



Communication kit

D6.2: Communication kit

WP6, T6.2

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Abstract

The “Communication Kit” is a public document that aims to support partners in their communication efforts. It describes the scope and the use of each communication material produced for the COREnet project. It is composed by a general introduction that outlines the aim of this document and sets the responsibilities of the consortium, followed by a detailed description of all the materials that are part of the kit.



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Technical references

Project Acronym	COREnet
Project Title	Connecting advisOrs towaRd a European NETwork for consumer-producer chains
Project Coordinator	Francesco Contò - UNIFG francesco.conto@unifg.it
Project Manager	Fedele Colantuono - UNIFG fedele.colantuono@unifg.it
Project Duration	September 2022 – August 2027 (60 months)

Deliverable No.	D6.2
Dissemination level*	PU
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Task	T6.2 - Dissemination & Exploitation strategy
Lead beneficiary	ICONS
Contributing beneficiary/ies	UNIFG, TEAGASC, ISP, ISO-TECH, LKO
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Actual submission date	12 May 2023

*PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)

SEN – Sensitive, limited under the conditions of the Grant Agreement

Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444

Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444

Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

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Introduction

1.1. Aims of the document

D6.2 aims to illustrate and describe the communication kit developed during the first eight months of the project. The majority of the items included in the kit were already announced in *D6.1 Plan for dissemination and exploitation of results* (M6, SEN). D6.1 defined the communication channels and formats the consortium will use to communicate about the project and disseminate its results until the end of its duration.

The COREnet communication kit includes the main awareness-raising communication channels and formats developed to foster the outreach of the project activities and results:

- Visual identity (including logo, brand book)
- Website
- Leaflet
- Poster
- Roll-up banner
- Templates
- Presentation video

All these items respect the project's visual identity. **Materials such as the website, leaflet, poster, roll-up, and the video presentation provide concise yet exhaustive information on the key aspects of the project:** main objectives, benefits brought to the stakeholders, areas of action and - apart from the video - a brief consortium presentation.

The materials are not intended to be static. Upon request and need, they will be updated and improved throughout the project to better align to the target audiences and reflect the project's achievements.

1.2. Responsibilities of the consortium

WP6 leader ICONS is accountable for the delivery of the project communication materials, the website, and social media channels. ICONS oversaw the development of the communication materials described in this deliverable: from content drafting to graphic development. The materials were reviewed and revised by the other WP leaders, who also offered guidance and provided technical input on the texts.

In addition to the responsibilities mentioned, it should be noted that although the official project communication materials are in English, there is a provision for translating these materials into other EU languages. Each partner is responsible for translating the materials into their respective local languages using a template provided by ICONS. This ensures that project information is accessible and understandable to a wider audience across the EU.



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Communication kit

2.1 Visual identity

The COREnet visual identity is devised to promote the consistent visual style of the project among its target audience. The visual identity includes the major branding elements (logo, colour palette, typography) and **informs the design of selected promotional materials** for the project (communication kit).

As already mentioned in D6.1, the COREnet brand identity is derived from the “chain” icon of the SKIN project visual identity; this concept reinterprets the original idea and adapts it to a new purpose. The circles and dots create a focus point that extends vertically while the typography intersects the central circle horizontally, giving an idea of expansion in all directions.

Figure 1: logo



In addition to the logo, complete visual identity guidelines (Brand book) have been developed to ensure consistent communication about the project. The COREnet Brand book acts as a rulebook for partners and external actors, particularly when developing dissemination and communication (DC) materials for specific events i.e., webinars, conference presentations, workshops. More information on visual identity can be found in D6.1.

Figure 2: brand colours



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2.2 Website

The COREnet website (<https://shortfoodchain.eu/>) acts as a virtual DC vehicle and is structured to be user-friendly and interactive, providing coherent and updated information about the project both to the general audience and the industry experts through clear text and appealing visuals. The website has been launched in M7 (March 2023) and describes the project's challenges, objectives, stories, and presents the partners in the consortium.

