



GROW LIFE

DELIVERABLE 7.2

Communication, Dissemination and Outreach Plan

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Document information sheet

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Executive Summary

The GrowLIFE Communication Plan is designed to ensure comprehensive outreach and engagement across diverse stakeholder groups. Through a multifaceted approach encompassing conferences, workshops, social media, and a user-friendly website, the project aims to disseminate valuable insights and best practices related to sustainable farming practices and food systems, from production to distribution and consumption. Emphasizing accessibility, documents like the Layperson's Report are tailored to non-specialist audiences, reflecting the project's commitment to transparent communication.

With a focus on both national and international platforms, including the Final Conference, GrowLIFE seeks to share knowledge on a global scale, fostering collaboration among farmers, policymakers, students, culinary professionals, and the wider public. This robust dissemination strategy underscores the project's dedication to transparent, impactful, and inclusive communication throughout its lifecycle and beyond.

Table of Contents

1.	Introduction	3
2.	Objective	4
3.	Visual Identity	4
4.	Language	4
5.	Target Audience	5
6.	Communication Channels and Dissemination Tools	7
a)	Website	7
b)	Social Media	8
c)	Digital Newsletter	10
d)	Short Videos	10
e)	Media Coverage	11
f)	Notice Boards	11
g)	Manuals, Guides and Leaflets	11
h)	Scientific Articles	12
i)	Workshops	13
j)	Layperson's Report	13
k)	Conference Meetings and Festivals	14
l)	GrowLIFE Final Conference	14
7.	Conclusion	15

1. Introduction

Effective communication plays a vital role in EU-funded projects, particularly in ensuring that EU citizens, key stakeholders, and the general public have access to comprehensive information regarding projects developed with EU funding. This includes insights into their connections with broader EU policies and strategic priorities, as well as their results and outcomes. This importance is accentuated in projects falling under Climate Governance and Information, such as GrowLIFE.

GrowLIFE aims to foster behavioral change across all actors involved in the Portuguese food system. The primary goal is to promote the adoption of environmentally, socially, and economically sustainable practices. Employing an integrated approach, GrowLIFE aims to facilitate a smooth transition to a sustainable and climate-resilient agricultural system, from production and distribution to consumption. This requires instigating change among producers, policymakers, and consumers. The project intends to contribute to these objectives by a) empowering farmers to implement sustainable agricultural practices b) motivating policymakers to champion sustainability in the food sector c) raising consumer awareness on the significance of sustainable consumption for human wellbeing, the local economy, and the environment, and d) empowering catering professionals, influential in food consumption trends, to create sustainable meals. This will first be implemented in 12 municipalities across Portugal where the Hospitality and Tourism Schools are located (Focal Municipalities), utilizing methodologies that foster peer-to-peer knowledge transfer and multi-stakeholder discussions. GrowLIFE holds the potential to bring about substantial changes in the Portuguese food system, ensuring a better future for all.

The Communication, Dissemination and Outreach Plan is strategically crafted to amplify the project's impact across diverse target audiences. It identifies the informational needs of each audience and delineates the most suitable channels and means for effective communication. Nevertheless, we consider this Plan a dynamic document, that will evolve as the project advances and must be adaptable to revisions and new requirements that may arise over the project's lifespan.

2. Objective

The objective of this Communication, Dissemination and Outreach plan is twofold:

- 1) Amplify the impact of the various activities (work packages) of the GrowLIFE project: This will enable diverse stakeholder groups to gain a comprehensive overview of the project, along with specific knowledge and understanding of the activities conducted throughout the project's duration.
- 2) Furnish clear, easily comprehensible, and actionable information designed to empower different stakeholder groups to take tangible actions on both individual and collective levels. These actions are intended to facilitate the transition toward a more sustainable food system, encompassing all stages from production to consumption.

