



Circular Economy and Sustainable solutions  
for Agrifood in the Mediterranean

**D2.1 "Communication and Dissemination Plan"**  
**WP2 "Communication and Dissemination"**

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# CESAM

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## List of Acronyms

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Abbreviation / acronym	Description
FBit	Fundació Balear d'Innovació I Tecnologia
CDP	Communication and Dissemination Plan
CDS	Communication and Dissemination Strategy
DoA	Description of Action
D2.1	Deliverable number 1 belonging to WP2
EC	European Commission
KPI(s)	Key Performance Indicator(s)
WP	Work Package
Y1	Year 1





## Executive Summary

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Crafting a precise and targeted communication strategy stands as an essential pillar in amplifying the impact of the CESAM project and in disseminating its best practices and outcomes to pertinent external stakeholders. This strategy has been meticulously tailored to align with the consortium's needs and the actions delineated in the Declaration of Acceptance (DoA) work plan.

Contained within this document is the comprehensive communication and dissemination plan for the CESAM project. It delineates the objectives and methodologies for promoting ongoing and forthcoming activities, alongside the communication materials primed for dissemination among our target audiences. Additionally, it outlines the array of tools slated for employment during the project's execution to engage these audiences effectively, as well as the Key Performance Indicators (KPIs) that the consortium endeavors to fulfill, alongside the monitoring mechanisms designed to assess performance.

The contents of this Communication and Dissemination Plan (CDP) will undergo triannual updates throughout the project's duration.

# 1 Introduction

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CESAM is an Innovation Action with a duration of 36 months, involving 9 partners from three different regions. The project aims to contribute through innovative SMEs investment to the new European path towards a circular economy model and the 2030 Agenda targets by contributing to scale up innovative agrifood value chains. To this effect, the CESAM project will support interregional innovation investment on scaling up value chains in sustainable solutions through the existing partnership between Catalonia, Balearic Islands and Occitania.

The document D2.1, titled "Communication and Dissemination Plan," provides an intricate blueprint for the ongoing and forthcoming communication endeavors of the project. It outlines the roles of partners, the chosen channels and tools for communication, and establishes performance Key Performance Indicators (KPIs), while also offering an initial analysis of the project's target audiences. Furthermore, it introduces a communication kit comprising essential components such as a project visual identity book, website form, social media accounts, promotional materials, and document templates. This kit serves as a comprehensive resource to ensure consistent and effective communication throughout the project's lifecycle.

## 1.1 Purpose of the document

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The main aim of this document is to present the "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 CESAM consortium partners. The CDP will be implemented throughout the entire project duration and reported. Appropriate resources, materials, and communication channels will be set up to ensure effective implementation of the CDP, including project visual identity, a CESAM section in members websites, social media accounts (X and LinkedIn) and document templates, etc. All key communication materials will be translated into partner national languages (French and Catalan).

## 1.2 Structure of the document

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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

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The communication and dissemination strategy of the project adheres to established principles and best practices that have been successfully tested by the partners, aligning closely with the guidelines outlined by the European Commission for achieving successful outcomes. At the core of the CESAM project's overarching communication and dissemination strategy lies the objective to establish a multi-dimensional information flow. This approach aims to ensure that stakeholders involved in the project benefit from the consortium's best practices and expertise, with the collaborative results continuing to yield value beyond the project's duration.

To achieve this objective, the Communication and Dissemination Strategy (CDS) is meticulously tailored to meet the specific needs of each Work Package (WP) and their respective outcomes. This targeted approach ensures that communication efforts are precisely aligned with the objectives and deliverables of each WP, maximizing the impact and relevance of the information shared with stakeholders.

In relation to WP3 (Circular economy and sustainable solutions in agrifood investments), effective communication will be pivotal in conveying the activities, advancements, and monitoring of investment projects, as well as providing regular updates and disseminating exploitable results.

For WP4 (Funding Support to third parties), it is imperative to promote the Open Calls scheme to potential interested parties, ensuring broad participation. Subsequently, timely communication of the activities and progress of cascade funding investment projects is crucial. Furthermore, promoting best practices emerging from the collaboration between SME partners and technology providers, along with disseminating activities and results of SME innovation projects funded through these calls, is essential.

Concerning WP5 (Capacity building and awareness), identifying and mapping targeted stakeholders, understanding their needs and characteristics, and tailoring clear and concise messages demand the utilization of appropriate dissemination channels and communication tools. This approach facilitates the development of tailored materials for each target stakeholder group.

