STAPLES

Deliverable 5.1

Communication plan, Dissemination Plan and Website

START DATE: May, 01st 2024

DURATION: 36 months

GA N.°	Project Title	Project Acronym	Program
2333	STable food Access and Prices and Lower Exposure to Shocks	STAPLES	PRIMA

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List of abbreviations

EU	European Union
ToC	Table of Contents
GVCs	Global Value Chains
DSS	Decision Support System
WP	Work Package
KPIs	Key Performance Indicators
GVCs	Global Value Chains
TRL	Technology Readiness Level
FAO	Food and Agriculture Organization
IFPRI	International Food Policy Research Institute
MENA	Middle East and North Africa

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Executive Summary

This document outlines STAPLES dissemination and communication tools and strategies, providing a clear framework for partners to maximize project impact. All activities within WP5, "Dissemination, Communication, and Exploitation of project results" will be closely interconnected with other STAPLES Work Packages and tasks to effectively share major achievements and results.

The STAPLES Communication and Dissemination Strategy is a living document that will evolve with the project. Updated versions will be released at Month 10 and Month 36, incorporating events, publications, materials, and other outputs generated throughout the project's duration.

The present deliverable is divided into two main sections: the Dissemination Plan and the Communication Plan. In addition, there are in-depth sections on stakeholders and KPIs monitoring strategy.

Introduction

The STAPLES project seeks to enhance the resilience of cereal value chains in the MENA region, specifically in Morocco and Egypt, by addressing external shocks that impact food security. A core component of the project's strategy is the development of a comprehensive communication and dissemination plan aimed at raising awareness among key stakeholders—policymakers, smallholder farmers, private sector actors, and the general public. Additionally, the plan focuses on disseminating scientific results and enhancing the visibility of these outcomes to further engage and inform these audiences. This plan establishes clear, memorable key messages tailored to each target audience and supports them with appropriate communication tools, such as a project website, social media channels, workshops, and newsletters. These efforts ensure the broad and impactful dissemination of the project's findings, solutions, and best practices.

STAPLES in short

STAPLES project aims to inform private and public resilience strategies by creating, systematizing, and disseminating new evidence-based knowledge on the external stressors and shocks impacting cereal global value chains (GVCs) in the MENA region, with a specific focus on Morocco and Egypt. To achieve this, the project has set specific objectives: first, to generate a better understanding for governments and economic actors involved in the cereal value chain in the MENA region of the external stressors and shocks threatening local cereal supply chains and food security; second, to develop innovative solutions and evidence-based recommendations for strategies, action plans, and best practices that these actors can use to enhance system resilience and improve food security; and third, to increase the preparedness of these stakeholders by integrating new knowledge and data into a Dashboard and a Decision Support System (DSS), guiding the adoption of identified solutions, recommendations, and practices.

Communication and dissemination strategies

PRIMA-funded projects must prioritize effective dissemination and communication strategies, fostered through collaboration among all partners. These efforts not only share project goals and outcomes but also raise awareness of PRIMA initiatives, bridging the gap between scientific advancements and the

general public. This can mitigate growing mistrust in scientific research and highlight the benefits of cooperation.

The plan will encompass the creation and implementation of the Public Awareness, Communication, and Dissemination Plan, the ongoing evolution of stakeholder identification, and methods to engage them effectively for broad communication and dissemination. It will also establish a brand strategy and include Key Performance Indicators to measure the effectiveness of planned actions. To track implementation and progress towards KPIs, the Plan will be presented at Month 6 and updated at Month 10 and Month 36.

The Communication and Dissemination Plan includes the following key points:

- **Guidance for Partners**: It serves as a roadmap for partners, outlining the activities, channels, actions, and materials required for effective communication within STAPLES consortium.

- **Stakeholder Analysis and Mapping**: A comprehensive analysis identifies and categorizes stakeholders, detailing the rationale and incentives for their engagement. This includes firms within the cereals value chain, business organizations, farmers, and relevant authorities.

- **Key Stakeholder Engagement**: Main stakeholders include various Chambers of Commerce, agricultural organizations, research centers, public institutions, and local communities, which will be engaged through specific channels and methods.

- **Key Messages and Communication Tools**: The plan establishes a main message and key messages that cater to different target groups, supported by appropriate communication materials.

- **Visual Identity**: A distinctive visual identity, including a logo and branding guidelines, has been created to enhance recognition and convey the project's message effectively.

- **Communication Channels**: The strategy utilizes various external channels, including social media platforms like LinkedIn and Facebook, a project website for sharing information, and a contact database for targeted communication.

- **Events and Journals for Dissemination**: The plan includes mapping potential events and public engagement activities to maximize impact and facilitate knowledge transfer.

- **Outputs and KPIs**: The plan outlines the expected outputs (such as reports, infographics, and digital booklets) and reports the key performance indicators of the GA to measure the effectiveness of communication and dissemination efforts.

Communication and dissemination actions during the project

The communication and dissemination strategy for the STAPLES research project, which spans three years, is designed to evolve in alignment with the project's progression and milestones. **In the initial phase** (first year), the primary objective of communication will be to effectively introduce the project's aims, objectives, and partnerships, thereby establishing a robust presence on the project's pages and channels with engaging content. This foundational work will establish a clear understanding of the project among stakeholders and the general public, setting the stage for further engagement.

As the project moves into its **second year**, the focus will shift significantly. With the publication of the first research outputs, there must be an increased emphasis on communication and dissemination activities by each partner. This phase will involve not only sharing results but also actively engaging with target

audiences to encourage dialogue and feedback. Various activities such as workshops, webinars, and targeted outreach campaigns will be implemented to maximize visibility and impact.

