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Food processing industry via Interregional
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D5.1 “Communication and Dissemination Plan”
WP5 “Communication and Dissemination”

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HIGHFIVE

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List of Acronyms



| Abbreviation / acronym | Description |
|------------------------|--|
| AFL | AgriFood Lithuania DIH |
| CDP | Communication and Dissemination Plan |
| CDS | Communication and Dissemination Strategy |
| DoA | Description of Action |
| D5.1 | Deliverable number 1 belonging to WP 5 |
| EC | European Commission |
| KPI(s) | Key Performance Indicator(s) |
| SS4AF | Smart Sensors 4 Agri-Food |
| WP | Work Package |
| Y1 | Year 1 |



Executive Summary

A targeted and well-defined communication strategy is of paramount importance to maximise the impact of the HIGHFIVE project and to share the good practices and its results with the relevant external audiences. It has been designed in accordance with the needs and requirements of the consortium and the respective actions implemented by it throughout the DoA work plan.

The document presents the HIGHFIVE project's communication and dissemination plan, including the goals and methods for the outreach of ongoing and upcoming activities as well as the communication material that has been prepared to be shared with the target audiences and finally, the branding and the visual identity of the project. D5.1 also defines the tools that will be used during the project's implementation to reach the target audiences, the Key Performance Indicators (KPIs) that the consortium aims to achieve and the monitoring measures to evaluate its performance.

The outcomes of the presented CDP will be further elaborated three times, on an annual basis, including an update on the KPIs' status as well as a detailed description of the C&D actions implemented and achieved during each period through deliverables D5.2 (v.1, v.2, v.3).

1 Introduction

HIGHFIVE is an Innovation Action with a duration of 36 months, involving 22 partners from the agri-food sector. The project aims to foster, enable and facilitate SME targeted and

interregional investment actions to implement or bring to the market innovative digital solutions to concrete challenges of the food processing companies and thus contributing to the Farm to Fork strategy.

This document, D5.1 “Communication and Dissemination Plan” presents a detailed strategy for ongoing and upcoming project communication activities, partner roles, channels and tools to be used for this purpose, and performance KPIs while a first analysis of the target audiences will be provided. In addition, a communication kit will be presented, including a project visual identity book, website form, social media accounts, promotional materials, and document templates.

1.1 Purpose of the document

The main aim of this document is to present the outcome of the work related to the task T5.1 "Communication and Dissemination Plan (CDP)". The deliverable provides a detailed communication strategy and the initial plan designed to be performed in close collaboration and coordination with all HIGHFIVE consortium partners. The CDP will be implemented throughout the entire project duration and reported yearly.

Appropriate resources, materials, and communication channels will be set up to ensure effective implementation of the CDP, including project visual identity, a dedicated project webpage as part of the SS4AF website (<https://www.ss4af.com/>), social media accounts (Twitter, LinkedIn, YouTube), promotional materials and document templates, etc. All key communication materials will be translated into partner national languages.

1.2 Structure of the document

This document is structured in three main chapters:

- Section 1 focuses on the introduction and description of this document.
- Section 2 presents the initial communication strategy including the objectives, target audience, channels, and materials.
- Section 3 covers the defined KPIs, the monitoring process and the conclusions.

2 Communication Strategy

The communication and dissemination strategy and activities of the project follow principles and best practices successfully tested by the partners and in line with the EC Guidelines for a successful outcome. The focal point of the HIGHFIVE overall Communication and Dissemination strategy is to create a multi-dimensional information flow, which will allow the involved stakeholders to be benefitted by the best practices and know-how provided by the consortium, while the results of this collaboration executed in the project's duration continues afterwards. To this end, the CDS is tailored in the way of serving the needs of each WP and their respective outcomes. More precisely:

- WP2: Communicate the activities and developments of the investment projects, promote the best practices deriving from the ongoing collaboration between the food processing companies and the technology providers and disseminate the results of this effort to the external audiences.
- WP3: Promote the Open Calls scheme to potential interested parties and ensure a broad participation while, in due time, disseminate the activities and the results of the SME innovation projects funded via these calls.
- WP4: Communicate and promote the support tools and services developed and provided by WP4 with the aim of attracting and engaging potential interested SMEs and stakeholders from the food processing sector.
- WP6: Ensure an effective stakeholder engagement throughout Europe in the knowledge exchange process and in the valorisation of the project's outcomes via sharing the lessons learnt and best practices of the project's activities.

The identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of their needs and characteristics so as to tailor clear and concise messages (what to disseminate) requires the use of the most appropriate and efficient dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate).

It also requires a time plan (when to disseminate), on the basis of which a detailed monthly schedule has been prepared for the first year of the project (see Figure 2) assisting all project partners in implementing dissemination and communication activities and reaching the respective objectives throughout the project implementation.

Finally, focusing at reaching a wider audience beyond the main targeted stakeholders of the project the Communication and Dissemination Plan will outline liaison and networking activities with other initiatives and networks that will further enhance the dissemination range and impact. To this end, the already existing networks of each partner individually and of SS4AF partnership as a whole will be leveraged and utilized.

Figure 1 presents an overview of the project’s strategy that includes the three main pillars as the Visibility, Awareness and Engagement phases.