The leaflet is featured in a digital and downloadable format on the website.

The website is structured in a way to encourage navigation across sections and topics. It consists of static pages that will be updated regularly during the project. All the contents published on the website are accessible to all viewers with no restrictions.

More information about the website is available in D6.1.

Figure 3: a screenshot of the first section of the website Homepage



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2.3 Leaflet

The leaflet aims to raise awareness of the project, its objectives, and its main areas of activity.

Given the information to be conveyed, the leaflet was preferred to the flyer for its accessible readability and deepness of content. Consortium members will distribute the leaflet at events. The leaflet is in English but can be translated in other EU languages upon need.

Figure 4: COREnet leaflet



Like all the other communication materials, the leaflet is compliant with the project's visual identity and provides concise yet exhaustive information on the key aspects of the project: the main objective, the benefits brought to the stakeholder community, the project's impacts as well as the list of partners and contact details.

The leaflet is based on a twofold layout consisting of four pages. In closed format, it measures 148 mm x 210 mm. The COREnet leaflet is in the Annexes.

Table 1: leaflet accountability

Accountability	ICONS drafted the text of the leaflet and finalised it based on input from UNIFG, TEAGASC, ISP, ISO-TECH, LKO. Subsequently, ICONS developed the graphic layout. ICONS shared the leaflet with the consortium and will publish it on the COREnet website. ICONS will print the leaflet copies; the exact amount will be set in accordance with the number of physical events the project partners might realistically attend. ALL partners are encouraged to share the digital/printed leaflet with their contacts. While each partner bears the responsibility for translating the texts into their respective local languages, ICONS provides support for graphic adaptations.
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2.4 Poster

The COREnet poster is a dissemination format that can be adapted with new content upon need. It can be showcased during scientific and sectorial conferences, fairs, exhibitions, poster presentations.

The COREnet poster template is in the Annexes.

Table 2: poster accountability

Accountability	ICONS drafted the text of the poster and developed the graphic layout. UNIFG checked and approved the text. Partners are responsible for producing new content that will be adapted by ICONS to the template; they are also responsible for printing or submitting printing requests to ICONS. While each partner bears the responsibility for translating the texts into their respective local languages, ICONS provides support for graphic adaptations.
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2.5 Roll-up banner

The roll-up banner serves as an **attention-grabbing tool for COREnet**, designed to attract stakeholders. It includes the project logo, the payoff, a QR code that directs to the website, and social media channels.

It will be printed in the standard roll-up size (200x80cm), and displayed at the COREnet workshops, meetings and other physical events attended by project representatives.

The COREnet roll up is in the Annexes.

Table 3: roll-up accountability

Accountability	ICONS drafted the text of the roll-up and developed the graphic layout. UNIFG, TEAGASC, ISP, ISO-TECH, LKO checked and approved the text. Partners are responsible for printing or submitting printing requests to ICONS according to needs. While each partner bears the responsibility for translating the texts into their respective local languages, ICONS provides support for graphic adaptations.
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2.6 Templates

The project communication kit also comprises a **PowerPoint template** and a **deliverable Word template**, which will come in handy when partners will be asked to give a presentation of the project or write their reports. The PowerPoint presentation will be used by partners when presenting the project and its results at events, conferences, and workshops.