Finally for WP6 (Sustainability) achieving effective stakeholder engagement across Europe in the knowledge exchange process is paramount. This involves valorizing the project's outcomes by sharing lessons learned and best practices from project activities.



## 2.1 Branding

Regarding CESAM branding, the color palette has been inspired following the color palette of the project coordinator, Euroregió, as it can be seen in Figure 1.

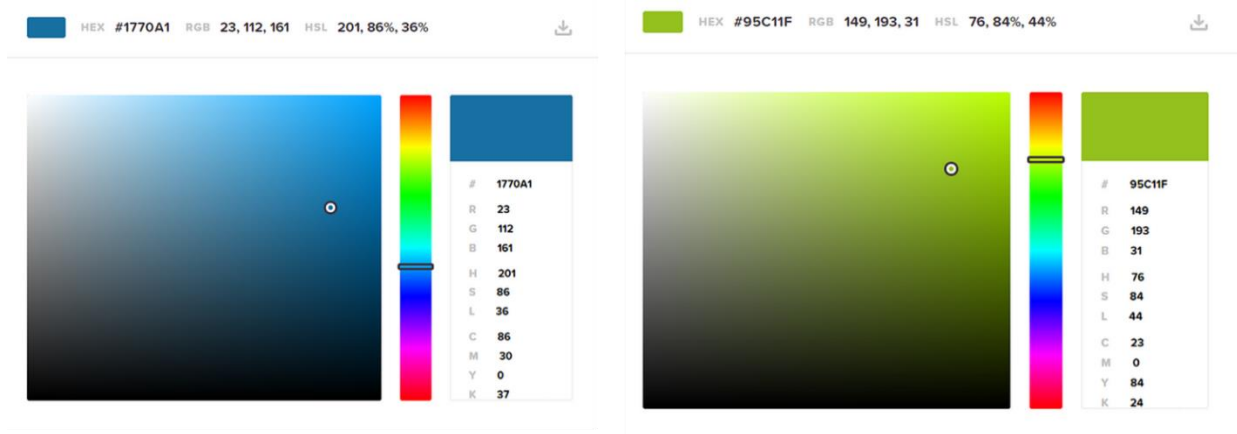


Figure 1. CESAM color palette

### 2.1.1 Logo

The logo was created inspiring circular economy in the agrifood sector and Figure 2 shows different versions of the logos.



Figure 2. CESAM logo versions.

### 2.1.2 Fonts

The main and primary font combined next to the logo and used in all distribution formats is HK Grotesk. It is intended for use in titles and headings. The system font used in situation where it is not possible to use the main or the secondary one is Aldo or Arial.

Finally, Calibri will be used for other project purposes and deliverables.



*Figure 3. CESAM typography*

### 2.1.3 Language

The official language of the CESAM project is English. However, the dissemination material such as press releases should be translated into the different partners' languages (French and Catalan) to reach local audiences effectively. The social media accounts of the project will post content related to events, activities and results mainly in English.

## 2.2 Objectives

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As delineated in the proposal, the primary objective of D2.1 is to provide comprehensive guidance to project partners and external stakeholders on the implementation of communication and dissemination activities throughout the project's duration. Specifically, the plan is structured around the utilization of specific promotional tools, formats, and channels orchestrated in a coherent manner to fulfil both the overarching objectives of the project and the objectives of each respective Work Package (WP).

The specific objectives outlined in the presented CDP are as follows:

- Ensure maximum visibility and awareness of CESAM, including its progress and results, among key target audiences through a robust digital strategy focused on delivering pertinent content and messages, with the aim of achieving 500 unique visitors on the partner websites.
- Enhance both online and offline visibility of the project by generating valuable content in various formats consistent with the visual identity established for CESAM, including posters, roll-ups, and newsletters.
- Attract relevant external technology providers and start-ups interested in participating in the cascade funding call under WP4, which will be launched during the project's timeframe.
- Disseminate best practices and outcomes of supported SMEs through targeted

communication efforts across CESAM channels.

## 2.3 Target Audiences

The CESAM project will adopt a tailored communication and dissemination strategy for each identified target group, considering their specific needs and characteristics. This approach aims to maximize the impact of every dissemination activity conducted throughout the project. Tables 1 and 2 outline the primary and secondary target groups identified by CESAM for communication and dissemination purposes, respectively.