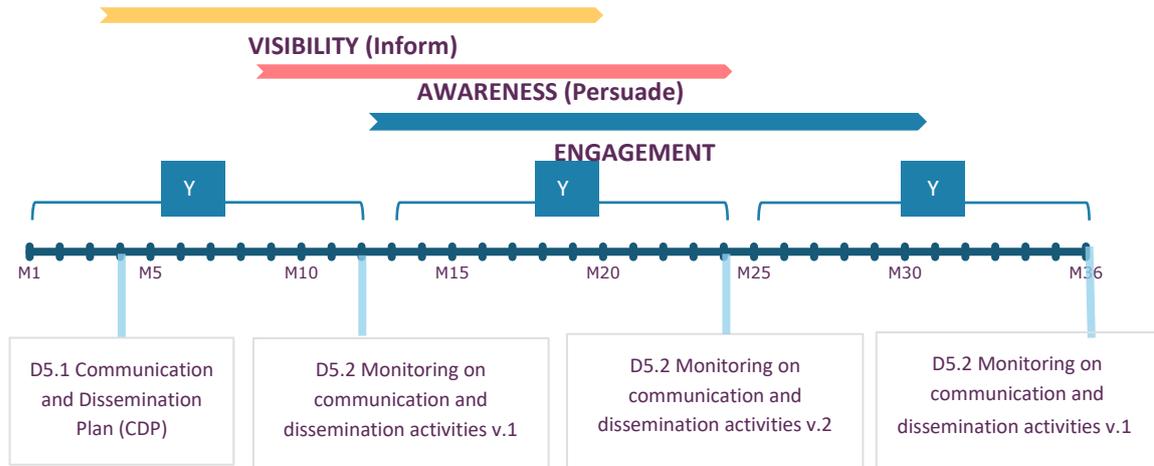


Figure 1: Communication Plan Overview

As is illustrated in Figure 1, the HIGHFIVE project has defined three communication stages with the concrete action to implement in each of them. Figure 2 shows the detailed Communication plan for the first year with the description of the work that has been done so far and the activities to be implemented during the next months.

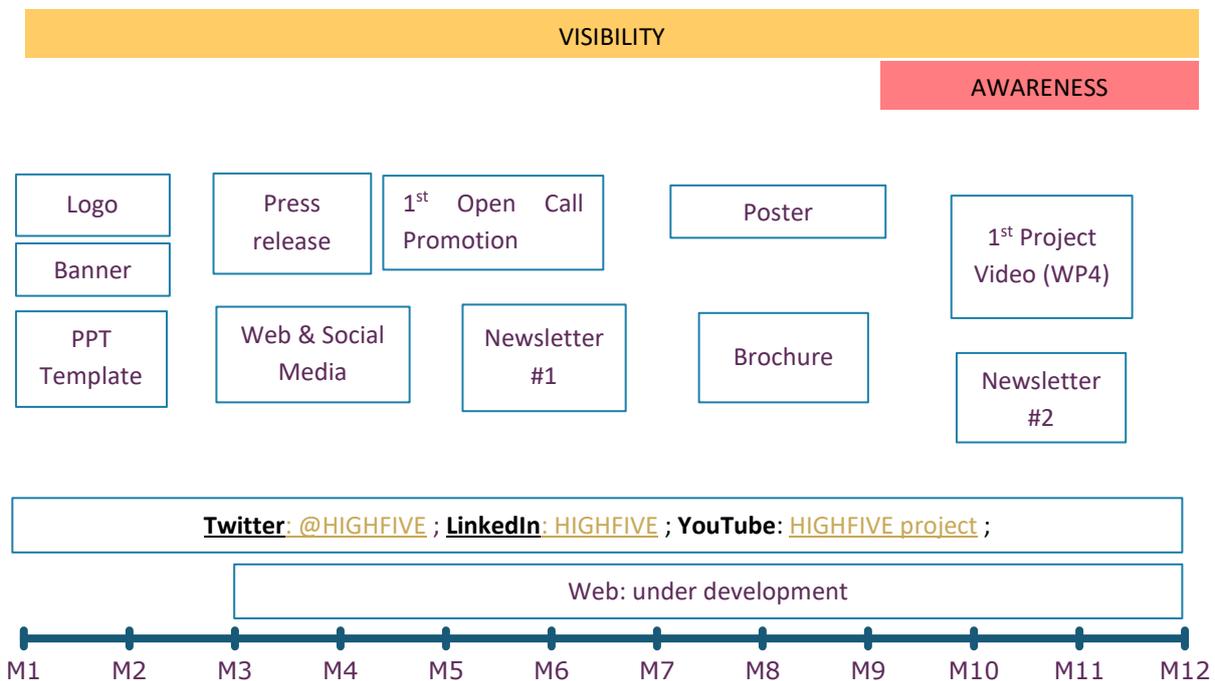


Figure 2: Detailed Communication Plan of Y1



2.1 Branding

From our point of view: “branding is everything” or at least taking into consideration the definition of one of the possible descriptions of the branding as “a clear personality which helps to reach the emotional side of key audiences through visual elements such as the project logo, colours, imagery, font, etc.”