3. Visual Identity

The GrowLIFE logo was crafted in the initial months of the project to establish a robust visual identity, facilitating easy recognition of the project. The choice of a tree figure was intentional, creating a distinct association with the project's theme of growing life, aligning seamlessly with its name. This logo will be consistently applied across all communication channels of the project, ensuring a direct and cohesive link between the logo and all project activities.

The GrowLIFE logo style guide has been included into deliverable 7.1.

4. Language

GrowLIFE is a project centered on the Portuguese territory, with a primary focus on instigating behavioral change within specific stakeholder groups, as detailed in the following section. To guarantee accessibility for these stakeholders, the project employs Portuguese as its primary language across all communication channels. However, recognizing the importance of knowledge exchange with key stakeholders beyond Portugal, including EU institutions, other EU-funded projects, and European and international organizations working on related topics, English translations are also provided for all communications.

5. Target Audience

The table below offers a comprehensive overview of the target audiences identified by the project for the purpose of this Communication, Dissemination, and Outreach Plan.

Target	Description	Interests	Target Audience Category*
Farmers	Key stakeholder group targeted by WP2 of the project	Sustainable farming practices and tips, knowledge exchange, general information about sustainability (policy making, short food supply chains, markets, consumption trends)	Primary Target Audience
Policy Makers	Key stakeholder group targeted by WP3 of the project. Focus primarily on the Municipal level	Sustainable policies around farming and the supply chain, knowledge exchange, understanding of the territory and the needs of farmers and consumers	Primary Target Audience
Consumers	Key stakeholder group targeted by WP4 of the project	Awareness towards sustainable food systems and conscious consumption, local seasonal and/ or organic products for healthy dietary habits	Primary Target Audience
Culinary Professionals & Students	Key stakeholder group targeted by WP5 of the project	Awareness towards sustainable food systems, local seasonal and/ or organic products, sustainable production and distribution practices for the hospitality and tourism sector, the role of the sector for healthier and more sustainable dietary habits	Primary Target Audience
Policy Makers	National Level	Sustainable policies around farming and the supply chain, knowledge exchange, understanding of the territory and the needs of farmers and consumers, best practices	Additional Target Audience

Target	Description	Interests	Target Audience Category*
Other LIFE & EU projects	Additional Stakeholders - Information exchange between LIFE and/or other EU projects is an obligation for LIFE projects.	Knowledge and best practice sharing concerning all activities and work packages of the GrowLIFE project, depending on the focal areas of other projects	Additional Target Audience
MedNet, NGOs, researchers and experts working in related fields	Additional Stakeholders – operating inside and outside the EU	Knowledge and best practice sharing concerning all activities and work packages of the GrowLIFE project, depending on the focal areas of the organizations	Additional Target Audience
International Public Institutions	EU institutions, FAO, other relevant international stakeholders	Overview of all activities/ work packages for monitoring purposes. Opportunity to inform practices across the region/ the EU, and beyond	Additional Target Audience

*The differentiation between Primary and Additional Target Audience is based on whether there is a dedicated Work Package within the GrowLIFE project that specifically addresses them.

After pinpointing the target audiences and understanding their interests, the project is committed to delivering precise and tailored information to all stakeholder groups. Utilizing a range of communication and dissemination tools outlined in the subsequent section, the project aims to ensure clarity in conveying information aligned with the specific areas of interest of each group.

Through active engagement on social media platforms and the project website, GrowLIFE seeks to stimulate online dialogues on various facets of the transition towards a more sustainable food system with key interest groups. These efforts complement the in-person opportunities that will be facilitated throughout the project's activities.

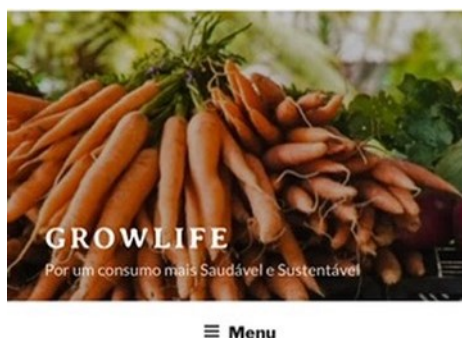
6. Communication Channels and Dissemination Tools

After thorough analysis of our target audiences, we are outlining the communication channels and tools through which the GrowLIFE team will disseminate the project's work. All communication and dissemination materials will prominently feature the EU funding, notably through the inclusion of the LIFE logo and boilerplate text.

