

# Dissemination Plan

1. Dissemination planning and strategy	3
2. Overall dissemination activities	6
Conclusions	8



The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility. In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

This document outlines the dissemination activities carried out by project partners. It sets out what has already been achieved, and provides an outline of what is planned. An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of project objectives and training activities.

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The overall aim of our dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders: academic staff, farmers, institutions, etc. Any dissemination activities and publications in the project will acknowledge the European Erasmus Plus Programme funding.



## 1. Dissemination planning and strategy

**Dissemination will be a planned process** in order to provide information on the results for key actors and make sure information is generated and circulated when the result and initiatives become available. This involves spreading the word about the project successes and outcomes as far as possible. **For each action an appropriate communication activity will take place** that will cover **why, what, how, when, to whom and where disseminating results will take place**, both during and after the funding period.

The dissemination of results of the project pursues a **two-stage approach**.

During the first year the main concern will be to identify and collect appropriate existent content as well as reaching out to the envisioned stakeholder groups inviting and supporting initial activities.

The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into even more tailored and mature offerings for each of the key stakeholder groups.

Careful examination of the initial steps will demonstrate the road forward.

The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project's aims and activities in general. The resulting **dissemination strategy** will therefore aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support from university community in identifying relevant content and motivating multipliers to organize and host events. Project partners are well-embedded within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed.

**All partners are contributors to the dissemination activities under management of USAMV.** All project members are expected to actively contribute by:



- identifying and informing about dissemination opportunities (e.g. events, publications, etc.)
- updating the calendar of the project on a regular basis;
- contributing the contents of their respective outputs to their websites, press releases, presentations, etc.;
- using their network to support the dissemination of project information;
- presenting the project at relevant conferences, workshops and other events;
- helping to promote events, in particular engaging key stakeholders to act as multipliers and to motivate participants.

**Each of the partners' project managers will be responsible with the dissemination.** As they are also part of the key experts' team, they have extensive writing and editing experience and they have managed previously projects in which publications resulted and were posted.

In addition, **the communication and IT/web page responsible of each of the partner organization** will provide support with posting, updating sites with relevant news about project progress, press information. etc.

**The partners will undertake a targeted and wide dissemination** of their results so as to encourage their wider use and increase their impact beyond the organizations directly participating in the project. **The press and media as well as decision makers** interested in agri-food sector **will be invited to attend events** and will be presented the intellectual outputs. **Outputs will be available online to the general public and the main target groups.**

The **dissemination activities establish by the project** contain events which will be targeting: researchers and practitioners to test the outputs, faculty members from other HEIs in the field of agriculture/agri-business, enterprises, cooperatives and producers' groups. These events will assure that outputs are widely and targeted disseminated. The dissemination activity will be also organized in each of the two partner countries to disseminate the project outputs and encourage their use by teaching staff.



Thus, the activities foreseen by the HEIs will disseminate, present and promote project outputs to other HEIs in participating countries interested in the topics such as Agriculture higher education institutions from other regions and Economics, Sociology, Community Development higher education institutions etc.

**The social economy Facebook group moderated by ALS** will offer **regular updates on project activities** will be shared, outputs will be publicized and feedback will be received.

**The target groups** of our dissemination activities inside the partnership will be the teachers teaching in topics related to agri-food chain and students from participating HEIs, in particular Master level students who are or aim to be working in the sectors of agriculture, farming, start-ups, food tech or production, research and advisory services, trainers and consultants for farmers from enterprise sector. Outside the partnership we target other HEIs, researchers, the agri-food enterprises and policy makers that will share and improve their knowledge and skills and training and resource organization.

**At local/regional/national level**, the direct target groups to be addressed are: **teachers from other HEIs teaching in topics related to agri-food chain and the agri-food enterprises in participating countries that will participate in the multiplication events**. Through our workshops we will disseminate teaching materials on cooperative enterprises and we will share the project outputs with other HEIs interested from the participating countries/regions – extending the project outputs impact.

**At national level**, the direct target groups to be addressed are: **in Romania, farmers, farm managers, managers of agri-food sector enterprises and producer groups, agri-food cooperatives, advisors, policy and decision-makers** – they will receive the country report and the policy guidelines and will have an opportunity to discuss policies in the agri-food sector in the annual *multiplication events organized by ALS*. In the long run they are targeted by the online cooperative start-up toolkit and by the guide which will be available on-line in pdf format as project output.