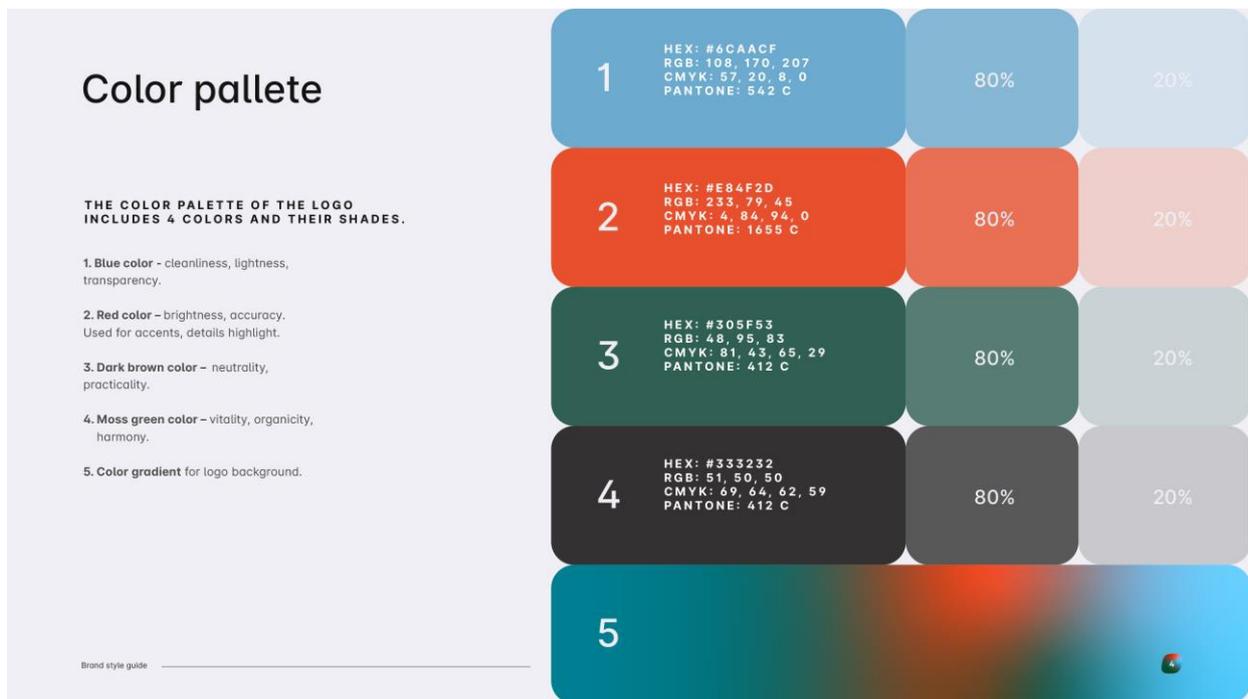


Figure 3: HIGHFIVE Branding

2.1.1 Logo

The logo was created inspiring on the Smart Sensors 4 Agri-Food partnership logo’s theme and colours. The HIGHFIVE project was developed within the SS4AF partnership, thus, the main idea was to maintain the similar visual identity between the two initiatives.

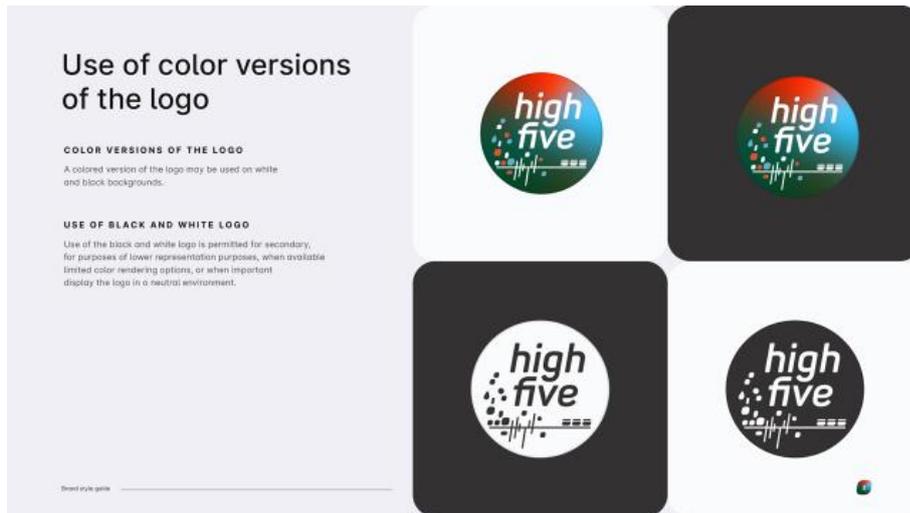


Figure 4: HIGHFIVE Logo

2.1.2 Fonts

The main and primary font combined next to the logo and used in all distribution formats is HK Nova Medium. It is intended for use in titles and headings. The secondary font that blends next to the logo and is used in all distribution formats is Inter. It is intended to be used for larger texts and can be adapted to other languages as well. The system font used in situation where it is not possible to use the main or the secondary one is Arial. Finally, Calibri will be used for other project purposes and deliverables.

