

Addressing the current and Future skill needs for sustainability, digitalization and the bio-Economy in agriculture: European skills agenda and Strategy

D7.3 Project leaflet and poster

Document description	The leaflet and the poster outline the projects objectives and overview, including partners, work plan and packages, deliverables, available in the project's partner languages in hard copy, as well as in electronic format through the project website.
Work package title	Dissemination and communication
Task title	Communication and dissemination campaign
Status*	F
Partner responsible	UNITO
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*F: final; D: draft; RD: revised draft



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1 Summary

This Work Package aims to ensure to reach the largest possible target audience while advertising the project results. For this task appropriate communication strategies to target different stakeholders will be presented.

Dissemination will be coordinated by ACTIA, with the high involvement of FIAB, UNITO, LVA and all partners. Dissemination objectives will be to reach the targeted groups in the best manner to present (i) the objectives of the project, (ii) the breakthrough training developed during FIELDS project, (iii) the sectoral skill strategy and its applications and impacts and (iv) the European Community financial support.

Because of their reputation and current activities, partners have a strong dissemination force and will integrate the FIELDS project in their communication strategy. Partners will lead all necessary actions to present the project to the different targets by generating material and communicating this through appropriate dissemination material tailored to the needs of the various kinds of target groups. The fact that many partners are umbrella organisation or representative association will also help to reach each target groups.

2 Description

The leaflet and the poster developed by UNITO will very simply outline the project's objectives and overview, including partners, work plan and packages, deliverables, available in the project's partner languages in hard copy, as well as in electronic format through the project website. They have been created in English and translated into the 9 other project partners' languages, specifically Dutch, French, Finnish, German, Greek, Italian, Portuguese, Slovenian and Spanish, available in the Google Drive shared folder:

<https://drive.google.com/drive/folders/1CuTg5yJAwAAHFTCUiedQQkaoTft9cdlP>

6000 Project leaflets will be distributed during the dissemination events and professional training centres among interested people and 9 posters will be presented at professional events.

Content, form and graphics may be updated during the course of the project in order to be best suited to the results of FIELDS.

2.1 Leaflet description

The leaflet was designed and created by UNITO in collaboration with a designer (external to the organization). The first draft was circulated among the partners to receive their feedbacks.

The leaflet consists of 4 A5 format pages, foldable, with three different background images representing the Agrifood sectors (first page), the forestry sector (internal pages 2 and 3) and sustainability (fourth page).

The first page includes the project logo, the European Erasmus + logo, the link to the project website and a reinterpretation of the Erasmus+ Fields lettering with themes reminiscent of nature and the environment. By way of title follow the indication of the coordinating body, duration, contacts and social network accounts (Twitter, Instagram, LinkedIn and Facebook). The project agreement is indicated at the bottom of the page.

In the internal pages (2 and 3) there is a brief description of the project, a graphic description of the WPs, the references to the 4 training modules correlated by icons (Common and Soft Skills, Sustainability, Bioeconomy and Digitalization). It is also indicated that a European sectoral strategy for skills development will be launched, that the material will have ECVET accreditation for training and a reference to the map of VET organizations and providers

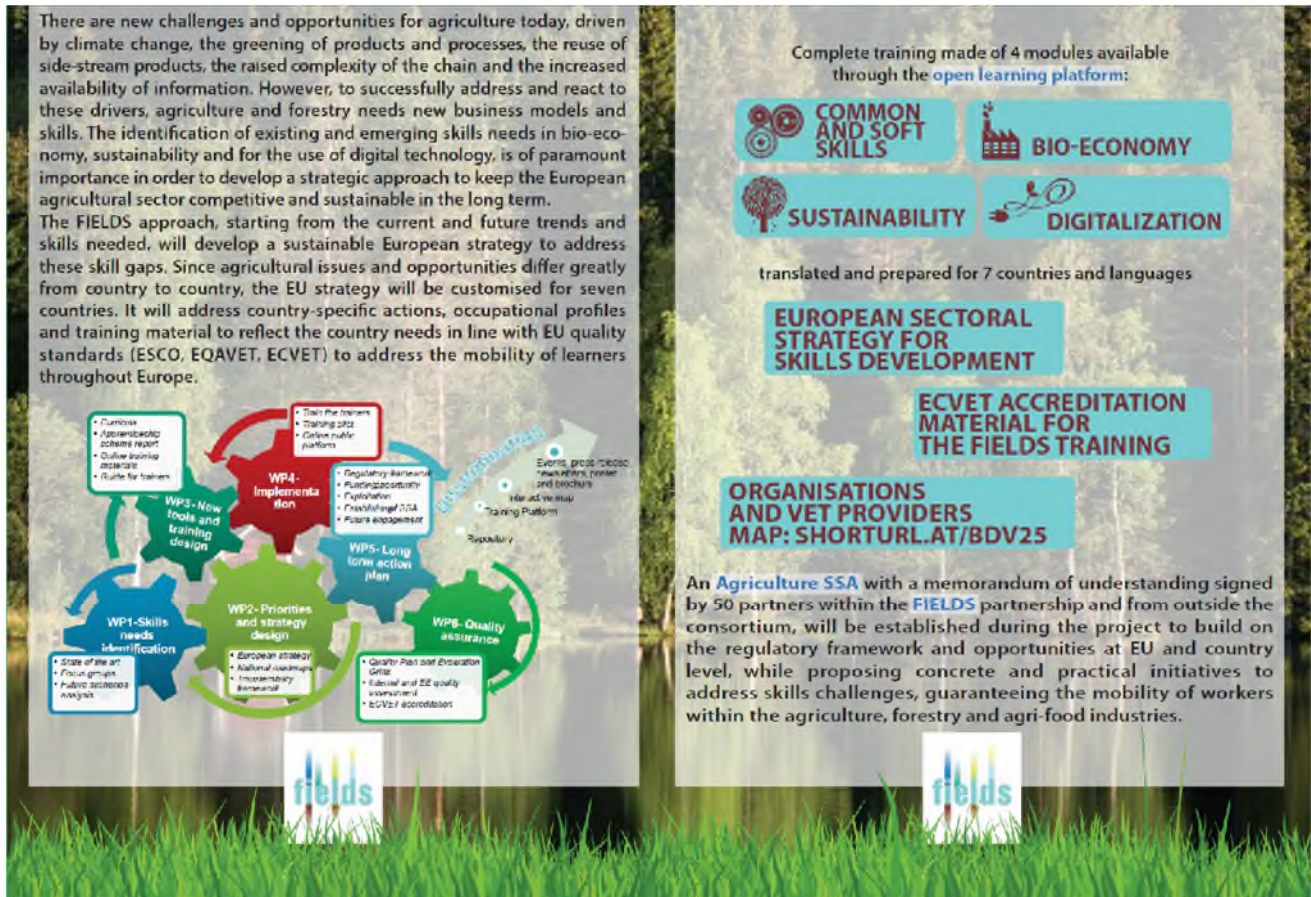
On the fourth and last page there is a reference to the partners and their countries of origin correlated by a geographical map and their respective institutional logos.

