



the power of COMMUNICATION

SEEDing Successful young female entrepreneurs for a green world by regenerative agriculture – SEEDS

Project 101052106 - SEEDS

D2.1 COMMUNICATION AND DISSEMINATION PLAN

Partner
#PAMEA

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List of abbreviations

- KoM** - Kick-off Meeting
- CDP** - Communication and Dissemination Plan
- RES** - Renewable energy sources



1 BACKGROUND

The present Communication Plan refers to:

- Erasmus+ Programme Guide
- Erasmus+ Programme Guide 2022 (version 2 of 26/01/2022)
- How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results - developed by the European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA)
- SEEDS Visual Identity Guidelines
- Grant Agreement - 101052106-SEEDS
- Cooperation Agreement for project 101052106-SEEDS

In line with Erasmus+ Programme Guide 2022 (version 2 of 26/01/2022), How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results and Partnership Agreement, Grant Agreement - 101052106-SEEDS and Cooperation Agreement for project 101052106-SEEDS, the **“SEEDing Successful young female entrepreneurs for a green world by regenerative agriculture - SEEDS”** project has to ensure transparency and inform the public of the actions of the project.

Thus, this document provides details on how SEEDS project will ensure that both objectives of transparency and informing the public are realized. In this regard, SEEDS project will go beyond the minimum requirements of making information available by putting effort into communication with and reaching out to stakeholders, beneficiaries and citizens, because effective communication does not only raise awareness about the project but it can also generate support from citizens as well as policy makers to ensure a lasting, positive impact of the project. By raising the quality of the implementation of the project and by helping to achieve its objectives, communication adds value to the project.

SEEDS Communication and Dissemination Plan (CDP) provides a framework to manage and coordinate the wide variety of communications that take place during the project. The communication plan covers who will receive the communications, how the communications will be delivered, what information will be communicated, who communicates, and the frequency of the communications.

CDP offers the reference environment for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses, and the needed communication materials for the planned project activities. The partners decide jointly on the transnational materials (e.g. poster, roll-ups, website, e-newsletters, social media, etc.) and will adapt special materials for the project events depending on the decisions during the planning stage thereof.

CDP is meant to ensure a good two-way communication among all stakeholders, a key for the success of the project. Good communication forestalls surprises, prevents duplication of effort, and can help to reveal omissions and misallocation of resources early enough to permit corrections.



2 AIM AND OBJECTIVES

SEEDS CDP was designed with the aim to ensure that SEEDS Project provides relevant, accurate, and consistent project information to project stakeholders and other appropriate audiences about the modality in which SEEDS will increase and enhance capacities for entities located in MENA countries for vocational education and training, to increase working and work quality with Youth in a Green agriculture, following the principles of regenerative agriculture and to increase mobility for Youth workers into the Project partner countries.

2.1 Aim

By promoting knowledge transfer about health food and health and smart farming at various levels - project partners, youth, trainers, external stakeholders, and mobility participants -, SEEDS consortium involves related target groups in the project implementation through:

- internal project communication (project partners: project meetings, workshops, exchange of information and knowledge, etc.)
- dissemination activities (youth + external stakeholders - addressed by the project Newsletters and articles in Newspapers / spots on TV or radio, press releases, direct meetings with Youth organizations and social enterprises, project events, brochures, etc.),
- mobility activities in the partners from Tunisia, Morocco, Jordan and Egypt, processing centre, research centre and preparing the Experimental Entrepreneurs Incubators (for youth - future entrepreneurs and trainers)
- open educational resources (youth and trainers - non formal learning modules) and through the organised Regional Strategy Platform (RSP) meetings (networking of external stakeholders).

2.2 Objectives

As objectives, SEEDS CDP identified the following:

- Increase understanding about the project activities to the target group
- Insure an efficient communication among the SEEDS consortium partners
- Develop the infrastructure for a sustainable and productive international collaboration between consortium members and stakeholders, local and international experts and Agencies, similar initiatives and projects - development of SEEDS network
- To exchange good practices between other EU best cases
- Raise awareness on the project among stakeholders and general public, intensifying cooperation among actors by the SEEDS team and Regional Strategy Platforms (RSP)
- Raise awareness and Promote Green small businesses and Regenerating agriculture
- To ensure the large dissemination and visibility of the SEEDS achievement and results
- Give accurate and timely information about the project and ensure a consistent message .