By the **third year**, the strategy is expected to reach its peak intensity, as partners will harness the insights gained from earlier phases to refine their communication efforts. There will be a concerted push to disseminate findings widely and to promote the practical applications of the research. Each partner will be encouraged to take ownership of their communication activities, fostering collaboration and synergy among partners. This gradual escalation in communication efforts will ensure that the STAPLES project not only raises awareness about its objectives but also facilitates meaningful engagement with stakeholders, ultimately contributing to a sustainable impact in the cereal supply chain sector.

Figure 1 - Communication and dissemination actions during the project

Target audience

The primary **target groups** of the project can be identified within the following categories: EU producers in the food global value chain, MENA smallholder farmers and farmer cooperatives, MENA private actors involved in the domestic cereals value chain, MENA local authorities and public agencies, as well as decision-makers, and the general public.

Focusing on communication and dissemination, as outlined in the previous sections, we have identified a preliminary target audience comprising various individuals and organizations involved with composites who could benefit from STAPLES activities and outcomes. Based on the table included in the STAPLES Grant Agreement, we have further refined the target audience by specifying actions aimed at engaging them and outlining the goals for communicating STAPLES initiatives.

TARGET GROUP	AIMS FOR THE INVOLVEMENT	ACTIONS ADDRESSED TO THEM	SDG

EU producers in the food GVC	Increased exports resulting from implemented trade policies and improved procurement, more cooperation in the Mediterranean region.	Share key project results and best practices via an online newsletter or social media.	2, 12
MENA smallholders farmers and farmers cooperatives	Reduced post-harvest losses and better access to finance will increase productivity through affordable machinery and technology for marginal land, while also addressing information asymmetries and improving farmgate deals, leading to better trade and investment decisions.	Promote the digital booklet guide with infographics through local farmer groups, explaining practical farming techniques and cooperative benefits.	2, 9, 12
MENA other private actors along domestic cereals value chain	Better operations, better market decisions.	Send out email briefings to private sector actors with project updates and opportunities for collaboration in improving the cereals value chain.	2, 9, 12
MENA local authorities and public agencies, decision makers	Strengthened strategies to address cereal supply risks, alongside improved cooperation through trade policies and better procurement, will enhance support for smallholders' collective storage, provide better incentives for producers from competing value chains, and promote local agricultural producers, ultimately leading to more effective policies and decisions.	Provide document to local authorities, summarizing key recommendations, and follow up with a virtual meeting to discuss their relevance.	2, 9, 12
General public	More awareness on sustainable crops and on water intensive value chains or encouraging citizens to make informed purchasing decisions and educates the public about local sustainability policies.	Communication and dissemination of public deliverables, videos, site visits, etc. Use of social media and the website.	12

Table 1 - Target audience

1. Communication plan

1.1 Aims

To effectively convey information and engage the right stakeholders for building new relationships, a well-crafted communications plan is essential. This plan serves as a roadmap to define STAPLES direction and the steps needed to get there. The planning process clarifies who needs to be reached and why. It outlines the key messages, identifies the target audience, and specifies the communication channels to be used. By understanding the audience, crafting clear messages, and aligning internal and external stakeholders, the most effective strategies can be developed to reach target audiences and achieve set objectives. The following paragraphs will clarify the elements that constitute the plan, such as the website, that plays as a central hub for information sharing and updates.

1.2 Internal Communication

While internal communication is essential for aligning all partners, external communication is crucial for raising awareness and garnering support for the project among stakeholders, including policymakers, funders, and the general public. Once effective internal communication is established, external communication can become cohesive, clear, and well-defined for everyone involved. Specifically, STAPLES prioritizes identifying target stakeholders and developing strategies to engage and reach them effectively for the project's objectives. Internal communication among partners regarding WP5 activities is based on the support tools outlined in the Project management and Quality Plan (D6.1) and provided by WP6 through project management activities. Specifically, there is a **mailing list**, staples-wp5@fondazione.polimi.it, that includes the communication leads from each partner organization. The WP leader uses this email to send updates, summaries, and invitations to specific WP5 meetings. These **WP5**
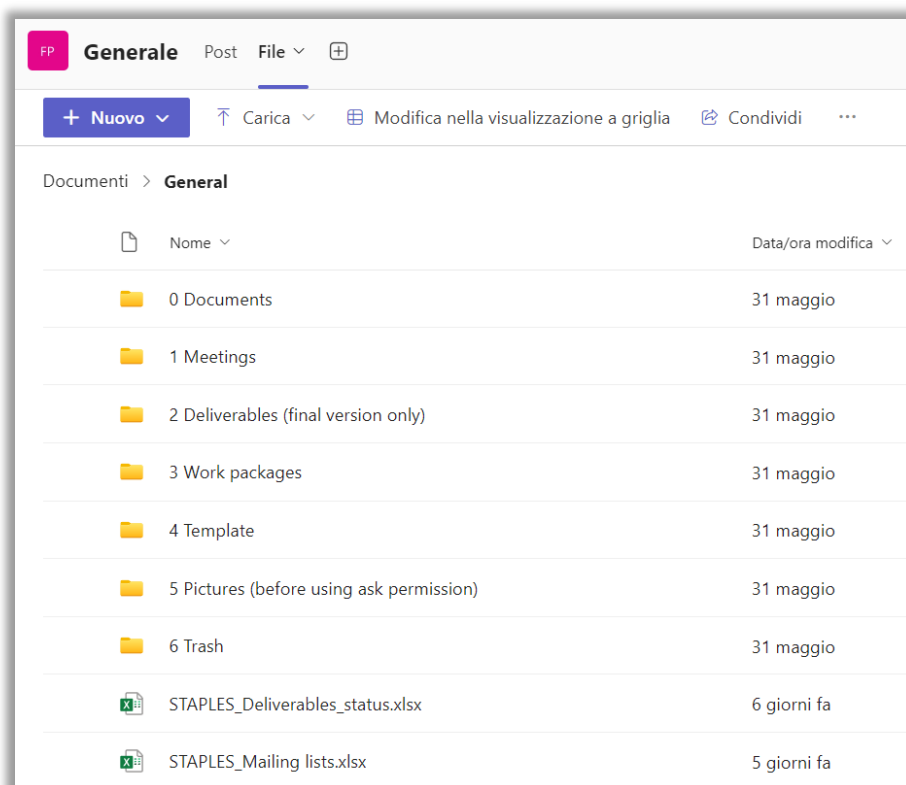