For detailed Key Project-level Indicators (KPIs) and metrics associated with each communication channel and tool, please refer to Deliverable 6.1, First Extract of the KPI webtool.

a) Website

At the core of the Communication Strategy and in alignment with the LIFE Programme Guidelines, the focal point of GrowLIFE communication and dissemination is the project website. This platform is crafted as a user-friendly tool, easily navigable on desktop, tablet, and mobile devices, serving as the central hub for all information related to the activities of the project.



GrowLIFE

O projeto GrowLIFE resulta de uma colaboração entre a equipa da Caravana AgroEcológica da Faculdade de Ciências da Universidade de Lisboa, e o Turismo de Portugal, envolvendo as suas Escolas de Hotelaria e Turismo.

Structured with distinct sections catering to the varied interests of the audiences identified in the prior section, the website acts as a nexus for consolidating the knowledge generated and exchanged among different stakeholder groups.

The Project Operational Team will consistently update the website until the project concludes, and it will be hosted by Ciências throughout the project's duration and subsequent after-LIFE period. This ensures the sustained availability and continuity of information for the interested audience.

To enhance outreach and encourage regular visits, specific sections and new information on the website will be communicated through the project's social media channels.

For an in-depth overview of the website, kindly refer to Deliverable 7.1.

Figure 1. Snapshot of the mobile version of the GrowLIFE website.

b) Social Media

GrowLIFE already has social media presence across Facebook, Instagram, and LinkedIn.

Facebook: The decision for the GrowLIFE project to establish a Facebook profile is grounded in the platform's widespread user base, fostering global outreach and community engagement. With versatile content sharing options, including text, images, and videos, the project can effectively communicate its messages in diverse and engaging ways. Facebook's interactivity features, such as polls and events, enable the project to interact with its audience, gather valuable feedback, and create a sense of community involvement. The platform's age diversity, spanning various age groups, allows the GrowLIFE project to connect with individuals at different life stages. Leveraging the ease of social sharing, the project's content can be amplified as users repost and share within their networks.



Figure 1. Snapshot of a GrowLIFE Facebook post showcasing recent visits to farmers, detailing the team's process.

Instagram: GrowLIFE has strategically established its presence on Instagram, recognizing the platform's popularity among younger users. With a visually centric approach, Instagram allows the project to share compelling images and videos, effectively capturing the attention of a youthful audience and engage with younger stakeholders in dynamic ways, fostering a sense of connection and participation. Instagram's vibrant and dynamic nature aligns well with the project's goal of promoting a healthier and more sustainable food system, making it an ideal space to reach and inspire the next generation of advocates.



Figure 2. Screenshot of GrowLIFE's Instagram post on World Environmental Education Day, taking the opportunity to explain GrowLIFE's activities related to environmental education.

LinkedIn: The GrowLIFE project extends its digital footprint to LinkedIn, recognizing the platform's significance for professional networking and engagement. By maintaining an active presence on LinkedIn, the project aims to connect with professionals, policymakers, and organizations interested in promoting sustainability within the food system. LinkedIn's emphasis on professional content sharing and networking aligns with GrowLIFE's objectives of fostering collaboration and knowledge exchange among key stakeholders. Through thoughtfully curated posts, articles, and updates, the project leverages LinkedIn to disseminate valuable information, share insights, and build partnerships that contribute to the advancement of a healthier and more sustainable food system.

The project remains flexible in its digital outreach strategy, considering the potential expansion of its presence to platforms like YouTube or Vimeo for the purpose of sharing video content. This decision will be driven by the specific needs and preferences of the target audience, ensuring that the project effectively communicates its message through dynamic and engaging video formats.