3 TARGET GROUPS

This section identifies the audiences targeted in this CDP, and the purpose of communicating with each audience. Thus, following actors play an important role in the implementation of the communication strategy:

Project partners: improve co-operation, project partners need to communicate with each other. In addition, they will communicate with target groups within their countries.

Young people, targeting mostly on female youth with fewer opportunities: increase their level of competencies and foster their active participation in the society prepare and to start Green small businesses and Regenerating farms

Existing young farmers: boost already existing small farms towards Green small businesses and Regenerating farms, use of RES along with regenerative solution of agriculture

Pupils, students and school bodies and organizations: increase their access to the future labour market and their better self-identification in the society, following the gender equality in economic activity, which can generate substantial macroeconomic gains

Regenerative agriculture, Healthy Food and Food Production and Healthy Farming experts: join the Experimental RE-GEN Entrepreneurs Incubator - initiative able to put in practice the acquired skills during the training and to supply Healthy Food to poor communities with limited possibilities, giving the opportunity to share agro-food knowledge and to promote free exchange of information

Organisations and groups in project regions: The awareness campaigns in the beneficiary countries are being carried out and supported by organisations and groups in the particular regions. By this, the groups and organisations themselves act as communicators for the project.

European Commission, national and regional institutions, authorities and media: These groups need to be informed about SEEDS project and can support it by passing down information to their target groups and to general public. SEEDS will bring in Europe the knowledge of close to desert agriculture.

Target Group	Target value
Young people, targeting mostly on female youth with fewer opportunities	100
Existing young farmers	8
School bodies and organizations	8
Regenerative agriculture, Healthy Food and Food Production and Healthy Farming experts	80
Organisations and groups in project regions	16
National and regional institutions, authorities and media	8



4 STRATEGY AND KEY MESSAGE

Communication forms are an integral part of project implementation strategy for the SEEDS Project. Innovative activities and close co-operation with beneficiaries will be necessary to ensure effective communication of the implementation and success of the project.

4.1 Principles

Principles for elaborating and implementing CDP are:

Innovative and forward-looking: new media provide many opportunities for communication both with the general public and with specific target groups in the project. The project will utilize new media where appropriate as an integral part of the communication strategy.

Simple: the project aims to keep to clear, consistent and understandable messages to its different target groups.

Cooperative: in order to make best use of the resources available for SEEDS, the project will try to involve different project bodies as well as beneficiaries in the communication strategy as much as possible.

Interactive: communication in relation to information suggests that the process is interactive. The project will make an effort to listen to and incorporate feedback from its target groups in order to increase interest in the project and fine-tune its messages.

Targeted: a generic approach to communication could lead to important target groups not being addressed. The project will customise its communication efforts for each target group identified in order to ensure that the message reaches the relevant actors.

Inclusive: the countries participating in the SEEDS Project are spread over in Europe and MENA area. It is therefore important to provide access to information about the project to different target groups in the regions. Because of that, the project involves regional actors in its communication strategy.

Accountable: the project will demonstrate good value for money in its messages. In addition, the communication plan itself will be monitored and evaluated according to the project working plan.

4.2 Short, middle and long-term strategy

The focus on communication strategy will be adapted and changed depending on the different stages in project implementation, reflecting the priorities relevant to that stage. Yet, throughout the whole project, the targeted groups in all partner countries will be informed on the state of the art in project constantly.

The project can be as consisting of three phases. Firstly, until midyear 2022, the emphasis of communication will be faced on bringing the partners together and preparing the communication paths between them and the various stakeholders (team- and network-building). This period will also be important for building a network across the project area of relevant target groups to be involved. Meantime starts also the preparation of the Analyse of needs by MENA countries studies (Tunisia, Morocco, Jordan, Egypt), to be summarised in the Comparative study on the identified needs in MENA countries.



In the next stage it is important to design the Living Labs and to realise it first in Tunisia. This first project mobility will be monitored and achievements will be measured, offering a clear picture about the developed training materials and the necessary adjustments, based on the participants feed-back. In this period, there is a strong accent on communication towards the target groups in the particular country. In addition, intensive and multidirectional communication between the partners will go on in order to optimise the campaigns by practical experiences made in project work. Afterwards similar awareness campaigns will be implemented in the other beneficiary countries (Morocco, Jordan, Egypt). As before, the emphasis of communication work will be put on the target groups in the particular countries and on the communication within the partners. This stage of the project will be finished by the middle of 2023.