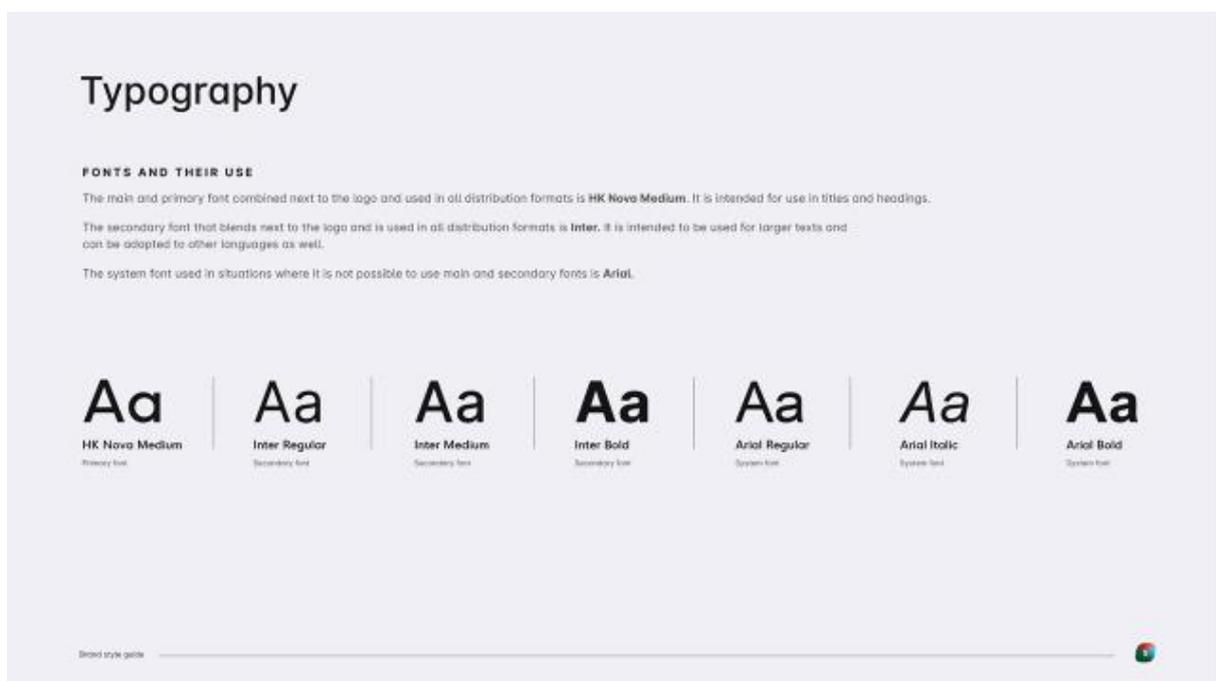


Figure 5: HIGHFIVE Fonts



2.1.3 Iconography

Icons elements are becoming an effective tool to communicate concepts visually. To transmit clear messages while keeping a simple look during dissemination and communication activities such as events, the use of icons has been highly recommended among the consortium instead of using large blocks of text. Several icon options related to the HIGHFIVE thematic will be provided soon and available for all partners on the project's repository.

2.1.4 Language

The official language of the HIGHFIVE project is "British English". However, the dissemination material such as press releases should be translated into the different partners' languages to reach local audiences effectively. The social media accounts of the project will only post content related to events in other languages if the event is not held in English.

2.2 Objectives

As outlined in the proposal, the main goal of D5.1 is to serve as a guide for project partners and other external involved parties on how the communication and dissemination actions should be implemented during the project lifetime. In particular, the plan is developed by using specific promotional tools, formats and channels orchestrated in a coherent way in order to achieve both the general objectives of the project, as well as the objectives of the respective WP. More precisely, the specific objectives of the presented CDP are the following:

- Ensure maximum visibility and awareness of HIGHFIVE, including the progress, and results among key target audiences through a solid digital strategy focused on delivering relevant content and messages for achieving 3000 unique visitors on the webpage.
- Boost online and offline visibility of the project by creating valuable content in different formats following the visual identity defined for HIGHFIVE such as posters, brochures, newsletters, and videos.
- Attract relevant external stakeholders (SMEs) that could benefit from the support services provided under WP4 of the project as well as by the two Open Call schemes that will be launched within the duration of the project.
- Diffuse the best practices and outcomes of the supported SMEs through targeted communication actions via the HIGHFIVE channels.

2.3 Target Audiences

The HIGHFIVE project will follow a targeted communication and dissemination strategy for each identified target group based on the needs and characteristics of each group. Thus, it will be possible to achieve the maximum impact at every dissemination activity that will be implemented throughout the project. Tables 1 and 2 present the identified target groups that HIGHFIVE has defined as primary and secondary ones respectively for the communication and dissemination purposes.

Table 1: Primary Target Audiences

| Primary Target Audience | Description |
|---|---|
| Agri-food SMEs | SMEs that are ready to move towards implementation and go to market of innovative digital solutions. In the scope of the HIGHFIVE project this will be SMEs directly engaged in agri-food processing as well as machine manufacturers that provide equipment to the agri-food companies. |
| Technology and digital solution provider SMEs | SMEs that develop, produce and commercialize advanced technology products and applications. Specifically, for the HIGHFIVE project this will be companies that are innovators and providers of innovative digital solutions, products and services that have the potential to be applied in the agri-food industry. |

Table 2: Secondary Target Audiences

| Secondary Target Audience | Description |
|---|---|
| Technology centres | Organisations with extensive know-how in advancing new technologies and adapting them to meet the needs of agri-food sector stakeholders. |
| Innovation facilitators | Organisations supporting the agri-food digitalisation and digital innovation adoption, such as living labs, Digital Innovation Hubs, start-up hubs, funding agencies and other innovation impact multipliers. |
| Clusters and business associations | Cluster and industry associations outside the consortium representing the agri-food or the technology and digital solutions providers industries, as well as green tech industries. |
| European and regional authorities and policy makers | Authorities and policy makers related to RIS3, industry and innovation. |

2.3.1 Engagement strategy

As a continuation of the previous tables, where the target audiences are identified and described, a specific engagement strategy for each group is provided, based on the needs and requirements of each one of them and the means of communication and dissemination that will be used to achieve the respective objectives. A detailed description is provided in Table 3:



Table 3: Engagement Strategy by target audience

| Target Audience | Engagement Strategy | Channels and Tools |
|---|---|---|
| Agri-food SMEs | Direct engagement in advisory services / business community of WP3 and WP4. Setting up frameworks for interregional innovation investment support. | Webpage; Press releases; Social Media; E-newsletters; Direct communication via existing networks |
| Technology and digital solution provider SMEs | Direct engagement in advisory services / business community of WP3 and WP4. Setting up frameworks for interregional innovation investment support. | Webpage; Press releases; Social Media; E-newsletters; Direct communication via existing networks |
| Technology centres | Direct engagement in project events and actions of WP3 and WP4. Involvement in the innovation ecosystems. | Webpage; Press releases; Social Media; E-newsletters; Direct communication via existing networks; Promotional videos; Participation in relevant physical and online events |
| Innovation facilitators | | |
| Clusters and business associations | Best practice sharing (virtual & physical events organised for exchanges between SMEs / SMEs & larger corporates). | Webpage; Press releases; Social Media; E-newsletters; Direct communication via existing networks; Promotional videos; Participation in relevant physical and online events |
| European and regional authorities and policy makers | Direct engagement in project final event 3 real-life demonstrations that proof the feasibility of interregional innovation investment supported by public facilities and services. | Webpage; Press releases; Social Media; E-newsletters; Direct communication via existing networks/personal contact; Promotional videos; Participation in relevant physical and online events |

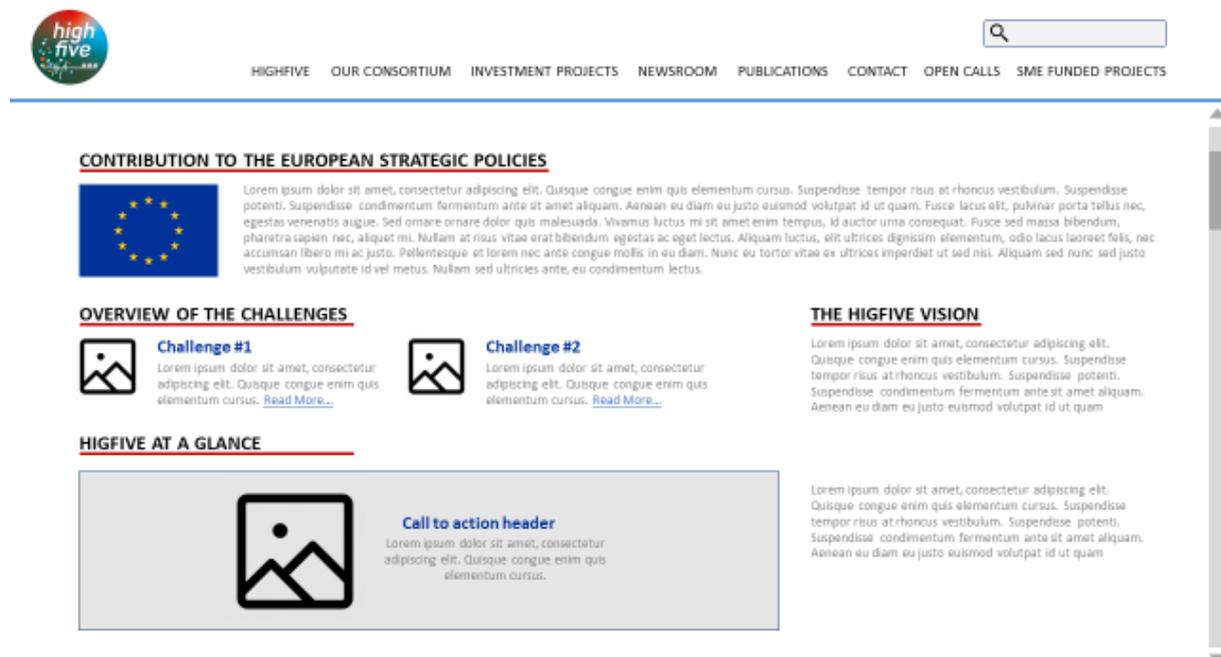
2.4 Channels and tactics

To efficiently reach the metrics and to maximize the visibility and the impact of HIGHFIVE according to the phases described in the previous section, a broad range of communication channels and tactics have been selected to cover both online and offline scenarios, therefore creating a comprehensive 360 degrees strategy focused on project audiences:

- The digital ecosystem (webpage and social media networks).
- Communication materials (brochure, leaflets, or posters).
- Participation in industrial trade fairs, conferences, forums, etc.
- Content creation via press releases, periodical newsletters, publications in news media, etc.

2.4.1 HIGHFIVE Webpage

The project will not operate its own independent website in accordance with the DoA. A separate webpage will be dedicated to it within the existing SS4AF website. Currently the HIGHFIVE webpage is under development but the structure upon which the development is taking place is presented below:







elementum cursus.

HIGHFIVE INVESTMENTS PROJECTS

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OPEN CALLS

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PARTNERS



2022-01-01 – 2023-12-31

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PARTNERS



STAY CONNECTED



NEWSLETTER SUBSCRIPTION

Email address:

SUBSCRIBE



Co-funded by the European Union

PROJECT COORDINATOR

Name Surname
Phone: +0 000 000-00-00
E-mail: info@info.com
Address: 1-2 Street, City, 01234

PROJECT MANAGER

Name Surname
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Address: 1-2 Street, City, 01234

COMMUNICATION MANAGER

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Phone: +0 000 000-00-00
E-mail: info@info.com
Address: 1-2 Street, City, 01234

Figure 6: HIGHFIVE webpage structure

The main features included in the menu section are the following:

- “HIGHFIVE”: A section that will include a full description of the project, the challenges that addresses and its objectives;
- “Our Consortium”: A section where each partner will be presented as an organization and their role in the project will be described.