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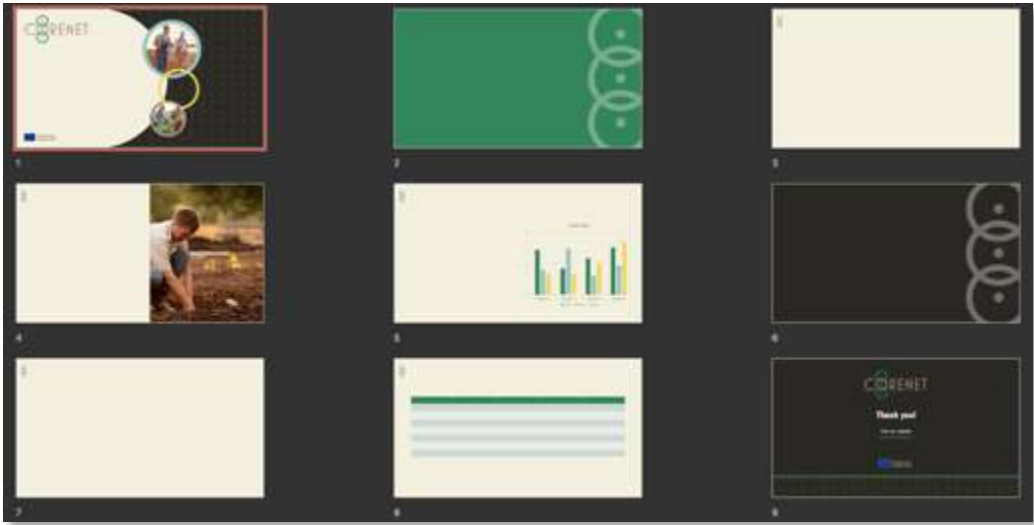


Figure 6: deliverable Word template



Table 4: templates accountability

Accountability	ICONS developed the graphic layout and uploaded the .ppt presentation and word deliverable templates on the project's google drive shared folder. Each partner will draft content according to needs.
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2.7 Presentation video

The **project presentation video** is one of the most effective communication tools in engaging and raising the broad public awareness in COREnet. It shows a glimpse into the project at an early stage, and it is meant to represent its key aspects and objectives.

The video targets the broad public; therefore, the tone of voice is informal, and the language is clear and straightforward. It lasts 1:38 minutes to keep the audience interested until the end. A relatively short length will also increase its suitability for online events.

The video has been uploaded to the [COREnet YouTube channel](#), which will host the project videos. Its presence on YouTube will increase exposure and likelihood to be found through search engines. It will also make it easier for information providers outside the project to embed the video on their online channels and social media posts. The video was disseminated on COREnet's social media channels - Twitter and LinkedIn.

Additionally, the presentation video will be available online on the COREnet website, where it will be accessible to all visitors. Finally, the video clip will be extensively used offline at events and workshops attended or organised by project representatives.

2.7.1 Video production

The video is based on a technique of graphic animation mixed with stock pictures that draws attention to the three pillars: **knowledge, community and advice**. Ultimately, it highlights the key result, namely, the **pan-European peer-to-peer learning network**. A subtle soundtrack keeps the rhythm and makes the clip enjoyable; the voiceover is in English and subtitles are available.

To ensure consistency with the visual identity and guarantee viewers associate the video with COREnet, the video matches the project's visual identity (see 2.1).

The production articulated into the following stages:

Step	Activity	Description
1	Concept	Concept identification, collection of references and definition of the look and feel to set the visual and narrative style.
2	Script writing	Text drafting.
3	Storyboard	A set of drawings (storyboard) displaying the main moment or scenes and showing how words and images go together.
4	Production	All the elements (animations, music, and graphic elements) are assembled based on the final script and storyboard; the speaker's voice is added.
5	Post-production	Graphic interventions and slight visual corrections along with the editing of the scenes; subtitles are added.



Here is the script of the video:

“Short food supply chains are characterized by a limited number of economic operators, and close geographical and social relations between producers, processors, and consumers.

These supply chains represent the EU’s opportunity to revitalize the food economy and enable more inclusive, resilient, and sustainable food systems.

But they remain of marginal importance in a food system that needs to be reformed.

Existing advisory services do not offer adequate solutions to boost the performance of short food supply chains. They lack access to knowledge, and need mutual learning, support and renewed forms of advising.

The EU-funded COREnet project will shorten the consumer-producer distance by improving the advising practices of short food supply chains.

Key elements to achieve this goal are:

a new knowledge base with 40 exemplary golden cases and 27 lighthouse projects

a community of learning

advisory practices.

