generation
- Creating a sustainable food system for the future starts with education!
- Let's work together to create a healthier and more sustainable future for all

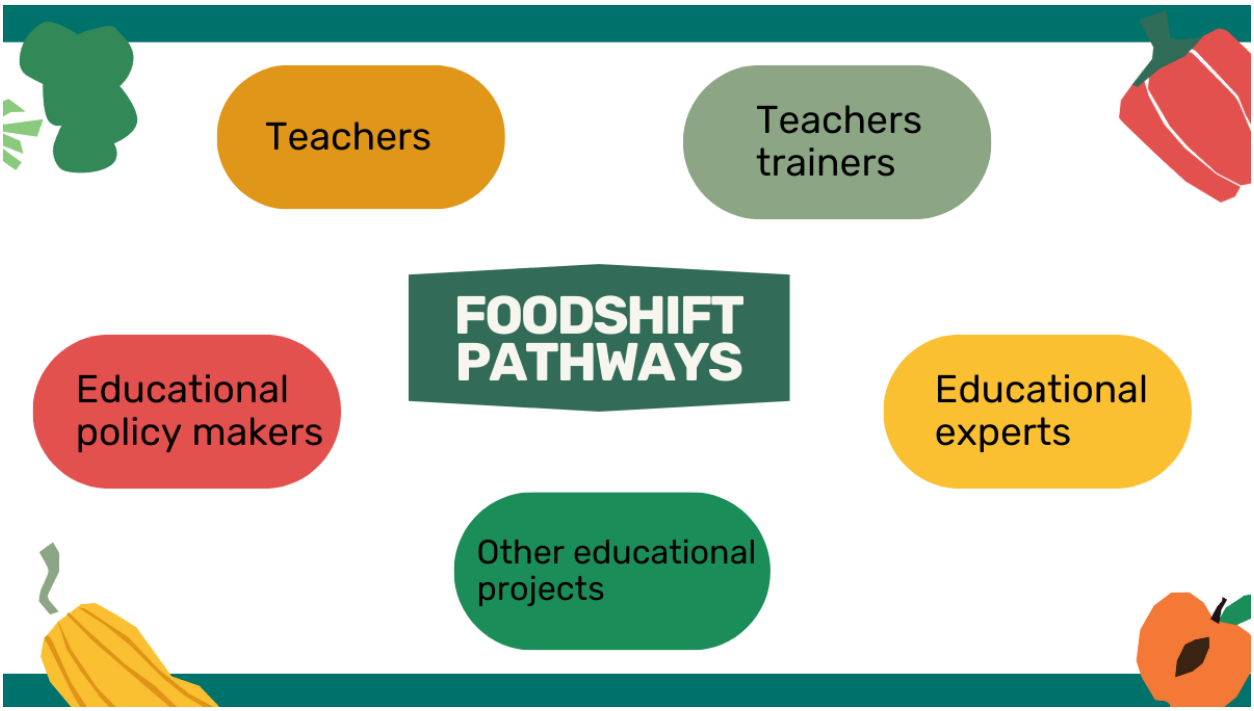
2.2 Objectives

Dissemination activities in general have different purposes they are carried out to:

- raise awareness
- inform and train target groups
- engage or get feedback from the community
- address stakeholders and policy makers
- promote FoodSHIFT Pathways' outcomes across Europe and beyond
- facilitate the exploitation of the project outcomes

2.3 Target audience

- Teachers
- Teacher trainers
- Educational experts
- Educational policy makers will be approached by each partner through their specific dissemination channels and through the awareness raising activities in the first and the project outcomes presentations in the second phase
- Other key projects and initiatives in the educational sector will be approached


Teachers
Teachers trainers
FOODSHIFT PATHWAYS
Educational policy makers
Educational experts
Other educational projects

3. Online dissemination channels

3.1 Websites

The most used and important communication channel will be the project website, where the target audience as well as organizations, teachers community, policy makers and so on will access the project results. The online dissemination channel will be promoted and linked through social media and link placements on partner websites. The social media employed for FoodSHIFT Pathways will be Facebook and Linkedin accounts.

Objectives The website is the primary hub for project communication and a portal for dissemination of key project deliverables. Stakeholders will make use of the website and will get access to the project outputs and benefits, which will increase the reach of the project and make a lasting impact.

The maintenance and administration of the website will be managed by ELLINOGERMANIKI AGOGI.

Design The website is optimized to guide different stakeholders to information using targeted language and design elements such as icons. The design can be found in T1.2 Project's website, Social Media and Dissemination Materials. The brand assets and tools have been developed by IAAC and will be available on the website.

Features

3.2 Project Logo

The logo was developed collaboratively together with all the partners during online sessions, as well as the color palette, shapes and general visual branding of the project. The logo of FoodSHIFT Pathways aims at representing the visual identity of the project and it has an unique and specific design in order to be easily recognizable and identified. The logo takes inspiration from the FoodSHIFT2030 project. It has been designed by IAAC.