- “Investment Projects”: A section where the investment projects that are implemented under WP2 of the project will be presented (challenges, objectives, expected outcomes);
- “Newsroom”: A section where all the ongoing and upcoming activities of the project will be presented and promoted.
- “Publications”: A section where the public deliverables of the project will be available as well as the presentations of the project and the communication material.
- “Contact”: A section where the communication form will be available as well as the contact information of the main responsible roles of the project (project coordinator, project manager, communication manager).
- “Open Calls”: A section where all the necessary information on the upcoming Open Calls will be included (description of the thematic coverage, requirements, eligibility criteria, timeline, etc.). A proposal submission tool for the participating SMEs will also be integrated in this section.
- “SME Funded Projects”: A section where the successful SME funded projects via the Open Calls will be presented (challenges, objectives, expected outcomes) alongside with their results and good practices.

The content of the webpage will be adapted to the project’s needs and continuously acquired and improved results. The detailed presentation of the final result along with the potential technical and design change will be included in the first version of D5.2 on M12 of the project.

2.4.2 Social Media

Social media channels will provide a fundamental mechanism and will boost communication activities while also engaging the key audience. Due to their relevance and frequent use by targeted consumers, two leading social media channels have been selected:

- **Twitter:** the channel to promote the more relevant information using the appropriate format for this network (text content of a Tweet can contain up to 280 characters).
- **LinkedIn:** another important channel for engaging stakeholders with a more professional and business-oriented background.
- **YouTube:** is the second most visited website in the world that helps us to upload all video materials of the project including the ones under WP2 and WP4.

2.4.2.1 Twitter

A HIGHFIVE twitter account will be used for amplifying communications to a large community of active stakeholders, as well as for propagation of news and project developments. Regular twitter chats will focus at attracting and engaging with target audiences leading also to the



establishment of a trusted HIGHFIVE network, enlarging the outreach to broad and targeted audiences.

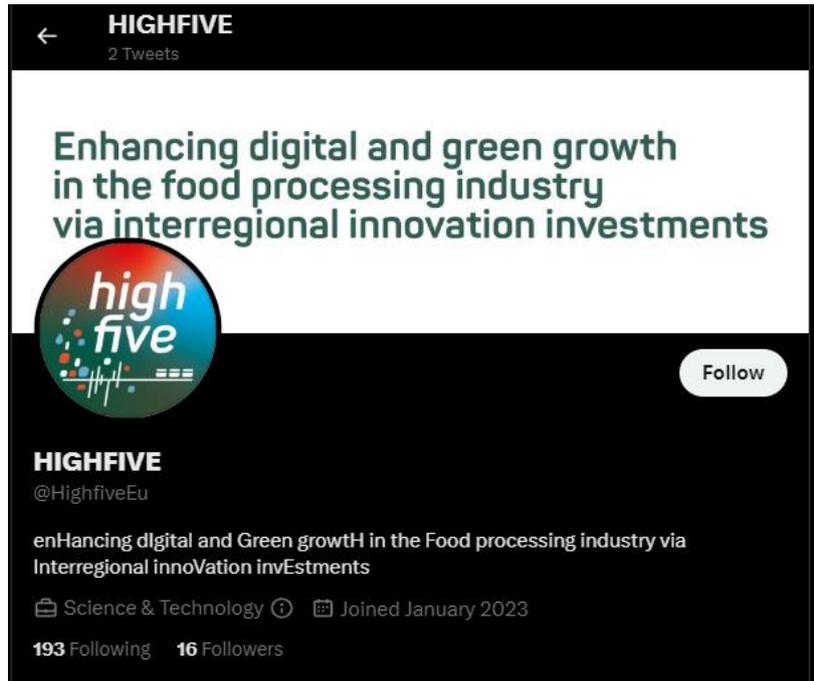


Figure 7: HIGHFIVE Twitter page

2.4.2.2 LinkedIn

The HIGHFIVE dedicated LinkedIn group will be extensively used for networking purposes, enabling the promotion of the project amongst a broad community of professionals within the food processing community as well as other segments of HIGHFIVE target audiences.