In the final stage of the SEEDS project, the focus will be put in parallel on continuing the Living Lab development and the trainings, collecting outcomes but also on large dissemination of the project results. The partners try to reach common positions on procedures, shortcomings and constraints which slow the implementation of Regenerative agriculture and supporting the young female entrepreneurs in the involved countries. Most of the communication in this stage will occur between the partners in order to elaborate the framework of a bigger support in their entrepreneurial activities, together with attracting other financing forms.

Further, the developed MENA trainers' network will keep the contact and enhance the opportunities for the low opportunity youth target groups and not only, extending further the involvement of the female youngsters.

4.3 Key Messages

SEEDS project will provide comprehensive information about the importance and the advantages of starting GREEN small businesses and REGENERATING farms, applying SMART RES low-cost Solutions for small and medium Farms, along with the benefits of increasing access to the labour market and better self-identification in the society. Due to sustainability, SEEDS outputs can be used as base for actions against global warming and for saving money. Therefore, the message will reflect that contribute to climate change and CO2 emission reduction, having in this way an impact on the entire environment. As different target groups have different needs, the message will be customised accordingly.

Your GREEN small businesses and REGENERATING farms solutions are here! Grow with SEEDS!



5 TOOLS AND METHODS

During the project lifetime, a variety of tools and channels for communication and dissemination of messages will be used. The project will customise its communication efforts for each target group identified in order to ensure that each message reaches the most proper and relevant actors.

The following outcomes are expected as results of communication strategy:

- improved cooperation and communication with target groups within the involved countries and beyond
- increase their level of competencies and active participation in the society
- increased number of Green small businesses and Regenerating farms
- increased access to the labour market and better self-identification in the society
- increased shared agro-food knowledge and free exchange of information
- increased knowledge of close to desert agriculture and possibilities to diminish the effects of climate change.

5.1 Media / Channels / Tools

Visual identity: The visual guideline for the SEEDS Project is based on the How to communicate YOUR PROJECT - A step-by-step guide on communicating projects and their results - developed by the European Commission (Directorate General for Education, Youth, Sport and Culture) in close cooperation with the European Education and Culture Executive Agency (EACEA), aiming to provide visibility and recognisability of the project throughout all its communication efforts. It contains the Logo usage instructions and graphic identity guidelines for different kinds of communication material.

Website: portal with Open Education Resource, an important dissemination gate for the general public/Youth and for the consortium. The website will contain the description of the project (objectives, structure, innovations, partnership, Living Lab, Business Plan Development tool, etc.) and will be updated regularly with results and outputs of the project, as well as with news, events, press releases and articles.

SEEDS website is used also to translate and communicate the transnational research results of SEEDS into national languages & regional objectives/outcomes, together with hosting the tools to be used by trainers, as living labs and shared know-how. The website content started to be developed in March 2022 according to the communication principles laid down in this document. Other web-based tools, such as web videos, will be explored for their relevance within the communication strategy. Online Communication will represent the main form of communication of target groups within SEEDS Project. The website, build up and hosted by the PAMEA, offers the opportunity of reaching a wide audience whilst at the same time being able to service specific audiences such as beneficiaries. Online conferences, online video conferences and online workshops are part of the project communication.

Task	Resp.	Perform	Activity	Start	End
2.1	PAMEA	PAMEA	Communication Plan	02.2022	04.2022
2.2	PAMEA	All PPs	Project web-site	02.2022	09.2022
2.3	PAMEA	All PPS	e-Newsletters - M2,18,23,30,34,36	06.2022	01.2025



Social media channels: Partners are aware that Facebook and LinkedIn are very popular and as such these will be very valuable channels of raising awareness. On all these types of platforms news spreads easily throughout the entire network, frequent reminders are possible and also getting feedback is very easy. These tools make dissemination to have a European dimension, even more. Depending on the common decision about project needs, social media channels (Facebook, Twitter, LinkedIn, Youtube) will be developed for SEEDS project, due to the fact that social media are part of our private & work lives, they are interactive and make it possible to directly engage the audience, they represent a cheap way to reach the audience and can increase the traffic on the website.