Figure 2 - STAPLES repository organization

meetings are valuable for discussing any necessary topics, facilitating alignment, and providing updates on WP5 activities. They are convened by the WP leader as needed, but no less than once every six months. At the end of each WP5 meeting, a Word document summarizing the topics discussed and the necessary next steps will be produced. All the **materials** created for WP5 (presentation, documents, deliverables, editorial calendar, logos, brandbook etc.) are accessible to partners and are stored in the project repository folder on Microsoft Teams, named **FPM-PROJ-STAPLES** (Figure 2).

1.2.1 Partners channels mapping

Another key operation for communication among partners and the overall development of the project throughout its duration is the collection of partner logos (Figure 3) and the mapping of their communication channels (Table 1). By tagging partners in posts and utilizing their logos, the project can amplify its reach and visibility across different platforms.

Figure 3 - STAPLES partner logos

This collaborative approach can also enhance the reputation of this project since the partners are authoritative in their field of research.

Having access to the partner's channel links allows for the optimization of KPIs and enhances the professionalism of the website. The partners' website links were used to build credibility in the "Partners" section of the project site, while their social media links enable tagging and mentions in STAPLES posts and comments, increasing engagement and the likelihood of reposting. This collaborative approach strengthens the project's online visibility and fosters greater interaction across social platforms.

ORGANIZATION	Website	Facebook	LinkedIn	Other	Notes
POLIMI	https://www.polimi.it/	https://www.facebook.com/polimi/	https://www.linkedin.com/school/polimi/		
UNIS	https://www.unisg.	https://www.facebook.com/UNISG.University.of.Gastron	https://www.linkedin.com/school/university-of-		

G	it/	omic.Sciences	gastronomic-sciences-pollenzo/		
CCA	www.carloalberto.org	https://www.facebook.com/collegiocarloalberto	https://www.linkedin.com/company/collegio-carlo-alberto	https://x.com/CollegioCA	
EMEA	https://euromed-economists.org/	https://www.facebook.com/EMEA.org	https://www.linkedin.com/company/euromedeconomists/		
ERF	https://erf.org.eg/	https://www.facebook.com/www.erf.org.eg	https://www.linkedin.com/company/economic-research-forum/		https://www.youtube.com/@TheERFLatest
UIZ	https://fsjes-agadir.uiz.ac.ma/	https://web.facebook.com/profile.php?id=100069444776330	https://www.linkedin.com/company/uizaga/posts/?feedView=all	https://www.uiz.ac.ma/	https://fsjes-agadir.uiz.ac.ma/
ASCAME	https://www.ascame.org/	https://www.facebook.com/ascameorg	https://www.linkedin.com/company/2196132/admin/dashboard/	https://x.com/ascameorg	
BRADANO	Website is work in progress	Media channels are work in progress	Media channels are work in progress		BRADANO channels will be available soon
CEEBA	https://ceeba.org	https://www.facebook.com/ceebaorg/	https://www.linkedin.com/company/confederation-of-egyptian-european-business-associations		

Table 2 - STAPLES partners channels link

1.3 Tools and channels

This section outlines the key instruments and platforms that will be utilized to support the project's communication and dissemination efforts. These tools and channels are essential for effectively reaching the target audiences, fostering engagement, and promoting the project's goals and outcomes.

PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

This project is part of the PRIMA
programme supported by the
European Union. Under grant
agreement n°2333.

STAPLES
Stable food Access and Prices and Lower Exposure to shocks

1.3.1 Visual Identity

To establish a clear and immediate visual identity, developing a logo is the initial step that enhances the project's recognizability. The logo's design should be adaptable in various forms and colours to meet specific communication needs and should also be featured on dissemination materials and products created by the project. Creating the logo for the STAPLES project provided an opportunity to analyze and define the project's key themes and concepts.

In addition to the logo and colour selection, the project's visual identity includes a comprehensive brandbook with detailed guidelines. This resource is designed to assist all partners, providing templates and tools to ensure consistency in communications and branding across the entire project.

1.3.1.1 Logo and Colours

The logo for the STAPLES project (Stable Food Access and Prices and Lower Exposure to Shocks) has been thoughtfully designed to embody the project's core objectives. The two dots transitioning from red to green symbolize the shift from high exposure to lower exposure, reflecting the project's commitment to enhancing resilience against food supply shocks. The wheat depicted on the letter "A" signifies access and underscores the project's focus on food stability. The logo's extended form allows for targeted and visually rich communication, while a simplified version has been created for broader usability by all stakeholders, both internal and external to the project. This simplification ensures that the logo remains visually appealing and practical for various materials. The full logo includes the acronym and project name, while the emblematic use of the letter "A" emphasizes accessibility, reinforcing the project's mission to improve food access for all.