**At European level** researchers studying the place of cooperative enterprises in the agri-food chain will have an opportunity to receive the first project outputs - the case studies and discuss development in their country of the sector in a comparative perspective and thus, expand the sharing and exchanges the beyond the countries participating in the project.

## **2. Overall dissemination activities**

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below:

### **1) SELECTION OF THE PROJECT LOGO**

A number of suggestions for the project logo will be developed by the coordinator. Many possible designs will be presented and members will select the logo by vote. Partners will use consistently the project logo from the moment is ready and the templates are generated. Partners are required to use the Project Logo when publishing dissemination materials for the project. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Term: April 2020.

### **2) CREATION OF PROJECTS 'PROMOTIONAL TEMPLATES**

A number of templates suggestions with the project logo will be developed by the coordinator – for flyers, leaflet, posters, etc. These templates should be used in the promotion of the project. The team will produce templates that reflect the mission and expected outcomes of the project. These will show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups. These materials will be used in training events, multiplier events e.g. to welcome participants to the event and guide their way in buildings, thus creating awareness about project's aims and topics. This approach will be used for posters,



flyers and postcards, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience. Term: June 2020.

### 3) PRESS RELEASES AND ANNOUNCEMENTS

After the first results obtained by the project (study cases from O1 for example) it will be done a first article on the project. **Term: May 2020.** This will be done every time a deliverable will be obtained.

### 4) PROJECT WEBSITE

The project website is located at <https://www.managusamv.ro/cooperformance/index.php>. This will present continuously the evolution of the project. **Term: continuously.**

Also the project activities and outputs will be present on partners webpages in dedicated sub-pages, or in dedicated sections on European projects, cooperative affairs etc, or news sections as appropriate.

### 5) SOCIAL MEDIA PRESENCE

The project's Social Media accounts, Facebook and Research Gate will be set up in order to enable a two-way communication with the active university community. In this context, the presence of the project on major social networking platforms will be establish from the early stages.

Continued and expanded presences in partners' social media channels and work towards community engagement will result in a large dissemination.

In addition, project activities will be continuously covered on the FB on the partners' social media pages and, in Romania, in the social economy FB groups moderated by ALS.

In our institute in Berlin, we report the activities of the project in the newsletter (periodicity: twice per year).

UAL will be responsible for the dissemination in Spanish of the different activities of the project and the intellectual outputs through social pages,



especially once most of them are already published on the project website, for a wider spread of the project through the important Spanish-speaking community.

**Term: continuously**

## 6) PROJECT COMMUNICATION SCHEME

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and training events provide good opportunities for this. Therefore, all project partners are expected to announce participation in events. Summary of the contribution and results are compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible. Press releases of the meetings of the project, each training conference and the workshops will be produced. **Term: continuously**

## 7) PARTICIPATION IN INTERNATIONAL CONFERENCES

As operating activity results and to create synergies with other local projects, national, regional and international project partners will participate in at least two international conferences. This will be an opportunity to publicize the project and to invite new members to join the network of the project. During the various internal and external conferences in the project, the partners will be in charge of inviting people to non-directly involved in the project target groups to join the network: political authorities, associations and universities participating in other projects, etc. Workshops to promote the management of the project results with other target groups will be organized by each partner. **Term: continuously**

## 8) DISSEMINATION IN THE ACADEMIC COMMUNITY - NETWORKS

We will create a Research Gate page for the project to promote our research and find collaborators.

## Conclusions

This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work and the



communication plan, this dissemination plan aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of project' initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.

Dissemination tools: Conference and workshops, Publications, Events and partner networks, Web portals, Electronic mail.

The dissemination calendar will be permanently adapted based on the news feed from partners.