The social media strategy for GrowLIFE adopts a triple approach: a) informing target audiences about upcoming, ongoing, and post-activity GrowLIFE initiatives, b)

providing useful resources such as farming tips, recipes etc and c) sustaining a continuous digital presence by sharing valuable insights on key sustainability topics, relevant to GrowLIFE activities and goals. To facilitate this, the team has developed a comprehensive calendar, strategically utilizing various opportunities linked to sustainability. Examples include sharing information about seasonal produce each month and leveraging globally recognized events such as World Environmental Education Day or World Pulses Day to create engaging social media posts that serve as an opportunity to showcase GrowLIFE. This proactive approach ensures that the project remains both timely and informative, catering to the interests of its diverse audience while fostering awareness about sustainable food systems from production to distribution and eventually consumption patterns in alignment with the Farm to Fork Strategy.

Another approach may involve Instagram account takeovers, allowing key stakeholder groups such as students and farmers to directly engage with the GrowLIFE audience and share their perspectives on GrowLIFE topics.

c) Digital Newsletter

Starting with the established contacts and subscribers of the Caravana Agroecológica newsletter, who express an interest in receiving updates from the GrowLIFE project, a comprehensive contact database will be systematically constructed throughout the project's duration. Subscribers from various target audiences will be included in this database, allowing for the distribution of a digital newsletter at regular intervals, namely every three months.

This tri-monthly newsletter, available also for download from the website, will offer consistent updates on project activities, addressing the key interests of the stakeholder groups. It will encompass summaries of past events, invitations to upcoming activities, and serve as a vehicle for disseminating crucial project information and outputs, such as leaflets, guides, and manuals. The content will be meticulously tagged to ensure easy identification by the relevant audience, aiming to reach the widest possible readership.

d) Short Videos

Recognizing the power of videos as a highly engaging medium, the project aims to vividly showcase its activities to a diverse audience. Four short videos (3-5 mins approx.) will be produced, each dedicated to highlighting key aspects of the project's main activities and work packages. These videos will be strategically disseminated across various channels, including the project website, social media platforms, newsletters, and, whenever feasible, in other communication opportunities such as events and workshops. Efforts will be made to secure official media coverage for the videos, maximizing their visibility. Additionally, these videos will be shared directly with key stakeholders, including Local Authorities and potential partner NGOs, encouraging them to promote the project through their channels. This collaborative

approach aims to amplify the project's exposure and outreach, fostering a broader and more impactful engagement with its target audience.

e) Media Coverage

Collaborating with the Communication Departments of project beneficiaries and leveraging their established networks, the project endeavors to secure appearances on national and regional television channels, radio shows, general and specialized press, and digital media.

This strategic exposure aims to highlight the overall project to diverse audiences while also promoting specific activities falling under different work packages. For instance, the project may feature a specific Farmers' Open Day on the regional media of the municipality where the event will take place, extending an open invitation to the general population to actively engage with the project and gain insights into sustainable modes of production and consumption. Another potential area for media coverage is the Sustainability Routes, aimed at fostering engagement with neighboring municipalities. Through these media channels, the project aspires to not only raise awareness but also foster a broader understanding of its initiatives and their impact on promoting sustainable practices.

f) Notice Boards

GrowLIFE aims to spread awareness about its activities and goals through 27 visually appealing notice boards. These boards, showcasing LIFE's financial support, will be strategically placed in key locations, including host sustainable farms, meeting points for Sustainability Routes, and areas visited during the project, ensuring broad visibility. To minimize our carbon footprint, the team will prioritize eco-friendly and durable procurement for these notice boards.