**Table 1: Primary Target Audiences**

Primary Target Audience	Description
<b>Agri-food SMEs</b>	The CESAM project targets SMEs poised to transition towards the implementation and commercialization of innovative digital solutions for a transition towards a sustainable agrifood sector and new circular solutions.
<b>Technology and digital solution provider SMEs</b>	Innovative SMEs or start-ups that develop, produce and commercialize advanced technology products and applications. Specifically, for the CESAM 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 regarding industrial water treatment and recycling, packaging, optimization of processes and valorisation of co-products.

**Table 2: Secondary Target Audiences**

Secondary Target Audience	Description
<b>Technology centres</b>	Organisations with extensive know-how in advancing new technologies and adapting them to meet the needs of agri-food sector stakeholders.
<b>Innovation facilitators</b>	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.
<b>Clusters and business associations</b>	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.
<b>European and regional authorities and policy makers</b>	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 for communication is provided in Table 3 and for dissemination in Table 4:

**Table 3: Communication engagement Strategy**

Our communication activities aim at sharing the project progress to a broad public through the media and online communications.					
<b>1. Relations with the media.</b>					
Description	Target	Instruments	Channels and tools	Resources	When
The consortium will promote the publication of articles in local and regional media, mainly about the support services, SMEs technologies, success stories and other relevant information.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	New achievements and success stories.  Events.  Support services.	Local, regional and international media.  Special sections.  Press releases.  Contacting journalists directly.	Work on a database of media contacts (all members of the consortium).	During the year.
<b>2. Social media and online marketing</b>					
Description	Target	Instruments	Channels and tools	Resources	When
Social media channels.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	Tweets and posts about the new achievements, success stories, activities, events and support services provided by the consortium.	X <a href="#">@CESAM_EU</a> <a href="#">LinkedIn</a> <i>(*only 4 partners have a X account)</i>  Mandatory tags: <a href="#">@EISMEA</a> <a href="#">#I3instrument</a>	Professional social media platforms.	At least one post on each social network every 15 days.
A project-specific page on the website of <a href="http://www.euroregio.eu/en">www.euroregio.eu/en</a>	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	A project-specific page on the website of <a href="http://www.euroregio.eu">www.euroregio.eu</a>  All partners will also include a page related to CESAM in their own websites.	Url on Euroregió website.  Partners' own channels.	Content Management System (such as Wordpress)	Deadline: 29 <sup>th</sup> February 2024
E-mail address.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	A generic e-mail address for the whole consortium will be created to handle any request.  Mandatory for the newsletter.	E-mail address.		After the KOM.

Newsletter including information about project activities and updates.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	The consortium will create a newsletter every six months with news and reminders of its support services.		Marketing services provider as Mailchimp.  Work on a database of contacts (each partner) with data permission.	Every 6 months.
Videos	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	The consortium will create short stories of SMEs technologies for the website and social media.		List of potential interviews selected by the partners.	At least one every 6 months.
<b>3. Additional tasks</b>					
<b>Description</b>	<b>Audience</b>	<b>Instruments</b>	<b>Channels and tools</b>	<b>Resources</b>	<b>When</b>
Promotional material with overall information and brief description of CESAM.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	The consortium will create  1 roll- up for every consortium member.  Generic posters for every partner.  Specific posters for the events, as KOM.  The material will be distributed at events, attended by the consortium partners, and shared to the people met to increase its visibility and expand the contacts network.	Website.  Social media channels.		

**Table 4: Dissemination engagement strategy**

The dissemination and transfer of knowledge will be a key component of the project activities. Our strategic plan for dissemination will consider the following outcomes:					
<b>Objective 1.</b> To increase outreach information and transfer of knowledge.					
Description	Audience	Instruments	Channels and tools	Resources	When
Outreach information of national governments, regional authorities, stakeholders, and companies.	Companies having an activity in the same value chains or in complementary value chains  Stakeholders, public and end-users.	1. Participation to several dissemination events during the project, such as Biotech, Fira Alimentaria...  2. Collaboration with similar ecosystems and regions with the same S3 priorities.  3. Workshops on specific challenges that will be identified during CESAM implementation.	Face-to-face events and Workshops.  Virtual meetings.  Media.  Social media.		During the year:  1 international event per year. 2 regional events. 2 workshops per year.
<b>Objective 2.</b> Promote de achievements of the project.					
Description	Audience	Instruments	Channels and tools	Resources	When
Dissemination of the project outcomes.	Companies having an activity in the same value chains or in complementary value chains.  Stakeholders, public and end-users.	1. Participation to several dissemination events during the project, such as Biotech, Fira Alimentaria...  2. Collaboration with similar ecosystems and regions with the same S3 priorities.  3. Workshops on specific challenges that will be identified during CESAM implementation.	Face-to-face events and Workshops.  Virtual meetings.  Media.  Social media.		During the year:  1 international event per year. 2 regional events. 2 workshops per year.