Figure 4 - STAPLES extended logo design

Figure 5 - STAPLES simplified logo design

In addition to the extended and simplified versions, an emblem of the logo has also been created. This emblem is particularly useful for identifying the project in various types of artifacts, such as letterheads, promotional items, or profile images on social media channels. It allows for easy recognition of the STAPLES project even in smaller formats, maintaining its visual identity and ensuring consistency across all communication materials.
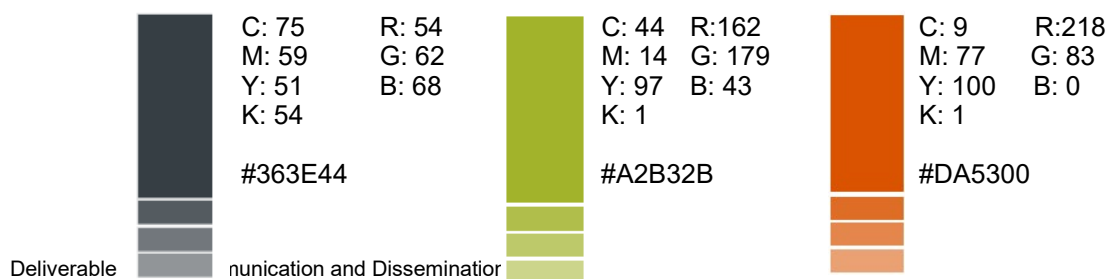
Figure 6 - STAPLES emblem

To ensure versatility and adaptability, a white or "negative" version of the logo has also been developed. This is essential for maintaining the logo's visibility and clarity when used on dark backgrounds or in low-light contexts. A negative version allows the logo to stand out without compromising its design integrity, ensuring that it remains easily recognizable and professional across various media and materials. This adaptability is crucial for a wide range of applications, from digital platforms and presentations to print materials and branded merchandise, ensuring consistency in visual identity regardless of the background or setting (Figure 7).

Figure 7 - STAPLES logo white version

The colour palette (Figure 8) for the STAPLES project was chosen to reflect its mission of building resilience in the cereal global value chain across the MENA region. Each colour carries symbolic significance that ties directly to the project's core themes. The red represents the urgency and high exposure to shocks that STAPLES seeks to mitigate, while the wheat colour symbolizes the heart of the project, agricultural production and food stability. The green signifies hope and progress, reflecting the goal of achieving lower exposure to risks and promoting sustainable practices. The dark gray evokes trust, reliability, and the collaboration between stakeholders across borders. Finally, the grey adds a touch of neutrality and balance, representing the grounded, practical approach STAPLES takes in addressing challenges in the cereal supply chain. Together, these colours visually communicate the project's objectives and values, creating a cohesive and meaningful identity. Shades of the chosen colours have been developed to enhance the flexibility of the visual identity.

C: 75	R: 54
M: 59	G: 62
Y: 51	B: 68
K: 54	

#363E44

C: 44	R:162
M: 14	G: 179
Y: 97	B: 43
K: 1	

#A2B32B

C: 9	R:218
M: 77	G: 83
Y: 100	B: 0
K: 1	

#DA5300

C: 37   R: 168
M: 26   G: 170
Y: 85   B: 157
K: 7

C: 14   R: 220
M: 31   G: 173
Y: 85   B: 54
K: 3

#A8AA9D

#DCAD36

Figure 8 - STAPLES colours palette

Project document templates have been developed to ensure consistency and professionalism across all project communications, while also maintaining alignment with the project's visual identity. These templates serve to streamline document creation, enabling partners to produce high-quality, standardized materials efficiently. Available to all partners, the templates include **deliverable template** (Figure 9), **PowerPoint presentation template** (Figure 10) **and letterhead template** (Figure 11). All of these templates, along with other materials produced under WP5, are stored in the previously mentioned shared repository, ensuring easy access and that all partners use the most up-to-date versions.

Figure 9 - Deliverable template

Figure 10 - Power Point presentation template

Figure 11 - Letterhead template

1.3.1.3 Brandbook

The brand book is a comprehensive document that consolidates the entire visual identity of the project, including elements such as the logo, colour palette, and project templates (Figure 12). It serves as the foundation for maintaining a unified and consistent visual identity across all communications. It provides clear guidelines for partners and possible future stakeholders on how to correctly use the brand's visual elements, ensuring that every partner or team member can easily adhere to the established standards. The brand book begins with an explanation of the brand's vision and the main logo, outlining the core value. It also includes variations of the logo to be used in different contexts, ensuring flexibility without losing consistency. One important section covers the fonts, specifying the approved typefaces for the STAPLES logo as well as for general templates used across the project. This ensures uniformity in all written communications, from internal documents to public-facing materials. Additionally, the brand book

provides ready-to-use templates for different purposes, including a simple word template, a PowerPoint template, and a deliverable template. Finally, the document includes contact information for those who might need further assistance, ensuring that all partners have access to the resources and support they need to maintain a consistent brand image.

The brand book is attached as annex to the following communication plan and is made available to all partners within the project repository.

Figure 12 - Brandbook preview

1.3.2 Social media

For the social media strategy, two primary social media platforms have been selected after consultation with all partners during a dedicated meeting to ensure alignment with the project's outreach goals. The selected communication channels for the project are LinkedIn and Facebook. Facebook was preferred over Instagram following discussions initiated during the kick-off meeting and finalized with the partners in a subsequent monthly meeting. The decision to prioritize Facebook was based on its greater potential to reach smallholders in North Africa, who represent a key target audience for the project. This platform offers more flexibility and accessibility for engaging with this specific demographic, making it the most effective choice compared to Instagram

Figure 13 - Arabic content on Facebook page

LinkedIn will serve as the primary channel to engage with the scientific and institutional community, fostering connections with researchers, policymakers, local authorities and public agencies, EU producers in GVC and general public. Facebook will focus on stakeholders more directly involved in the cereal global value chain, such as producers, SMEs, cooperatives, and other actors in the sector.Given the target objectives for the Facebook channel, it was agreed upon with partners during the first WP5 meeting on July 3, 2024, to enhance Facebook content with **Arabic translations**. This initiative will ensure

accessibility for the intended audience. This achievement was made possible through collaboration with the consortium partners. This approach and the distribution of different type of content allows the two channels to be customised according to the target audience they must reach.