Ultimately, COREnet will grow a pan-European peer-to-peer learning network for short food supply chain practitioners rooted in their national and sub-national contexts. The advisory network will embrace formal and informal advisory arrangements and involve a variety of actors.

Stay tuned and follow us on social media.”



Figure 7: project presentation video screenshots



Table 5: video accountability

Accountability	ICONS oversaw the pre- and post-production, development, and distribution. ALL partners are encouraged to share the video via their online networks and when participating in events.
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Annexes

3.1 Annex I – Leaflet



CORENET supports the systematic development of more effective advising on Short Food Supply Chains (SFSC) through a pan-European peer-to-peer learning network for SFSC practitioners.

KNOWLEDGE
An extensive knowledge repository

Skills and knowledge are available to help you advise on SFSC sustainability and performance.

COMMUNITY
A community enabling peer-to-peer sharing of knowledge

You will benefit from closer links to all stakeholders, from farm to fork. The community will equip you to better respond to the needs, institutional barriers, and opportunities in the field and contribute to regulations and policy recommendations.

ADVISING
An autonomous and viable learning network

An EU advising and support system to engage with other SFSC practitioners and operating SFSCs. Learn how to improve the SFSCs performance and increase their impact in all 27 EU member states.



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IMPACTS

SCIENTIFIC
An EU-wide use of scientific knowledge through the SFSC advisory network.

SOCIETAL
Better inclusion of SFSCs in official Agricultural Knowledge and Innovation Systems (AKIS) to favour their up-scaling towards more inclusive, resilient, and sustainable food systems.

ECONOMIC
Consolidation of skills and the broadening of advisory services about SFSCs will benefit a larger diversity of end-users and SFSC sustainable models.

POLITICAL
More SFSC-friendly policies and regulatory frameworks across EU-27.



 10 Field Visits

 40 Golden Cases

 27 Lighthouse Projects

 20 Workshops

 10 EU Roadshows

 1 EU Network of SFSC Advisors

CORENET

Connecting advisors toward a European Network for consumer-producer chains

 shortfoodchain.eu
 [@shortfoodchain](https://twitter.com/shortfoodchain)
 [COREnet](https://www.linkedin.com/company/corenet)



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YOUR NETWORK FOR A CLOSER CONSUMER PRODUCER LINK

COREnet is an EU-funded project that will support the systematic development of more effective Short Food Supply Chains (SFSC) advising through a **pan-European peer-to-peer learning network for SFSC experts**.

With partners from 11 EU Countries, we will pursue interactions and strengthen connections among advisors, farmers, and consumers through a **holistic, systemic, and collaborative approach** aimed at helping SFSCs achieve greater market share and a greener market impact.

KEY RESULTS

- Database of Advice for SFSC
- Golden Case abstracts
- Lighthouse project
- COREnet knowledge repository on advisory services
- The SFSC Advisory Guide
- The European Advisory Network on SFSC

IMPACTS

- Novel knowledge & know-how on how **advising** contributes to improving the impact, sustainability, and performance of SFSCs in different country contexts
- Greater understanding of the limitations and benefits of **peer-to-peer learning & mutual support** at the national and international levels
- Availability of usable knowledge, skills, and competencies relevant to deploying advising to increase the **sustainability, impact, and performance of SFSCs**
- Improved performance of SFSCs thanks to better advising
- Better inclusion of SFSCs in regional, national & European AOS
- More **SFSC-friendly policies** and regulatory frameworks across EU-27



 shortfoodchain.eu

 [@shortfoodchain](https://twitter.com/shortfoodchain)

 [COREnet](https://www.linkedin.com/company/corenet)











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CORENET

YOUR NETWORK FOR A CLOSER
CONSUMER-PRODUCER LINK

CORENET supports the systematic development of more effective advising on Short Food Supply Chains (SFSC) through a pan-European peer-to-peer learning network for SFSC practitioners.



KNOWLEDGE
An extensive knowledge repository



COMMUNITY
A community enabling peer-to-peer sharing of knowledge



ADVISING
An autonomous and viable learning network

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