## 2.4 Channels and tactics

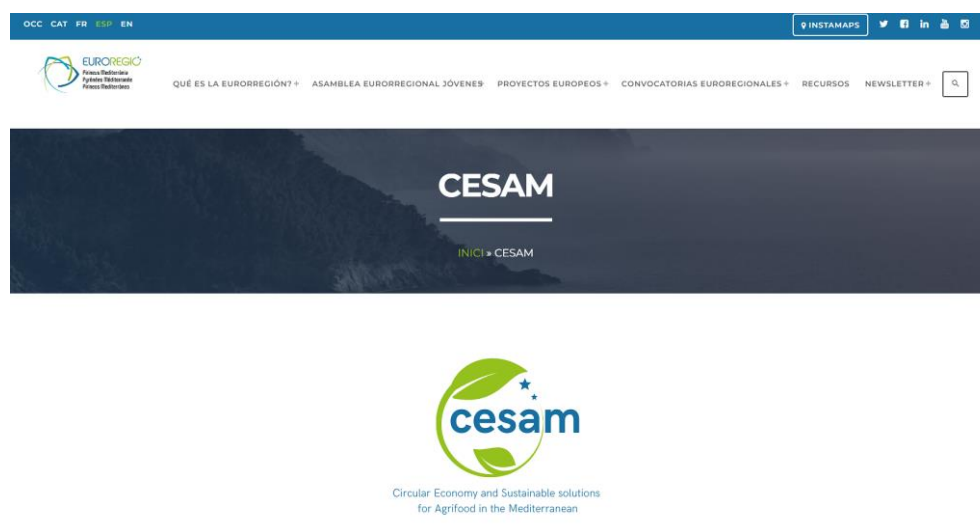
To efficiently reach the metrics and to maximize the visibility and the impact of CESAM according to the phases described in the previous section, a broad range of communication channels and tactics have been selected to cover both online and offline scenarios, therefore creating a comprehensive 360 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 CESAM Webpage Section

The project will not operate its own independent website in accordance with the DoA. A page in the website of the coordinator will be created for the project. The partners will also include a page related to CESAM in their own websites.

Currently the CESAM webpage is under development but the structure upon which the development is taking place is presented below.



## CESAM Project

CIRCULAR ECONOMY AND SUSTAINABLE SOLUTIONS FOR AGRIFOOD  
IN THE MEDITERRANEAN

### Governance and information

EISMEA | I3



Co-funded by  
the European Union

### GENERAL DATA

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ERDF Interregional Innovation Investment Instrument Programme (I3)  
Managed by the European Innovation Council and SMEs Executive Agency (EISMEA)

Total budget: EUR 3 022 935

EU funding: EUR 2 116 053 (70%)

Co-financing: each partner will provide its own funds up to 30% of the total eligible expenses.

Duration: 3 years, from 1 September 2023 to 31 August 2026

### CONSORTIUM | PARTNERSHIP

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Project coordinator:

**EUROREGION PYRENEES MEDITERRANEAN EGTC** – 1 145 734 €

Partners

*Regional development agencies or clusters:*

**AGRI SUD OUEST INNOVATION (ASOI)** – 228 041 €

**AGÈNCIA PER A LA COMPETITIVITAT DE LA EMPRESA (ACCIÓ)** – 222 376 €

**FUNDACIÓ BALEAR D'INNOVACIÓ I TECNOLOGIA (FUNDACIÓ BIT)** – 216 324 €

## CONSORTIUM | PARTNERSHIP

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Project coordinator:

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**FUNDACIÓ BALEAR D'INNOVACIÓ I TECNOLOGIA (FUNDACIÓ BIT)** – 216 324 €

*SMEs:*

**NewTimes NOUVELLES TECHNOLOGIES INDUSTRIELLES MEDICALES ET**

**SCIENTIFIQUES** – 215 284 €

**Asclepios Tech** – 339 045 €

**Terracor** – 153 787 €

**Derypol** – 233 962 €

**GoZeroWaste** – 268 383 €

*Associated partner:*

**AGENCE DE DEVELOPPEMENT ECONOMIQUE D'OCCITANIE (AD'OCC)**

## GOALS

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The Circular Economy and sustainable Solutions for Agrifood in the Mediterranean – CESAM project brings together 9 partners from the European Regions of Occitanie, Catalonia and Balearic Islands around shared goals for the agrifood sector: Circular Economy and Sustainability. The 3 regions form a logical area of cooperation with similar objectives and priorities. The public structure for cooperation in this area is the EGTC Euroregion Pyrenees-Mediterranean.