Task	Resp.	Perform	Activity	Start	End
2.3	PAMEA	All PPs	Facebook page SEEDS project	06.2022	01.2025
2.3	PAMEA	All PPs	LinkedIn page SEEDS project	06.2022	01.2025
2.3	PAMEA	All PPS	Twitter page SEEDS project	06.2022	01.2025
2.3	PAMEA	All PPS	YouTube page SEEDS project	06.2022	01.2025

Project flyers: following the instructions from visual guideline for the SEEDS Project, the SEEDS flyer is presenting a description of the SEEDS project, objectives and its main results. It will be used as a project „business card” at different meetings and events. The flyer master will be available on-line and all partners will receive printed copies in English for a wider dissemination. Will be translated to project country languages. The flyers will be developed on A4 format, folded 3 times, and will be printed by partners on their own resources, own languages or bi-lingual and in as many copies and occasions, as needed (minimum 150 copies).

Publications: In the project different types of publications will be produced. All documents will be distributed in electronic form too.

Working documents (internal): plans, guidelines, project management handbook, progress reports (interim and final), activities report by partners, status reports, progress reports, attachments to reports, official documents, drafts, presentations

Task	Resp.	Perform	Document	Start	End
T1.1	IBA	IBA, PAMEA, EMED-TN	Project Management Handbook	02.2022	06.2022
T1.1	IBA	IBA	Project Reports - M 3,6,9,12,15,21,24,27,30,33	02.2022	01.2025
T1.2	IBA	PAMEA	Financial Guidelines	02.2022	05.2022
T1.2	IBA	PAMEA	Financial Reports - M 3,6,9,12,15,21,24,27,30,33	02.2022	01.2025
T1.3	IBA	IBA	Action Plan	02.2022	07.2022
T1.4	IBA	IBA	Risk Management Plan	02.2022	08.2022
T1.4	IBA	All PPs	Project metrics	12.2022	01.2025
T2.4	PAMEA	All PPs	Communication Report – M 12,24,36	12.2022	01.2025
T3.3	EMED-TN	All PPs	Methodological Guide for Youth Trainers	02.2022	08.2022
T5.2	IBA	IBA, EMED-TN	Report regarding mobility in Tunisia	05.2023	05.2023



T5.3	IBA	IBA, SYL	Report regarding mobility in Jordan	10.2023	10.2023
T5.2	IBA	IBA, EMED-MA	Report regarding mobility in Morocco	05.2024	05.2024
T5.3	IBA	IBA, TWB	Report regarding mobility in Egypt	09.2024	09.2024

Public documents:

Task	Resp.	Perform	Document	Start	End
T2.1	PAMEA	PAMEA	Communication and Dissemination Plan	02.2022	04.2022
T2.1	PAMEA	PAMEA	Logo and graphic identity	02.2022	05.2022
T3.1	EMED-TN	EMED-TN, EMED-MA, SZL, TWB	Report Analyse of needs by MENA countries	02.2022	08.2022
T3.2	EMED-TN	All PPs	Comparative study and youth selection procedure. Fair Trade principles	08.2022	04.2023
T3.4	EMED-TN	All PPs	Entrepreneurship and Business Book	02.2022	04.2023
T6.2	CTNC	All PPs	RE-KOLTA strategic plan	09.2024	01.2025
T6.3	CTNC	All PPs	RE-SEEDS strategic plan	09.2024	01.2025

Promotional documents:

Task	Resp.	Perform	Document	Start	End
T2.2	PAMEA	All PPs	SEEDS project flyer	04.2022	09.2022
T2.2	PAMEA	All PPs	SEEDS project poster	04.2022	09.2022
T2.2	PAMEA	All PPs	SEEDS project roll-up	04.2022	09.2022

Conference Materials: Different types of materials will be produced to increase the visibility of the project during events and such. In addition, specific scientific papers for conferences and meetings

Task	Resp.	Perform	Document	Start	End
T2.4	PAMEA	IBA, All PPs	Closure Conference	01.2025	01.2025
T2.3	PAMEA	All PPs	Presentation of SEEDS at international events	09.2024	01.2025
T6.3	CTNC	All PPs	Transnational exchange of experiences	04.2022	09.2022

Press Materials: The project aims to achieve media coverage in the entire project area, especially during the mobilities in the participating states. In addition to the press conferences, press releases will be published.