3.3 Social Media channels

Objectives Social media accounts will be used to communicate the projects' results and activities throughout the life of the project in real time, with dedicated campaigns to raise and grow awareness.

Features The project will use LinkedIn and Facebook as the main social media accounts. Content on social media will reflect the key messaging of the project including popular or interesting content from other (credible) sources. Social media will be active throughout the project but will be strictly managed on a campaign basis to ensure clear messaging and project tone. The social media accounts will be managed collaboratively by all the partners, turning every month. All partners are expected to participate in sharing and engaging on social media through the FoodSHIFT Pathways social media accounts and also through their organizations'.

Contents Social media will host content from the consortium and curated by all the Consortium partners on a needs basis.

Tags and hashtags Mandatory social media tags and hashtags when posting and sharing about the FoodSHIFT Pathways project will be:

- The tag: @FoodSHIFTPathways
- The hashtags: #ErasmusPlus #FoodSHIFTPathways

Other optional hashtags:

#FoodShift #sustainability #education #erasmus #future #environmental #project #foodsustainability

3.4 Publications

Objective To support the dissemination of project results and outputs the project will develop peer reviewed articles to be published in appropriate journals.

The scholarly dissemination will include at least 2 journal articles/conference papers based on the project accepted for publication.

4. Offline dissemination channels

The offline dissemination channel will entail the partners' contribution to conduct dissemination local activities, such as presentations at local, regional and national (education) events like workshops and conferences and the use of leaflet and fliers. Multiplier events are also taken into consideration as part of T1.4 Local Multiplier Events and European Workshop.

4.1 Networking and contact with other projects

Many of the consortium members are active or have experience in similar projects. This will facilitate sharing of work and resources in order to ensure high value is added to every resource used. Key-liaisons will be established with the OSOS, SALL and FoodSHIFT 2030 projects:

- The results will be published on the School Education Gateway reaching a large European audience. Also, OSOS, SALL and FoodSHIFT 2030 projects/portals.
- Through OSOS we can reach more than 1,000 school ecosystems, including more than 2,000 teachers, authorities and decision-makers in 12 countries.

In addition, we will use social media channels, such as:

- Twitter: e.g. @FoodSHIFT2030, @OpenSchoolsEU from OSOS and @OStogether from SALL;
- Facebook: e.g. the ALtogether page and ESIA Community @esia.eu;
- YouTube channels like FoodSHIFT 2030;
- Instagram and LinkedIn as FoodSHIFT 2030;
- MK's Vimeo and YouTube channels.

In short, our aim is to attract more multipliers (teacher educators), users (teachers/students) and experts (curriculum developers).

4.2 Educational channels and multiplier events

Each partner will have to organise a local multiplier event, therefore 6 Multiplier Events will take place (1 in each country) with 30 local participants and 2 International participants. The events could take place in hybrid formats (physical and online).

All partners have links with school networks that will be deployed in all project phases from requirements analysis to the final validation and road mapping.

Additionally, all consortium members have associated projects or networks that will be deployed in the project process through online and/or physical meetings and co-location of joint events.

For example, we will closely work with the FoodSHIFT 2030 Coordinator (Assoc. Prof. Research Group Leader Christian Bugge Henriksen, Univ. of Copenhagen Climate and Food Security Research Group) as well as the rest of the FoodSHIFT 2030 Accelerator Labs to receive conceptual input. Experts from these networks will participate in addition to our videos on the occasion of a joint event and disseminate results on a European scale beyond the participating countries.

In section 6 a summary of planned dissemination events is presented.

5. Localized dissemination strategies

This chapter describes the partner specific dissemination approaches to highlight different dissemination potentials, to address the dissemination needs of the respective user communities and to develop targeted engagement activities.

5.1 KI

KI is the coordinator of the project. KI will use their established: i) scientific, and ii) school collaboration networks in order to disseminate the project and its outcomes throughout its duration. As the Coordinator, KI will interface with the central Institute's dissemination channels in order to reach out to the wider Swedish Scientific and Educational community.

5.2 SUS

The dissemination activities organised by SUS will use their established network and involvement in other projects (FEAST, CLEVERFOOD) as well as relevant other channels (e.g. webinars, conferences, Summer Schools) to promote the outcomes of the project throughout and after its duration. We will also reach out to all the people that participated during the project lifetime. The SusMetro website will feature a section about the project including links to the project webpage. SUS will also address project outcomes via social media. With regard to SUS' key learning tool, the Metropolitan Foodscape Planner, we will promote this tool by means of the video and by approaching schools and teaching organisations directly in The Netherlands and Belgium.