2.1.1 Overview

The leaflet has been uploaded in the management portal at the following link: <http://www.erasmus-fields.eu/management/?q=node/1264>.



In figure 1 the front of the leaflet, in the right side the page 1 and in left side the page 4



In figure 2 the back of the leaflet, in the left side the page 2 and in right side the page 3.

2.2 Poster description

The poster consists of 1 A1 format page, with three different background images representing the Agrifood sectors (upside of the page), the forestry sector (bottom of the page) and sustainability (left centre).

All the elements described and used for the leaflet were also used for creating the poster, as showed in the figure 3.

2.2.1 Overview

The leaflet has been uploaded in the management portal at the following link, available in pdf and ppt versions: <http://www.erasmus-fields.eu/management/?q=node/1265>.

Erasmus+Fields
Sector Skills Alliances – Lot3

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www.erasmus-fields.eu

Addressing the current and Future skill needs for sustainability, digitalization and the bioeconomy in agriculture: European skills agenda and Strategy

There are new challenges and opportunities for agriculture today, driven by climate change, the greening of products and processes, the reuse of side-stream products, the raised complexity of the chain and the increased availability of information. However, to successfully address and react to these drivers, agriculture and forestry needs new business models and skills. The identification of existing and emerging skills needs in bio-economy, sustainability and for the use of digital technology, is of paramount importance in order to develop a strategic approach to keep the European agricultural sector competitive and sustainable in the long term. The FIELDS approach, starting from the current and future trends and skills needed, will develop a sustainable European strategy to address these skill gaps. Since agricultural issues and opportunities differ greatly from country to country, the EU strategy will be customised for seven countries. It will address country-specific actions, occupational profiles and training material to reflect the country needs in line with EU quality standards (ESCO, EQAVET, ECIVET) to address the mobility of learners throughout Europe.

Coordinator: University of Turin (UNITO) (Italy) - Duration: 01.01.2020 – 31.12.2023
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The multi-stakeholder approach in the FIELDS project, with 30 partners from 12 countries (HEI, VET providers, agricultural and forestry sector representatives and agri-food industry) will provide guidance to tackle the complex issues EU agriculture faces today

An Agriculture SSA with a memorandum of understanding signed by 50 partners within the FIELDS partnership and from outside the consortium, will be established during the project to build on the regulatory framework and opportunities at EU and country level, while proposing concrete and practical initiatives to address skills challenges, guaranteeing the mobility of workers within the agriculture, forestry and agri-food industries.

EUROPEAN SECTORAL STRATEGY FOR SKILLS DEVELOPMENT **ECVET ACCREDITATION MATERIAL FOR THE FIELDS TRAINING**

ORGANISATIONS AND VET PROVIDERS MAP:
shorturl.at/bdv25

Complete training made of 4 modules translated and prepared for 7 languages available through the open learning platform

COMMON AND SOFT SKILLS **BIO-ECONOMY**
SUSTAINABILITY **DIGITALISATION**

Partners: [UNIVERSITÀ DEGLI STUDI DI TORINO](http://www.univ-torino.it), [Garage42](http://www.garage42.it), [WIRBEL](http://www.wirbel.it), [icos](http://www.icos.it), [ADES](http://www.ades.it), [AGRAR](http://www.agrar.it), [UNIVERSITY OF BORDEAUX](http://www.univ-bordeaux.fr), [CERTH](http://www.certh.gr), [Ggaia](http://www.garage42.it), [cooperatives-agri-business](http://www.cooperatives-agri-business.com), [LVA](http://www.lva.it), [UCLM](http://www.uclm.es), [BORRELL](http://www.borrell.com), [FIAB](http://www.fiab.it), [FOODONK](http://www.foodonk.com), [INFOR-EIA](http://www.infoc-eia.it), [EA-BT](http://www.ea-bt.com), [LIFELONG LEARNING PLATFORM](http://www.lifelong-learning-platform.com), [cnic](http://www.cnic.it), [Pleno Futuro](http://www.pleno-futuro.it), [ENGINEERS FOR BUSINESS](http://www.e-engineers.com), [Agria](http://www.agria.it), [Fraunhofer](http://www.fraunhofer.it), [Fraunhofer](http://www.fraunhofer.it), [Cepti](http://www.cepi.it)

@Sprojectfield Agreement 612664-EPP-1-2019-1-IT-EPPKA2-SSA-B

In figure 3 the front page of the poster.