Among nine partners, four are institutional partners from the Regional Innovation Ecosystems (Regional Innovation Agencies, Clusters and Specialised Public administration) and the other 5 are SMEs with specific needs in investment to scale-up their innovative solutions: NewTimes (OCC), Asclepios Tech (OCC), Terracor (BI), Derypol (CAT) and GoZeroWaste (CAT). With this consortium, CESAM project intends to promote innovative solutions of circular economy and sustainability for the 3 Regions, with high potential of development in other European regions. The project is composed of 4 sub investment projects which will be complemented through an open call for projects. The CESAM project and the associated voucher scheme will

Derypol (CAT) and GoZeroWaste (CAT). With this consortium, CESAM project intends to promote innovative solutions of circular economy and sustainability for the 3 Regions, with high potential of development in other European regions. The project is composed of 4 sub investment projects which will be complemented through an open call for projects. The CESAM project and the associated voucher scheme will be focussed on 4 types of CE and sustainable solutions:

1. Industrial water treatment and recycling / Concerted used of water
2. Packaging: Eco-conception / plastic free, new materials or circular solutions
3. Optimization of processes and circular processes: reduction of waste
4. Valorisation of co-products.

In addition to the direct support to SMEs participating to the project, the partners will lay the foundations for long term cooperation in their respective value chains as well as across the involved regions. Actions will include capacity building activities for the support of less developed regions innovation ecosystems as well as activities for the interregional and European development of our partner SMEs.

### **FUNDING SUPPORT TO THIRD PARTIES | CASCADE FUNDING SCHEME**

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The originality of this project is that it will launch a Cascade funding scheme with an overall budget of €900,000 (maximum 30% of the global budget).

Around 20 SMEs are expected to be awarded.

The financing rate for the vouchers will be 100%. The maximum funding for each SME will be €60,000. Each SME will be limited to €60,000 even if they present projects to one or more challenges.

Expected innovation projects can be individual or collaborative (interregional collaborative projects will be encouraged)

*Figure 4. CESAM webpage screenshots.*

The website includes:

- “CESAM goals”: A section that will include a full description of the goals of the project.
- “Consortium partnership”: A section where each partner will be presented as an organization and their budget in the project.
- Funding Support to third parties/ Cascade Fundings Schem: A section where all the necessary information on the upcoming open call 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.

## 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:

- **X:** 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.

A QR code landing page for social media has been created:



### 2.4.2.1 X

A CESAM X 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 X chats will focus at attracting and engaging with target audiences.



Figure 5. CESAM X account

## 2.4.2.2 LinkedIn

The CESAM dedicated LinkedIn objective is to be a one-stop point for networking purposes, enabling the promotion of the project amongst a broad community of professionals within the agrifood community as well as other segments of CESAM target audiences.