Additionally, the information displayed on the notice boards, along with on-site pictures, will be shared on the project website and distributed to Municipalities participating on the Sustainability Routes for wider dissemination.

g) Manuals, Guides and Leaflets

Manuals: Clear and concise manuals are integral to the GrowLIFE project, addressing the technical aspects of sustainable practices for diverse audiences. These include the Best Practices Manual (WP2) which will include information on the best practices for sustainable farming and SFSC identified by the participants on the Participatory Visits, the Regional and National Manuals with Strategies for Proximity Consumption presenting strategies to facilitate and support proximity consumption of a regional and national level (WP3), and the training material that will be developed for the Sustainable Food Systems module and course (WP5). These materials will serve as

comprehensive guides for stakeholders, empowering them with the knowledge needed to embrace sustainable modes of production and consumption, and for replication of GrowLIFE activities.

Guides: Guides play a pivotal role in facilitating effective communication and engagement within the GrowLIFE project such as the Sustainable Farms Visits Guide, the Farmer's Open Days Guide, and the Participatory Methodologies - Routes Guide. These guides will offer practical insights and methodologies to various stakeholders, ensuring that the strategies implemented by the project can be replicated, promoting widespread awareness and behavioral change.

Leaflets: Leaflets act as accessible and visually engaging tools for disseminating key information to both specialist and non-specialist audiences. The project will produce Best Practice Leaflets (WP2), focusing on identified success stories and methodologies adopted by transitioning farmers, but also more technical documents such as the Soil Quality and Biodiversity Leaflets (WP5), which will include results from the yearly soil quality and biodiversity analysis and information on EU's Common Agricultural Policy (CAP) funding. These leaflets are strategically distributed to farmers, local entities, and the general public, with an emphasis on clear communication tailored to the specific needs and interests of each target group.

The GrowLIFE project employs a robust dissemination strategy to maximize the impact of its outputs. Documents such as Best Practices Leaflets, Manuals, and Guides are strategically shared, online and in print, with target audiences through various channels. This includes the project's own website and social media accounts, municipal websites and social media accounts, as well as meetings, festivals, and conferences.

Additionally, the project team will actively participate in relevant congresses and workshops to share insights and findings. Through this multifaceted approach, GrowLIFE aims to foster widespread awareness, understanding, and adoption of sustainable practices in agriculture and food systems.

h) Scientific Articles

The GrowLIFE project aims to contribute to the scientific community through the production of two impactful articles, one focused on soil and the other on participatory methodologies. These articles will disseminate valuable insights derived from the project's extensive data collection efforts.

The first article will focus on soil, leveraging the large territorial scope of GrowLIFE, and the active participation of farmers to yield substantial insights into the effects of sustainable farming practices across varied edaphoclimatic contexts. This rich dataset will be made accessible for further exploration by researchers within Portugal and the EU. By fostering a closer collaboration between researchers and farmers committed to sustainable agriculture, GrowLIFE envisions the creation of scientific driven, locally

tailored measures to mitigate climate change and address conventional agriculture impacts.

The second article will delve into participatory methodologies, drawing from a set proven effective within the context of GrowLIFE, tailored specifically for our key stakeholders: farmers and policymakers. This approach will be guided by insights gleaned from the workshop led by participatory methodologies expert Helena Guimarães, a valued member of our Advisory Board.

The published articles and reports, derived from the project's data, are anticipated to serve as a catalyst for local policymakers, encouraging the continued development and advocacy of sustainability-promoting strategies within their respective governments.

i) Workshops

GrowLIFE envisions an impactful dissemination of its practices through the organization of 15 Replication & Exploitation workshops, each accommodating 20 participants. These workshops, set to occur between years 3-5, aim to engage a total of 300 participants, fostering a collaborative environment for knowledge transfer and replication of successful strategies. The meticulous monitoring of these workshops every six months, starting from year 3, ensures a dynamic and adaptive approach, enhancing the effectiveness of GrowLIFE's Replication & Exploitation initiatives.

j) Layperson's Report¹

A Layperson's Report, crafted in language accessible to a non-specialist audience, serves as a key output of the GrowLIFE project. This report, slated for publication in both print and electronic formats at the project's conclusion, will provide a comprehensive overview of the results and conclusions, acknowledging the crucial support received from the LIFE funding and aligning with EU climate policy.