FPM, as task leader establishes and manages these social media accounts, providing an editorial calendar to ensure consistent and strategic posting. The contents are tailored according to the different target audiences and topics, including updates and contributions from project partners. This approach will allow for targeted outreach, particularly to stakeholders, linking research and innovation activities, and other PRIMA projects, ensuring the project's messaging is relevant and impactful across various audiences.

The bio of each project page will clearly state the funding program and the grant agreement number, ensuring that all content posted on the page is attributable to the STAPLES project.

The STAPLES **editorial plan** will be shared with all partners via email every month. This will enable organizations to align their editorial strategies and maximize the reposting of content from the official project pages. By doing so, we aim to encourage users to follow STAPLES channels. The editorial calendar required by the project proposal (T5.3) is structured with a minimum of one content per month on the Facebook page and two per month on the LinkedIn page.

1.3.2.1   Social media template

To ensure a cohesive and professional appearance across the social media channels, layouts have been designed in line with the project's visual identity and colour scheme. These layouts (Figure 14) incorporate the STAPLES project logo, which symbolizes the project's focus on the cereal supply chain, as well as the essential PRIMA and EU logos, as required by the funding entity.

The background images in the layouts are helpful to enhance the overall impact of the content. This imagery instantly connects the viewer with the project's agricultural context, making the content visually appealing and relevant. The call-to-action text at the bottom of each layout serves a crucial role in guiding users toward specific actions, whether it's engaging with the project or discovering more about its strategy. In posts with multiple cards or sliding content, the arrows in the bottom right corner further guide the user through the content flow, creating an intuitive experience and encouraging deeper engagement with the project's narrative. Each post will include a series of hashtags to enhance the project's visibility across social networks. The STAPLES project will utilize the following hashtags: #staplesproject, #resilience, #MENA, #foodsecurity, #GVC, #cereals, and #stability.

Figure 14 - Social media contents layout examples

The basic templates for the posts described above can be customized to create eye-catching graphics for specific news or events (examples can be found in Figure 15).
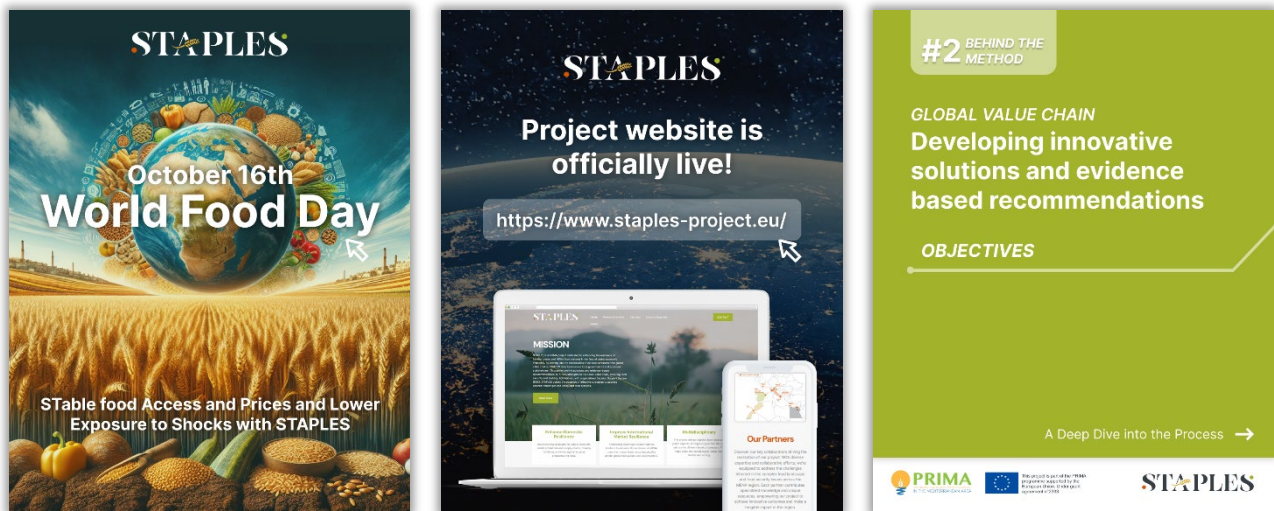

Figure 15 -Special event or news content examples

1.3.2.2   Storytelling strategy

The social media channels opened six months earlier than proposed by GA to enhance the visibility and awareness of the project from the very first day of the kick-off. To populate the pages during the initial months of the scientific research phase, a storytelling strategy was identified and implemented, as detailed below and in the following figure 16. The project narrative was initially introduced through the in-person kick-off event in Milan. In the subsequent months, the storytelling focused on providing an overview of the project, highlighting its objectives, methodology, theme, and the importance of stakeholders. In the following phase, specific content will be published, centering on the method of each scientific Work Package (WP1, WP2, WP3, WP4) through a short series titled **#BehindTheMethod**. This first narrative

cycle, running from May 2024 to December 2024, will conclude with the presentation of the consortium partners. This approach ensures a steady and consistent narrative from the very start of the project.

This strategy is a foundational framework to ensure the activity of the social media channels and the achievement of the KPIs (see Table 4). However, it remains flexible and adaptable to accommodate changes driven by special events, content provided by partners, or publications. These additional elements will be seamlessly integrated into the overarching storytelling approach, allowing the communication plan to evolve as needed while maintaining alignment with the project's objectives and engagement goals. As the project and scientific research progress, it is expected that the content will increasingly take on a more educational and scientific dissemination focus, showcasing the key findings and outputs from the scientific Work Packages (WPs). This shift will help communicate the project's advancements and results to a broader audience, reinforcing its impact and relevance in the scientific community and beyond.