5.3 EA

The R&D department of EA has great experience in the coordination of research and demonstration projects focusing on teachers training and professional development. EA runs a certified training center from the Greek Ministry of Education since 2000. EA is participating in numerous projects and is active in supporting teachers networks and communities of practice all over Europe organising training and validation activities and creating educational content. The project's progress and outcomes will be promoted so

that they can find their way into mainstream practice, as well as training policies and decision making and all possible synergies between running projects (such as SALL) will be investigated so that project outcomes will have the best possible visibility.

EA developed and will host the project website beyond the lifecycle of the project. Other dissemination activities organised by EA include the organisation of summer schools, as well as local dissemination activities: organisation and participation in workshops, exhibitions and events, as well as promoting project results at an international level through participation in conferences, contributing scientific publications, etc. Moreover, EA will also use its own contact lists to inform teachers' communities about the project and its results. More information regarding the envisaged dissemination activities of EA can be found on section 6.

5.4 CV

The dissemination activities organised by CV include:

National webpage: Ciência Viva is developing a webpage, under the scope of Ciência Viva website (www.cienciaviva.pt) about FoodSHIFT Pathways, in order to facilitate the project dissemination to Portuguese teachers throughout the country, as well as other elements from the schools' communities.

Newsletter: Ciência Viva has a biweekly newsletter reaching more than 9000 teachers throughout the country. The project tools, such as videos, and open learning scenarios, will be disseminated though the newsletter, as well as other relevant tools and initiatives from the project.

Social media: Ciência Viva usually shares the main events, resources and initiatives, such as teachers' training, in social media – Facebook and Instagram – with a range of around 300.000 and 50.000 people, respectively.

Teacher's training: In order to engage teachers in FoodSHIFT Pathways project, Ciência Viva will organize online training courses about the sustainability of food systems, aiming at teachers at the intermediate level (with students from 10 to 16 years-old).

5.5 IAAC

Dissemination:

- Videos : The IAAC will promote the adoption of the methodology, contents and guidelines of the project in the programs it carries out in collaboration with the teacher associations as well as in the network of collaborating schools (Nazareth Schools). In addition, you will adopt some of the content and methodology produced in the Fab Academy program.
  IAAC will also disseminate the project tools (Video, Pedagogical Framework, Open Learning Scenarios, Pathways Toolkit, project website) through its own social networks.
- Gitbook : Through the Gitbook Food tech 3.0, we will promote the use/downloads of the Pedagogical Framework, use/downloads of Open Learning Scenarios, use/downloads of the Pathways Toolkit

Develop targeted engagement activities:

- Focus Group (teachers/food actors/experts) (M11) .- We will carry out a focus group (group interview) that will involve a small number of professors and experts in the area of recycling. Their reactions to the content that we are generating will be studied, thus obtaining the point of view of future users of the didactic material.
- Pilot workshop and workshop for the Development of Open Learning Scenarios Generated by Users (M20 and M23 – M32 & M35)
- National Congress (36M) = It will be held in BCN organized by IAAC- together with the final meeting of the project, in a hybrid format (physical and online), it will have an attendance of 30 local participants, 10 International participants (30*100+10*200)).

5.6 MK

The dissemination strategy of MK will entail the following activities:

- Video production / viral SoMe strategy, where the videos will be used in a designed campaign about teaching materials on food systems and the transition to a more plant-based diet in the future.
- Outreach to professional communities of high school teachers in general. Both through digital forums and through advertisements in relevant magazines.

The communication to the broader public will include:

- National TV / broadcast. A national Danish tv-channel is considering if and how we can adapt one or more videos from the FoodShift project to Danish television for the broader public.

6. Summary of planned dissemination events

Events will be tracked in a collaborative document with relevant information on audience, event's description, links, etc. and it will be the responsibility of each partner to fill the document on a monthly basis (Events Tracker).

Partner name	Title of international event	Month	Location	Scope	Audience	N. of participants	Purpose/ comment
EA	Summer school	July 2023	Athens	Train the trainers about schools as living labs for the fs transformation	Teachers & teacher trainers	~30	Validate/ get feedback for project outcomes at the time
EA	FoodSHIFT2030 RT Meeting	June 2023	Athens	Hosting of the FS2030 Project meeting - FAL2FEL networking event	Food system actors	~45	Validate/ get feedback for project outcomes at the time
MK	Conference/lecture	End of 2023	Aarhus	Webinar on food systems and relevant teaching material	High School teachers	30	
IAAC	Focus Group Results publication	July 2023	Barcelona	The feedback and impressions of the experts collected in this section will be published.	High School teachers / Food system actors	6	Validate/ get feedback for project outcomes at the time

IAAC	International Food Waste Awareness Day	Sep 29 2023 /2024	Barcelona	General information about food waste and how we are contributing from the Foodshift pathways to avoid it.	General public		Take advantage of an informative window on food waste (Theme that IAAC develops in the inspirational video) to talk about the digital tools that we are designing and prepare the target audience for the introduction of these tools.
IAAC	World Teachers Day (UNESCO)	Oct 5 2023 /2024	World day	Blog post	Teachers		Take advantage of an informative window on Teachingto talk about the digital tools that we are designing and prepare the target audience for the introduction of these tools.
IAAC	World food day	Oct 16 2023 / 2024	World day	Blog post	General public		Take advantage of an informative window on Food, to talk about the digital tools that we are designing and prepare the target audience for the introduction of these tools.