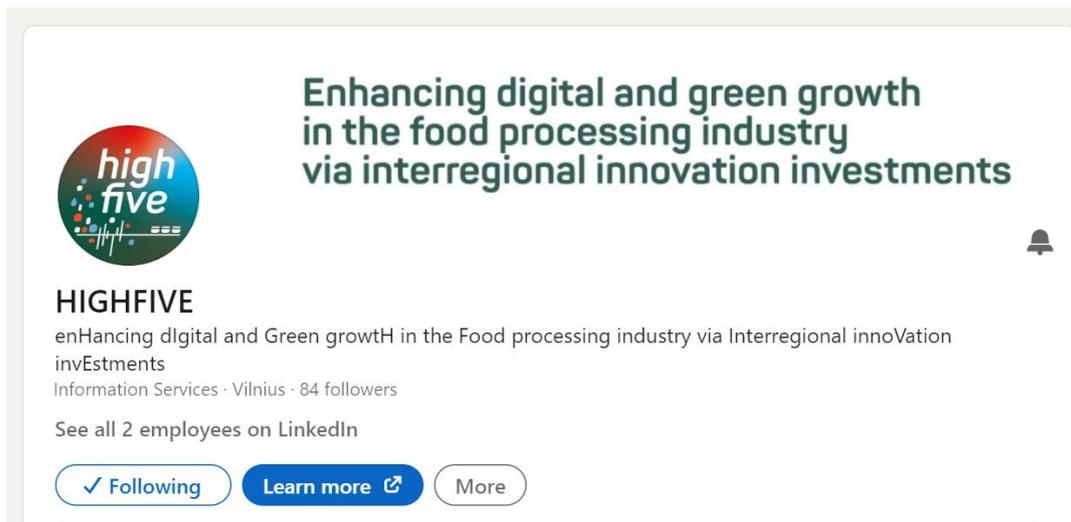


Figure 8: HIGHFIVE LinkedIn page



2.4.2.3 YouTube

HIGHFIVE YouTube page will serve as a platform where the food processing community and the relevant stakeholders will have access to promotional videos of the project, its events and its results.

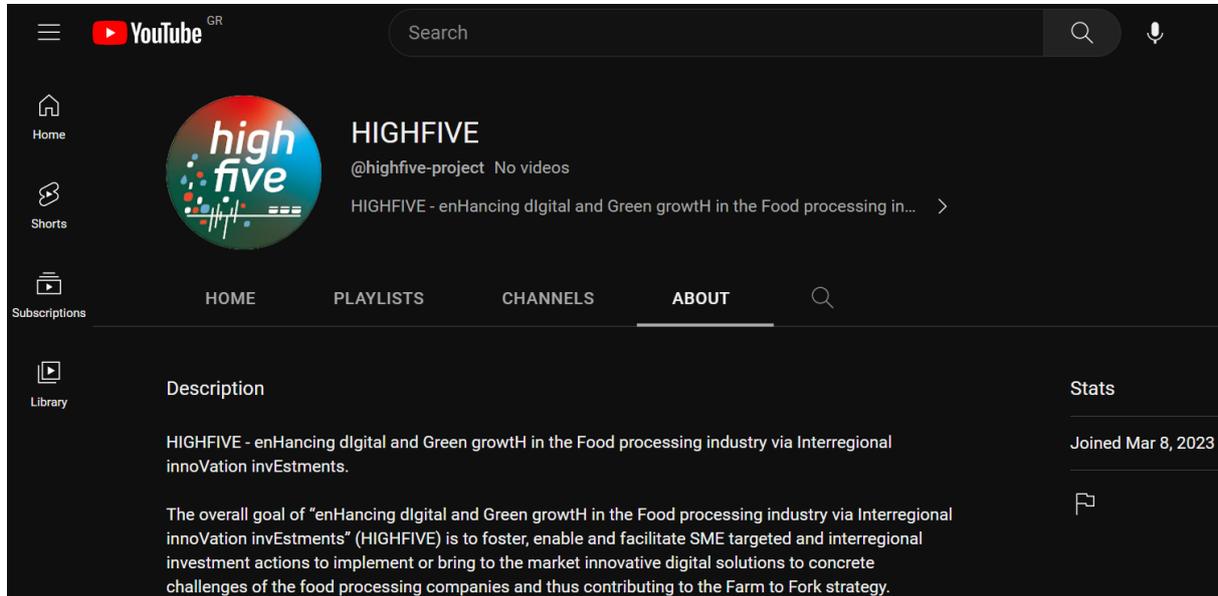


Figure 9: HIGHFIVE YouTube page

2.4.3 Communication Material

As was mentioned earlier, HIGHFIVE lays much effort in branding and visual identity, and the development of communication and marketing material is intended to raise awareness about the project. Following the aim of each phase, different material will be created to communicate the objectives and expected results (Phase 1), share valuable information about the progress of technical results such as the progress of the investment projects under WP2, the support services developed under WP4 as well as the initial results of the SME funded projects via the Open Calls scheme (Phase 2), and finally, encourage the potential end-users to make use of the project achievements and promote the final results (Phase 3).

This material will range from posters, brochures, and social media banners, to newsletters and animated videos.

At this initial phase the following material is provided:

- PPT template

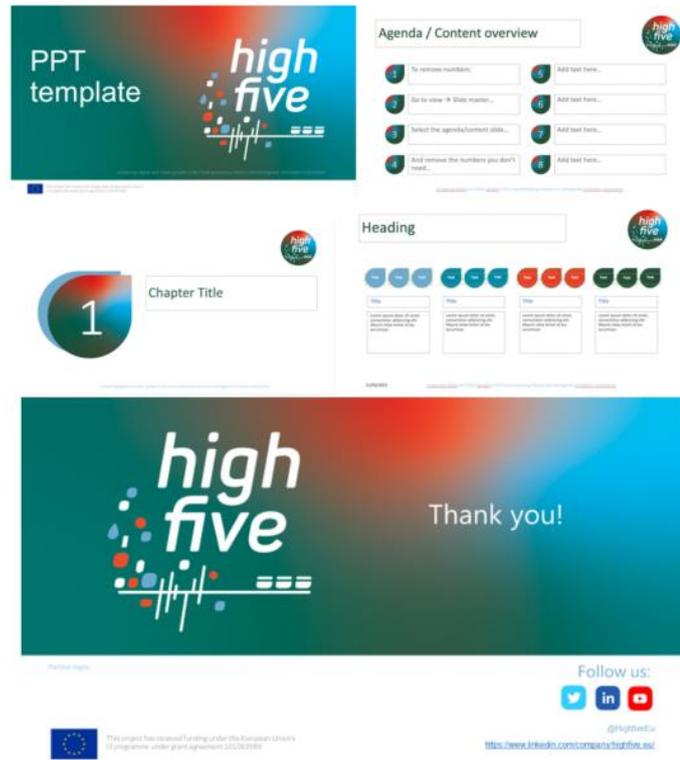


Figure 10: HIGHFIVE PPT Template

- Social Media Banners



Figure 11: HIGHFIVE Social Media Banners

- Brochure



Figure 12: HIGHFIVE Brochure

- Roll-up



Figure 13: HIGHFIVE Roll-up

- Branded Merchandise



Figure 14: HIGHFIVE Branded Merchandise

2.4.4 Media and PR Strategy

Within the duration of the project the aim is for a concrete, two-way flow of communication to be established between the consortium and its audiences utilizing, amongst the above-mentioned tools, a series of press releases, newsletters, a continuous presence in mass media channels and the organization of a final event. The table below (Table 4) summarizes the strategic communication actions for the promotion of the project and its activities with the aim of giving the project's achievements more visibility throughout Europe in regards the media and the PR strategy aspects.

Table 4: HIGHFIVE Media and PR engagement

| Material | Description |
|------------------------|---|
| Press release | Publication of periodic press releases (coinciding with major project meetings and events) to local, national and international media; |
| Mass media | Publications in national and international news media. Contributions to specialised magazines (e.g. VMT food, food processing international, etc.); |
| Electronic Newsletters | Articles in cluster partners' newsletters will be promoting the project actions and vouchers scheme and reporting on project events and results. The news letters will be translated in the local language of the partners; |
| Final event | At the final event project results and of some investment projects supported in HIGHFIVE will be showcased. Policy recommendations will be presented and lessons learned shared. |

3 Key Performance Indicators (KPIs)

Table 5 below presents the list of Key Performance Indicators (KPIs) that will be used to assess the success of the communication strategy presented in the current document and to monitor its evolution during the implementation of the project, providing evidence about the impact achieved and the awareness of the community and the society.

Table 5: HIGHFIVE Communication KPIs

| Key Performance Indicator | Number |
|---|--------|
| Project Webpage Visitors | 3000 |
| Social Media Followers | 800 |
| Press releases issued | 6 |
| Articles in cluster partners' newsletter (10 per cluster partner) | 160 |
| Publications in national and international news media | 6 |



| Key Performance Indicator | Number |
|--|--------|
| Participation in relevant trade fairs | 15 |
| Participation in International conferences, congresses and forums | 15 |
| Presentation to key stakeholder | 30 |
| Videos (3 project videos under WP4 and 3 testimonial videos under WP2) | 6 |
| Participants of the final event | 150 |
| SMEs addressed to be involved in the HIGHFIVE activities | 7500 |

3.1 Monitoring and Planning

To ensure an efficient and accurate reporting on the communication and dissemination activities and their outcomes, a pair of Excel tables will be available in the common online repository of the project for the purposes of monitoring and planning. More precisely, the consortium partners will be reporting on their communication activities and their participation in relevant events on a monthly basis, using the templates that are presented below (Figure 15):

| HIGHFIVE event participation | | | | | | | | | | |
|------------------------------|---------------|-------|------------|------------|----------|----------|--------------------------|---------------|-------------------|----------------------|
| # | Type of event | Event | Event Link | Start Date | End Date | Location | Participating Partner(s) | Target groups | Scale of coverage | HIGHFIVE involvement |
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| HIGHFIVE communication activities | | | | | |
|-----------------------------------|-----------------------|------|---------------|-------|------------------------|
| # | Communication channel | Date | Target Groups | Links | Additional information |
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Figure 15: HIGHFIVE Communication Reporting

To make the most out of the partners’ existing plans, an event planning form will be distributed biannually to request information on events already planned by the partners and the potential for HIGHFIVE’s participation and presentation. To better coordinate efforts between partners participating at similar events and establish an effective plan for HIGHFIVE, information will be consolidated online in a living document that will be updated frequently (Figure 16).

| HIGHFIVE event participation | | | | | | | | | |
|------------------------------|---------------|-------|------------|------------|----------|----------|--------------------------|---------------|--------------------------------|
| # | Type of event | Event | Event Link | Start Date | End Date | Location | Participating Partner(s) | Target groups | Potential HIGHFIVE involvement |
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Figure 16: Consolidated record of potential events for HIGHFIVE participation

4 Conclusions

The content of this document presents the communication and dissemination plan that has been produced during the first four months of the HIGHFIVE project, providing a consistent and structured framework within the scope of T5.1.

D5.1 presents an overview of the audiences that will be targeted by the project, the phases and key messages that will be used as part of the communication plan to reach each one of the groups of stakeholders and the tools that have been (or will be) put in place.

The first results reported by this document consists of the webpage structure, the social media presence, and the project identity and communication material. Evidence about the generation of these items has been included in the present document. They have been prepared in an early phase of the project since they are key items to spread the project results and developments, resulting in a wider community around HIGHFIVE.

The first results of the implementation of the current CDP will be presented and reported in D5.2 “Monitoring on communication and dissemination activities” on M12 of the project (December, 2023).