## DISSEMINATION ACTIONS

Activity	Responsible partner	Form	Dissemination channel	Target group	Date and location	Link (if is the case)
LOGO Project and templates	USAMV	Picture Templates (Header, Docs, Posters)	Email	Partners	Since April 2020	-
Project site	USAMV	Web page	Online	All	Since May 2020	<a href="https://www.managusamv.ro/cooperformance/index.php">https://www.managusamv.ro/cooperformance/index.php</a>
Project dissemination page	USAMV	Web page	Online	All	Since May 2020	<a href="https://managusamv.ro/cooperformance/index.php/dissemination">https://managusamv.ro/cooperformance/index.php/dissemination</a>
Project site partner	ALS	Web page	Online	All	Since May 2020	<a href="http://www.solidaritate.eu/index.php/english/activities/projects/cooperformance-en/">http://www.solidaritate.eu/index.php/english/activities/projects/cooperformance-en/</a>
Project site partner	Humboldt	Web page	Online	All	Since mid-November 2019	<a href="https://berlin-coopstudies.de/cooperformance-new-erasmus-project-aims-to-improve-digital-education-on-cooperatives-in-the-agri-food-value-chain">https://berlin-coopstudies.de/cooperformance-new-erasmus-project-aims-to-improve-digital-education-on-cooperatives-in-the-agri-food-value-chain</a> <a href="https://berlin-coopstudies.de/cooperformance-project-enters-final-stage">https://berlin-coopstudies.de/cooperformance-project-enters-final-stage</a> <a href="https://berlin-coopstudies.de/research/projects">https://berlin-coopstudies.de/research/projects</a>

## SOCIAL MEDIA Presence

Activity	Responsible partner	Form	Dissemination channel	Target group	Date and location	Link (if is the case)
Facebook page	USAMV	Posts	Online	All	08.06.2021	<a href="https://www.facebook.com/cooperformanceproject">https://www.facebook.com/cooperformanceproject</a>
Youtube Channel	USAMV	Posts	Online	All	15.11.2021	<a href="https://www.youtube.com/channel/UC1PmsvAnV45NUkUlizdzwZQ">https://www.youtube.com/channel/UC1PmsvAnV45NUkUlizdzwZQ</a>
Facebook page partner	ALS	Posts	Online	All	Since 01.2020	<a href="https://www.facebook.com/solidaritate.eu/posts/3199406410301685">https://www.facebook.com/solidaritate.eu/posts/3199406410301685</a> <a href="https://www.facebook.com/solidaritate.eu/posts/3194382814137378">https://www.facebook.com/solidaritate.eu/posts/3194382814137378</a> <a href="https://www.facebook.com/solidaritate.eu/posts/3154554038120256">https://www.facebook.com/solidaritate.eu/posts/3154554038120256</a> <a href="https://www.facebook.com/solidaritate.eu/posts/3153924948183165">https://www.facebook.com/solidaritate.eu/posts/3153924948183165</a> <a href="https://www.facebook.com/solidaritate.eu/posts/3097816917127302">https://www.facebook.com/solidaritate.eu/posts/3097816917127302</a> <a href="https://www.facebook.com/solidaritate.eu/posts/3094612377447756">https://www.facebook.com/solidaritate.eu/posts/3094612377447756</a> <a href="https://www.facebook.com/solidaritate.eu/posts/2918018648440464">https://www.facebook.com/solidaritate.eu/posts/2918018648440464</a> <a href="https://www.facebook.com/solidaritate.eu/posts/2782565255319138">https://www.facebook.com/solidaritate.eu/posts/2782565255319138</a> <a href="https://www.facebook.com/solidaritate.eu/posts/2698356087073389">https://www.facebook.com/solidaritate.eu/posts/2698356087073389</a>
Research Gate page	USAMV	Posts	Online	All	01.11.2019	<a href="https://www.researchgate.net/project/Cooperatives-in-the-AgriFood-chain-for-an-European-curricula-in-Higher-Education">https://www.researchgate.net/project/Cooperatives-in-the-AgriFood-chain-for-an-European-curricula-in-Higher-Education</a>
Facebook page (in Spanish)	UAL	Posts	Online	All	20.01.2022	<a href="https://www.facebook.com/CooPerformance.ES">https://www.facebook.com/CooPerformance.ES</a>
Twitter page (in Spanish)	UAL	Posts	Online	All	29.01.2022	<a href="https://twitter.com/cooperformance">https://twitter.com/cooperformance</a>
Instagram page (in Spanish)	UAL	Posts	Online	All	29.01.2022	<a href="https://www.instagram.com/cooperformance_es/">https://www.instagram.com/cooperformance_es/</a>