Including images, and written in both Portuguese and English, the report caters to diverse stakeholders such as municipalities and inter-municipality communities (CIM), public and private environmental and agricultural entities, schools, NGOs, and technical contacts from networking activities. The report, available for download on the project's website, will be disseminated within three months after the project concludes. While a limited print run of 500 units (using recycled paper) is planned for distribution during the final conference, the primary distribution will be in digital form. The Layperson's Report aims to reach a broad audience, including farmers, policy makers, students, culinary professionals, and the general public, both in printed and digital PDF format.

¹ The "Layperson's report" refers to the "Layman's report" and reflects the team's commitment to inclusivity and gender-neutral language, ensuring that all individuals, regardless of gender, feel represented and included in our communication efforts.

k) Conference Meetings and Festivals

The dissemination strategy of GrowLIFE involves dynamic engagement through presentations at relevant conferences, festivals, and meetings, with an average attendance of 100 people. This initiative ensures the continual availability and promotion of data analysis results, manuals, leaflets, and guides at conferences, festivals, and networking events attended by Ciências professors and researchers, and Turismo de Portugal Pedagogical Commission, and Sustainability Ambassadors.

The team, committed to an active participation in congresses and workshops related to climate governance, sustainable food systems, and overall sustainable development, plans to attend a minimum of 5 national and 5 international conferences and meetings during the project.

Specific efforts will be directed at farmers through activities such as meetings and festivals, and the guidance of Advisory and Stakeholders Boards members will be instrumental in identifying the best channels and events for disseminating GrowLIFE to farmers.

l) GrowLIFE Final Conference

The culmination of the GrowLIFE project will be marked by a Final Conference hosted at Ciências, with an anticipated attendance of 300 participants in person. This event will aim to showcase project outcomes and discuss challenges faced, presenting the final report. The national audience targeted encompasses technical and executive members from the Agriculture Ministry, Rede Rural Nacional, the Portuguese Rural Development Program, all Portuguese municipalities, NGOs focused on rural development, agriculture, biodiversity conservation, forestry, and the broader food sector, including research centers, schools, universities, and key actors in the Tourism and Hospitality sector. The conference will also extend invitations to other national and international LIFE and EU projects with similar focuses to share their experiences.

The event will be broadcasted live and recorded, with expected views reaching 2000. Oral presentations will be conducted in both Portuguese and English to engage diverse national and international audiences. Recordings, transcribed and subtitled in Portuguese and English, will be made available on the GrowLIFE website. The organizational efforts for the conference will be spearheaded by the Project Management Team, ensuring a comprehensive representation of stakeholders, and fostering engagement from farmers, policymakers, students, culinary professionals, and the general public. Following the event, inquiries will be distributed to assess participants' engagement with the replication and/or transfer of GrowLIFE activities.

7. Conclusion

In conclusion, the GrowLIFE Communication Plan is meticulously designed to foster effective outreach and engagement across diverse stakeholder groups. By employing a multifaceted approach that includes conferences, workshops, social media, and a comprehensive website, the project aims to disseminate valuable insights, best practices, and outcomes related to sustainable farming practices and food systems.

The emphasis on accessibility through documents like the Layperson's Report ensures that information is tailored to non-specialist audiences. The robust dissemination strategy not only extends to national platforms but also encompasses international events, reflecting the project's commitment to sharing knowledge on a global scale.

The Final Conference serves as a pivotal moment to showcase project achievements and challenges, creating a platform for dialogue and collaboration among farmers, policymakers, students, culinary professionals, and the wider public. Overall, this Communication, Dissemination and Outreach Plan reflects GrowLIFE's dedication to transparent, impactful, and inclusive communication throughout its lifecycle and beyond.