Task	Resp.	Perform	Document	Start	End
T2.3	PAMEA	CTNC	Press releases in Spain	09.2022	09.2022
T2.3	PAMEA	EMED-TN	Press releases in Tunisia	05.2023	05.2023
T2.3	PAMEA	SYL	Press releases in Jordan	10.2023	10.2023
T2.3	PAMEA	EMED-MA	Press releases in Morocco	05.2024	05.2024
T2.3	PAMEA	TWB	Press releases in Egypt	09.2024	09.2024
T2.3	PAMEA	IBA	Press releases in Romania	01.2025	01.2025



Radio and TV: In order to reach the aim of the SEEDS Project, target groups in the beneficiary partners need to be informed about the possibilities of GREEN small businesses and REGENERATING farms, applying SMART RES low-cost Solutions for small and medium Farms, along with the benefits of increasing access to the labour market and better self-identification in the society. This will happen on info days and by press, radio and TV adverts.

Besides the communication and dissemination channels presented above, there will be used all opportunities to spread the information such as: EU Dissemination Platform, other events, different meetings of National and European Associations where the participants are members, different working groups and another project

5.2 Methods

This section outlines the minimal contents of the key communications documents.

Project Plans

- Current and Future Plans
- Project Issues and Problems
- Planned Project Deliverables for the next Period

Status Reports

- Status Summary
- Status of Schedule
- Status of Budget
- Status of Scope
- Accomplishments Achieved
- Concerns/Issues
- Next Steps
- Project Team Members

Project Briefing

- Goals of Project Management Improvement
- Project Status
- Project Problems and Issues
- Project Checklist

5.3 Events

Task	Resp.	Perform	Event	Start Proposal	End Proposal
T1.1	PAMEA	All PPs	Kick of meeting	02.2022	04.2022
T1.1	CTNC	All PPs	2nd Transnational meeting	06.2022	09.2022



T1. 1	EMED-TN	All PPs	3rd Transnational meeting	05.202 3	05.202 3
T1. 1	SYL	All PPs	4th Transnational meeting	10.202 3	10.202 3
T1. 1	EMED-MA	All PPs	5th Transnational meeting	05.202 4	05.202 4
T1. 1	IBA	All PPs	6th Transnational meeting	01.202 5	01.202 5
T5. 2	EMED-TN	IBA, CTNC, PAMEA, SELFHOOD	Living lab in Tunisia	05.202 3	05.202 3
T5. 2	EMED-MA	IBA, CTNC, PAMEA, SELFHOOD	Living lab in Morocco	05.202 4	05.202 4
T5. 3	SYL	IBA, CTNC, PAMEA, SELFHOOD	Transnational exchange of experiences Jordan	10.202 3	10.202 3
T5. 3	TWB	IBA, CTNC, PAMEA, SELFHOOD	Transnational exchange of experiences Egypt	09.202 4	09.202 4



6 EVALUATION MEASURES

The Coordinator partner - IBA will monitor progress of the delivery of the communication plan and evaluate chosen communication methods. Also, PM team will assess the extent to which the objectives of project and of communication have been achieved.

The communication plan will be presented to the Project Partners as part of the implementation plan. Ongoing evaluation will take place and take influence on further communication process.

The following indicators have been defined in order to provide measurable objectives for the communication strategy.

Outputs:

Output	Quantification
Summer school organised	1
Open Educational Platform (OEP) with 5 modules created	1
Regional Strategy Platform organised	4
MENA trainer networks established	4
Experimental RE-GEN Entrepreneurs Incubator established	2
Living labs organised	2
Mobilities in MENA countries performed	4

Results:

Result	Quantification
Permanent information sources / channels in operation (e.g. websites, regular publications)	5
Formal education stakeholders involved	8
Individuals involved directly in participating countries	140
Trained persons during SEEDS trainings	80
Tools and methodologies adopted	6
Entrepreneurship and Business Plans elaborated	4
Members of Regional Strategy Platform	80
Common methodologies adopted	3
Strategies adopted	2
Innovative products developed	4
Impact studies carried out	1
YOUTH Pass certificates granted	160
Pilot actions prepared	4
Individuals reached directly through dissemination outputs in the involved countries	3000