Figure 16 - Social media storytelling strategy to launch STAPLES project

1.3.3 Project website

The STAPLES Project website (www.staples-project.eu), featuring the .eu domain to underscore its European dimension, offers a streamlined and accessible user experience. From the homepage, users are directly guided to all major sections of the site through well-placed buttons and links. The design encourages intuitive exploration, ensuring stakeholders and visitors can quickly locate relevant content. The layout incorporates visual elements like images and videos to enhance engagement, while its minimalistic UI focuses on clarity. Key sections like "Project Overview" "Partners", "News & Materials" and "Contact" are prominently displayed.

- **Homepage** (https://www.staples-project.eu/) serves as the central hub, linking to deeper content while reinforcing the project's core messages. For instance, call-to-action buttons guide users to project objectives, outcomes, and partner details, creating a cohesive narrative that invites interaction. The seamless integration of news updates and downloadable materials ensures constant engagement with ongoing project activities. The homepage features dynamic slide banners (Figure 17) designed to enhance user engagement and convey essential information about the Staples Project. Each banner showcases visually appealing graphics accompanied by concise text that highlights key project mission, action and about. The rotating nature of the banners allows for a diverse presentation of content, ensuring that visitors are informed about various aspects of the project. By clicking on the banners, users can access detailed pages that provide further insights, promoting interaction and deeper understanding of the project's goals and activities.
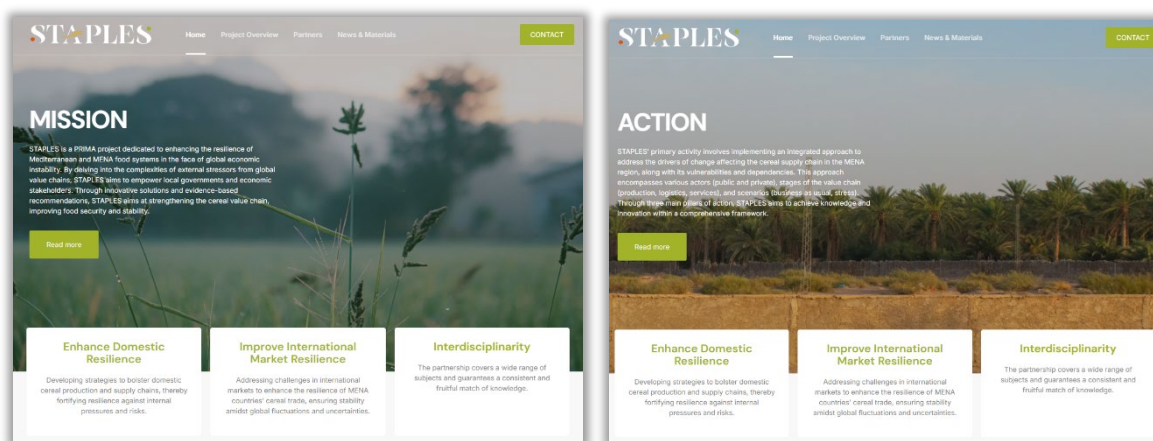
Figure 17 - STAPLES website Homepage

- **Project Overview Page** (https://www.staples-project.eu/project-overview/) offers a comprehensive summary of the STAPLES project, including its objectives, mission, and anticipated outcomes (Figure 18). The content is structured to present the problem the project seeks to address, its importance, and the innovative solutions being proposed. It provides insight into the project's scope and timeline, helping visitors understand its long-term vision and impact. The section also highlights the European and global relevance of the project, reflecting the broader societal benefits it aims to deliver.

Figure 18 - "project overview" page on STAPLES website

- **Partners Page** (https://www.staples-project.eu/partners/) highlights the consortium of institutions and organizations involved in the STAPLES project (Figure 19). Each partner is listed with their

logo, a short description, and a link to their website. This setup provides users with an easy way to identify and connect with the key stakeholders contributing to the project's success. The partner section underscores the collaborative nature of the initiative, reinforcing the project's credibility and expertise across various sectors.

Figure 19 - "partners" page on STAPLES website

- **News & Materials Page** (https://www.staples-project.eu/news-material/) serves as a dynamic hub for all project-related updates, including recent news, press releases, and downloadable materials such as reports, presentations, and infographics. It is structured to keep stakeholders informed about the project's progress and outcomes, ensuring ongoing engagement with relevant materials. The page is updated regularly, making it a vital resource for those tracking the project's development and results. The "News & Materials" page also includes a link to the Facebook profile feed, which showcases the latest updates published on the page (Figure 20).
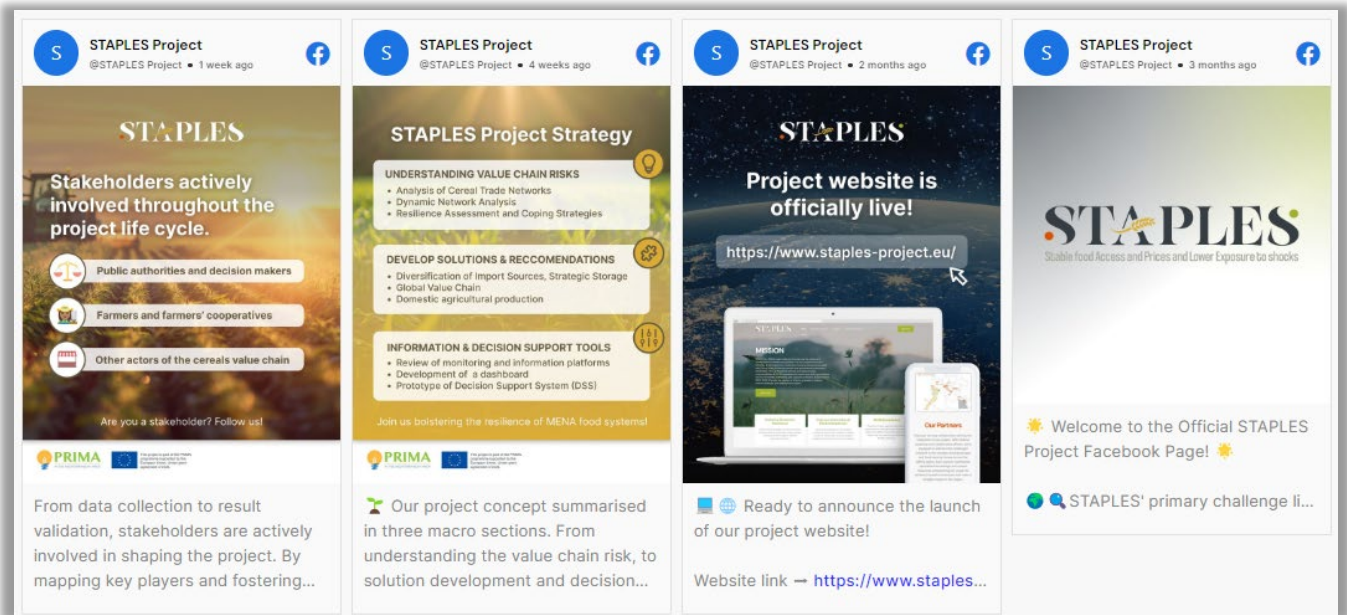
Figure 20 - Facebook feed on STAPLES website