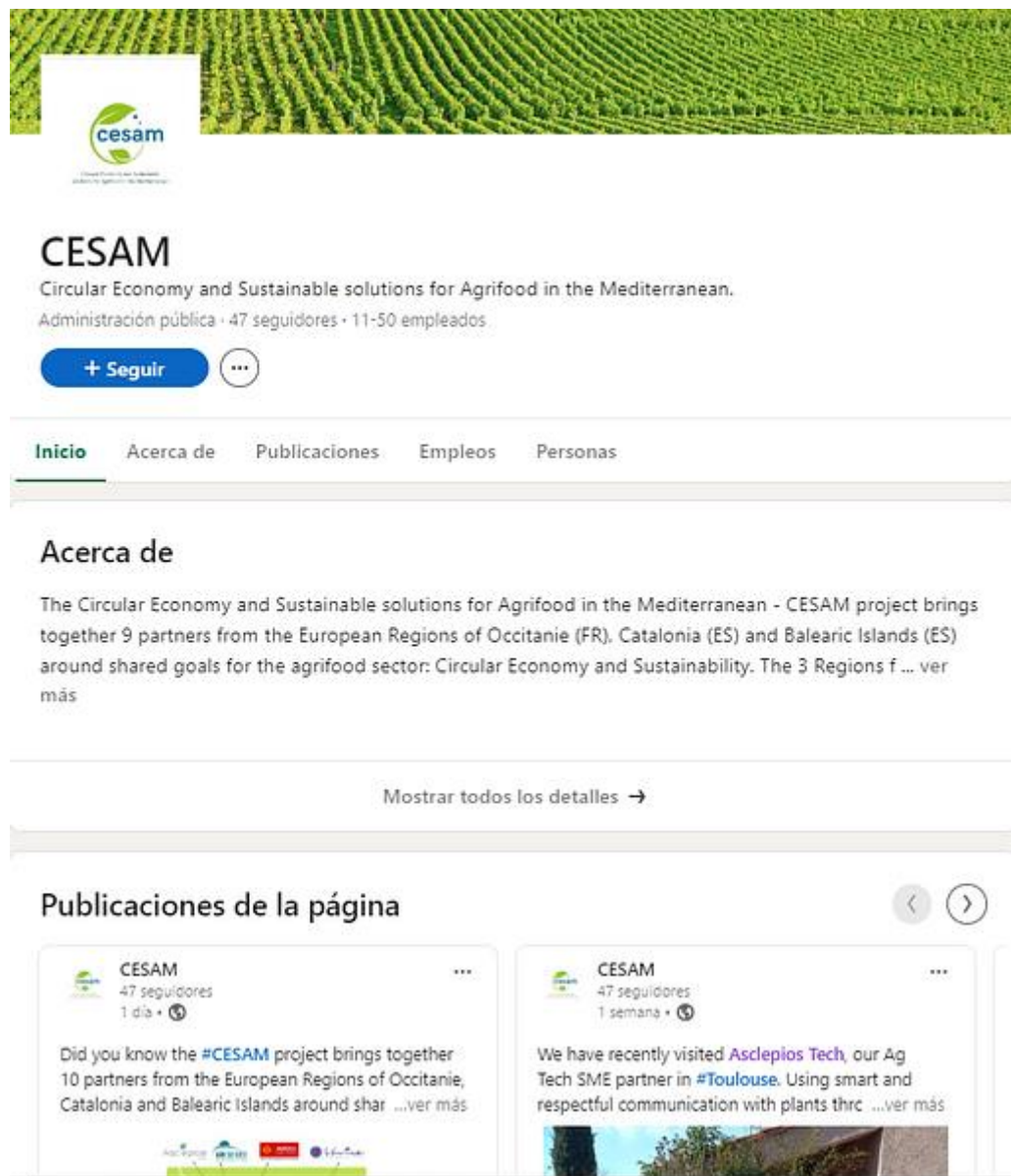


Figure 6. CESAM LinkedIn page



## 2.4.3 Communication Material

CESAM invests significant effort in branding and visual identity, aiming to raise awareness about the project through the development of communication and marketing materials. Communication material has been created according to the needs of the partners and the different WPs. These materials will encompass a variety of formats, ranging from posters, brochures, and social media banners to newsletters and if possible animated videos. At this initial phase the following material is provided a PPT template, poster in different languages and a roll-up. In Figure 7 you will see this material.



Figure 7. Communication material.

## 2.4.4 Media and PR Strategy

Within the duration of the project, the aim is for a concrete, two-way flow of communication between the consortium and its audiences utilizing, amongst the above- mentioned tools, a series of press releases, newsletters, presence on local and regional media, and as well some articles on international media. 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: CESAM Media and PR engagement**

Material	Description
<b>Press release</b>	Publication of periodic press releases (coinciding with major project meetings and events) to local, national and international media.
<b>Mass media</b>	Publications in national and international news media. Contributions to specialised magazines in each region.
<b>Newsletters</b>	Biannual newsletters will be promoting the project actions and vouchers scheme and reporting on project events and results.
<b>Final event</b>	At the final event project results and of some investment projects supported in CESAM 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: CESAM Communication KPIs**

Key Performance Indicator	Number
<b>Project Webpage Visitors (total for all partner websites)</b>	500
<b>Social Media Followers</b>	200
<b>Press releases issued</b>	4
<b>Publications in national and international news media</b>	4

Key Performance Indicator	Number
<b>Participation in relevant trade fairs</b>	4
<b>Participation in International conferences, congresses and forums</b>	4
<b>Presentation to key stakeholder</b>	5
<b>Videos (under WP2)</b>	5
<b>Participants of the final event</b>	50
<b>SMEs addressed to be involved in the CESAM activities</b>	30

## 4 Conclusions

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The content of this document presents the communication and dissemination plan established during the first months of the CESAM project, providing a consistent and structured framework within the WP2.

D2.1 presents an overview of the audiences 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 CESAM.