## Other WEB PAGES

Type	Responsible partner	Date and location	Who	Link
Press release Coexphal	UAL	17 January 2020	About project and visits to Coexphal	<a href="https://twitter.com/Coexphal/status/1218069618331463681">https://twitter.com/Coexphal/status/1218069618331463681</a>
Press release UNCS	ALS	15 April 2021	UNCSV - Uniunea Națională de Ramură a Cooperativelor din Sectorul Vegetal	<a href="https://www.facebook.com/uncsv/posts/734675047206761">https://www.facebook.com/uncsv/posts/734675047206761</a>
Press report Lumea Satului	ALS	16 July 2021	Lumea Satului	<a href="https://www.lumeasatului.ro/stiri-agricultura/politica-agricola/7657-din-pacate-cooperativele-raman-oaia-neagra-a-agriculturii-romanesti.html">https://www.lumeasatului.ro/stiri-agricultura/politica-agricola/7657-din-pacate-cooperativele-raman-oaia-neagra-a-agriculturii-romanesti.html</a>
Press report Lumea Satului	ALS	29 June 2021	Lumea Satului TV Youtube channel	<a href="https://www.youtube.com/watch?v=5qRIVwwH-Hs">https://www.youtube.com/watch?v=5qRIVwwH-Hs</a>
Press report Agrostar	USAMV	28 September 2021	Agrostar Federation	<a href="http://www.federatiaagrostar.ro/comunicare/evenimente/item/2525-secretar-de-stat-madr-cooperative-agricole-de-succes-in-romania-care-sa-actioneze-in-interesul-fermierilor.html">http://www.federatiaagrostar.ro/comunicare/evenimente/item/2525-secretar-de-stat-madr-cooperative-agricole-de-succes-in-romania-care-sa-actioneze-in-interesul-fermierilor.html</a>
Press release UAL	UAL	28 January 2022	UAL	<a href="https://news.ual.es/ciencia/recta-final-del-proyecto-cooperformance-hacia-una-nueva-educacion-superior-sobre-cooperativas-agroalimentarias/">https://news.ual.es/ciencia/recta-final-del-proyecto-cooperformance-hacia-una-nueva-educacion-superior-sobre-cooperativas-agroalimentarias/</a>

## WORKSHOPS

Type	Responsible partner	Date and location	Title	Link
Workshop	USAMV	4 June 2021	Agriculture for life, life for Agriculture Conference Bucharest, 2021	<a href="https://agricultureforlife.usamv.ro/images/2021/Workshops/CoopPerformance_Erasmus_Project_Results_presentation.pdf">https://agricultureforlife.usamv.ro/images/2021/Workshops/CoopPerformance_Erasmus_Project_Results_presentation.pdf</a>
Workshop	Humboldt	29 June 2021	Humboldt University	<a href="https://berlin-coopstudies.de/wp-content/uploads/2021/06/Agenda-Workshop-on-Cooperative-Sustainability-Strategies-29-06-2021.pdf">https://berlin-coopstudies.de/wp-content/uploads/2021/06/Agenda-Workshop-on-Cooperative-Sustainability-Strategies-29-06-2021.pdf</a>
Workshop	USAMV	26 October 2021	Internationalization - an efficient link for the development of scientific research and cooperation in USAMV Bucharest.	<a href="https://web.facebook.com/usamv/videos/258659256080579">https://web.facebook.com/usamv/videos/258659256080579</a>
Workshop Multiplication Event E2 -1	ALS	22 June 2021	Romanian Senate Bucharest Cooperativele în dezvoltarea mediului rural în România – Politici și exemple de bună practică în context european	<a href="https://www.facebook.com/solidaritate.eu/posts/3097816917127302">https://www.facebook.com/solidaritate.eu/posts/3097816917127302</a>
Workshop Multiplication Event E2 -2	ALS	December 17, 2021	UNCSV Ziua Cooperativelor Cooperatives Day Predeal Timisul de sus	<a href="https://www.facebook.com/solidaritate.eu/posts/3249259318649727">https://www.facebook.com/solidaritate.eu/posts/3249259318649727</a>



## LIST OF PUBLICATIONS

Title of the publication	Authors	Title of the periodical	Place	Year
The main trends in the activity of agri-food cooperatives in Almeria, Spain	CHIURCIU, I.A., SOARE, E., VLAD, I.M. and TOMA, E.	Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 20, Issue 2	Agriculture for life, life for Agriculture Conference Bucharest	2020
Aspects regarding the activity of agri-food cooperatives in Germany	IRINA CHIURCIU, MITUKO VLAD, ELENA SOARE, ELENA TOMA (DIACONU), ANDREEA FIRATOIU	Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 22, Issue 2	Accepted for the 11th International Conference "Agriculture for Life, Life for Agriculture", USAMV, Bucharest, June 2022	2022



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