- **Contact section** (https://www.staples-project.eu/contact/) provides an efficient channel for visitors to engage directly with the STAPLES Project team. A straightforward contact form (Figure 21) allows users to submit inquiries, fostering direct interaction between the project and its audience. Additional contact details are provided for more formal communications.
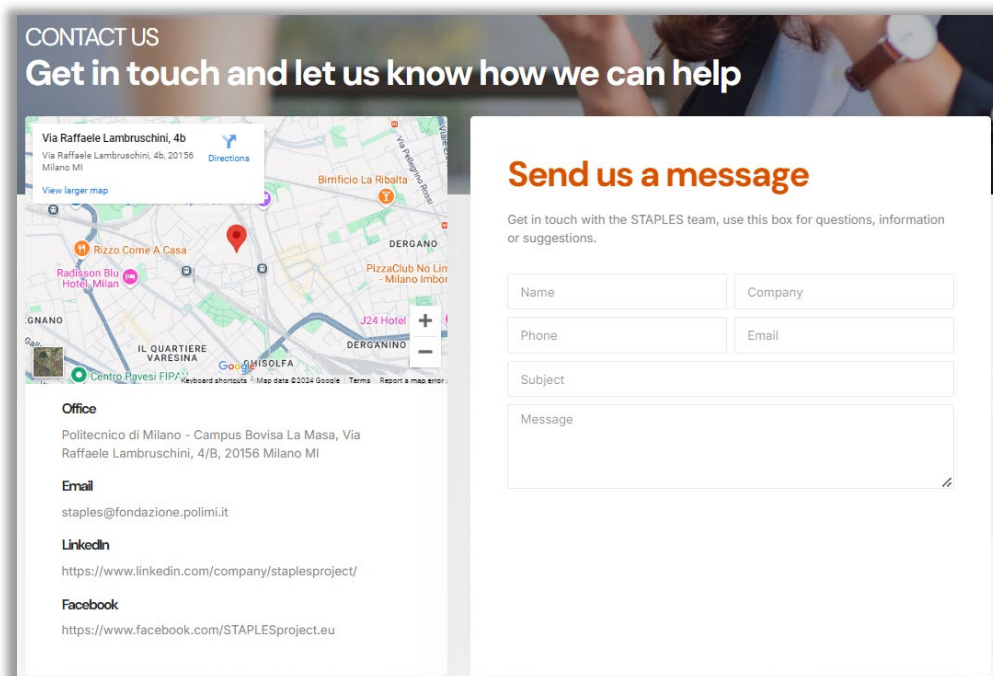
Figure 21 - Contact us page

- A **newsletter pop-up banner** is integrated into the site, encouraging users to subscribe for updates. As required by GA, the email will be targeted based on the profile of subscribers. This call-to-action keeps visitors informed about project developments, ensuring ongoing engagement with a dynamic and evolving audience. The pop-up is minimally intrusive yet highly effective, designed to capture attention without disrupting the user experience (figure 24).

- The **footer** of the STAPLES Project website provides essential links, such as quick access to the privacy policy and legal notices, reinforcing transparency (Figure 22). Social media icons allow visitors to stay connected with project updates through external platforms. Additionally, the footer includes important acknowledgments, such as the funding received from the PRIMA programme supported by the European Union.
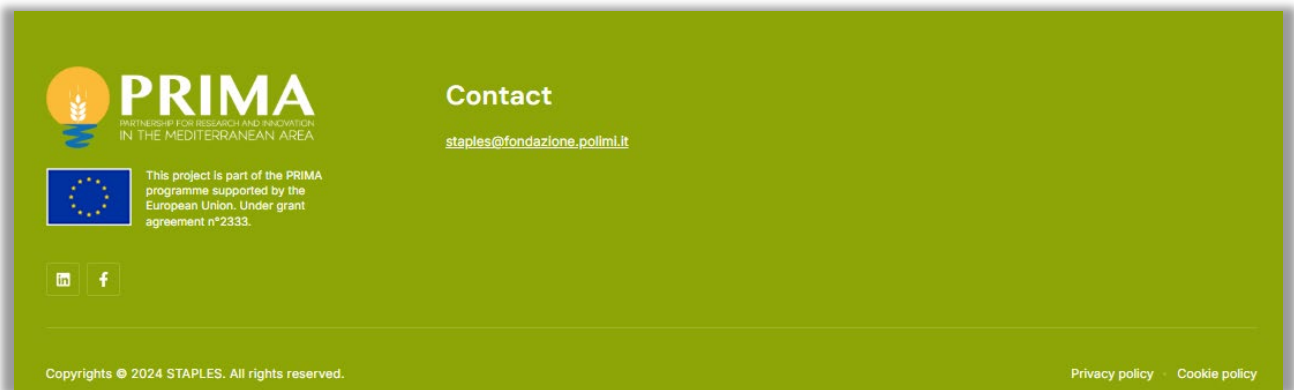
Figure 22 -STAPLES website footer