IAAC	National Conference	(M36) 2024	Barcelona	event	Educational personnel School Directors High School teachers	30	
KI	Information event with International English School organisation	March 2023	Stockholm	Overall information communication about the project value to teachers of the organization	Educational personnel School Directors High School teachers	10	
KI	General public outreach fostered by the Swedish National Food Authority	April 2023	Stockholm	Relevant researchers are invited to disseminate current efforts to the Swedish public	General public Domain experts Policy makers	80-100	

KI	Annual Conference of the International Society for Behaviour, Nutrition and Physical Activity	June 2023	Uppsala, Sweden	High profile International conference	Scientific audience Nutritionists Intervention experts Policy Makers	900-1000	
EA	Summer school	July 2024	Athens		Teachers & teacher trainers	~30	Validate/ get feedback for project outcomes at the time -
CV	Teachers' Open Day 2023	October 2023	Pavilion of Knowledge	Sharing with teachers Ciência Viva educational program	Teachers from all school levels	~300	To disseminate the project and the developed tools (eg. Videos and Open Learning Scenarios)
CV	Teachers' Open Day 2024	October 2024	Pavilion of Knowledge	Sharing with teachers Ciência Viva educational program	Teachers from all school levels	~300	To disseminate the project and the developed tools (eg. Videos and Open Learning Scenarios)

CV	SciCom National Conference 2024	May/June 2024	To be defined (in Portugal)	National conference on science communication	Science communicators and educators, researchers	~200	To disseminate the project and to discuss the relevance of raising awareness, in schools, about sustainable food systems
CVIVA	Pavilion of Knowledge Open Day	November 11, 2023	Lisbon	Event where teachers get to know all initiatives developed by CVIVA for the school year	Teachers	~750	To introduce teachers to the project, the theme and the methodology
CVIVA	Pavilion of Knowledge Open Day	Oct or Nov 2024	Lisbon	Event where teachers get to know all initiatives developed by CVIVA for the school year	Teachers	~750	To introduce teachers to the project, the theme and the methodology

CVIVA	Teacher training: The sustainability of food systems	Feb 2024	Lisbon	4 hour teacher training about the sustainability of food systems and how they can approach this issues at schools	Teachers	~30	
CVIVA	Teacher training: Opening schools to the community through living-lab methodology	Jan or Feb 2024	Lisbon	4 hour teacher training on how to develop living-lab projects at schools	Teachers	~30	
SUS							

Reaching FoodSHIFT Pathways S.M.A.R.T Objectives

Across the project lifetime, the Dissemination & Sustainability Plan will aim to meet the following S.M.A.R.T objectives set out by the FoodSHIFT Pathways management plan.

Objective	Engagement	Time	Dissemination & Sustainability Plan Actions
Number of unique visitors to the FoodSHIFT Pathways website (Target=15.000) Number of pageviews: 25.000	All partners Responsible	M01 - M36	This action is directly supported by all partners
Event presentations: a minimum of 350 people introduced to the project activities and results through multiplier events.	All partners and WPs Supporting	M01 - M36	This action is directly supported by all partners and WPs
Partners' dissemination: 6.000 people will have access to promotion of project results through mailing lists, websites and partners' own newsletters.	All partners and WPs Responsible	M01 - M36	This action is directly supported by all partners and WPs
Scholarly dissemination: at least 2 journal articles/conference papers based on the project accepted for publication	All partners Responsible led by KI	M01 - M36	This action is directly supported by all partners led by KI
Scope of coverage: articles on project results will appear in at least 10 media sources (such as thematic blogs, newspapers, etc.) not directly controlled by the consortium partners.	All partners and WPs Responsible	M01 - M36	This action is directly supported by all partners and WPs

Annexes

Annex 1

Checklist of compulsory logo elements

The checklist of compulsory elements can be used to remind all partners of the mandatory elements that must be present in DEC materials.

- Acknowledgement phrase: This project is co-funded by the Erasmus+ Programme of the European Union. REF: 2022-1-SE01-KA220-SCH-0000899.
- EU emblem: Do not forget to include the EU flag in all of your communications

- Link to the website: Please include the link to the website in all of your communications
- Link to social media: Always tag #EramusPlus and refer to our social media accounts in your communications