- **Cookie Banner**: Upon visiting the website, users encounter a cookie banner that ensures GDPR compliance (Figure 23). It informs visitors about the use of cookies and gives them the option to accept or manage their preferences, reinforcing transparency and data privacy. This is necessary for meeting legal requirements while maintaining user trust and control over personal data.
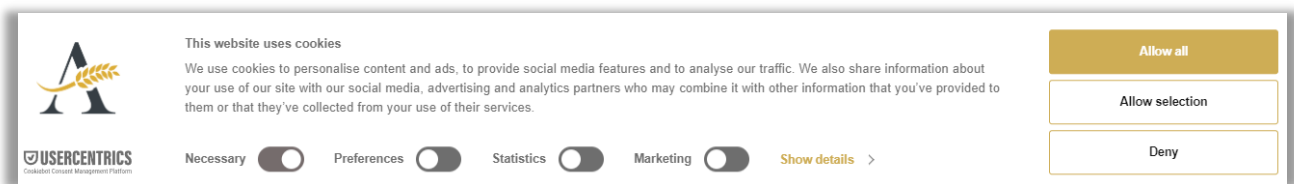
Figure 23 - Cookie banner

1.3.4 Newsletter and targeted database

The STAPLES project will start the implementation of a newsletter (from M6) designed following the brand book, utilizing **Zoho Campaign** for distribution. The newsletter will be sent out with a minimum of four editions per year. This newsletter will serve as a key communication tool to keep stakeholders informed about project developments, upcoming events, and important updates. Subscriptions to the newsletter will be compliant with GDPR privacy regulations, ensuring the protection of personal data. Additionally, a database of contacts will be established to facilitate targeted email communications, such as event invitations and newsletters. This **database** will be segmented into specific target groups, enabling more effective and personalized communication strategies, with particular emphasis on mapped stakeholders

and related research and innovation activities, as well as similar PRIMA projects. The newsletter is linked to the dedicated email address staples@fondazione.polimi.it, which also serves as a reference point for users requests. The primary source for the database is the **Zoho form** integrated into the website (figure 24). This form can also be embedded as a link or QR code in communication materials and shared on the project's social media channels, accompanied by a targeted campaign to promote newsletter subscriptions. The form required for registration includes some questions that allow us to target users based on their area of work (individual, institution, company, academia, association) and continent of origin (North Africa, Middle East, Europe, Asia, North America, South America, Oceania, other), facilitating the creation of a well-targeted database.
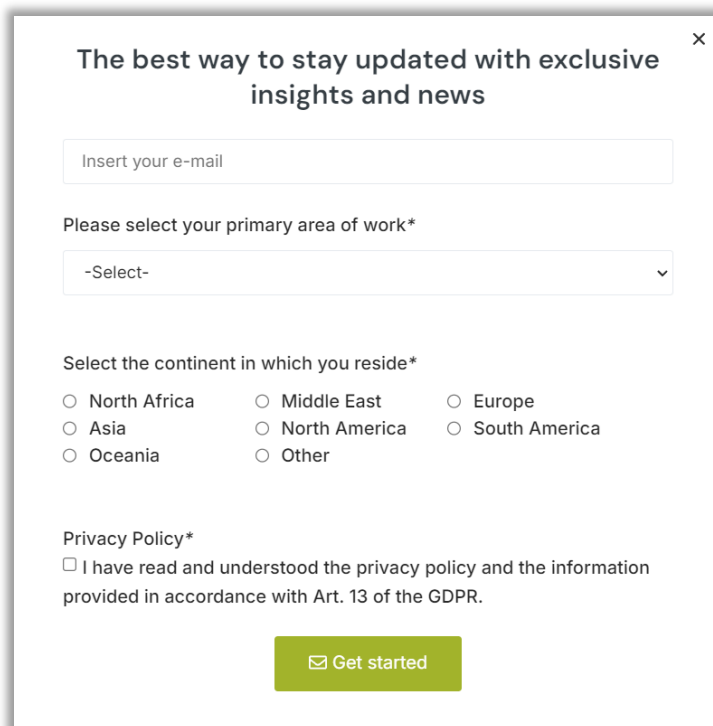
Figure 24 - Newsletter subscription form

1.3.5 Video and digital booklet

At least one professional **video** will be produced during the final year of the project to outline the project's primary objectives and highlight its results and the challenges it addresses. The main video will showcase the key research outputs, presented in language that is accessible and appropriate for a general audience. The goal is to ensure that even those without specialized knowledge can understand the project's findings and their significance. In particular, the video aims to raise awareness about sustainable crops and the impact of water-intensive value chains. It encourages viewers to make informed purchasing decisions that support sustainability and educates the public about local policies related to project topics. By highlighting the importance of responsible consumption and the role citizens can play, the video seeks to empower individuals to contribute to a more sustainable future. To effectively engage the general public, the video should relate to everyday life and demonstrate its societal impact. It should be helpful to simplify technical language, provide explanations when necessary, and utilize infographics and animations to capture viewers' attention. While this video is mandatory, additional shorter videos may be created throughout the project, depending on needs and opportunities that arise.

The logos of all partners, along with the PRIMA and European Union's logo, will be displayed at the video's conclusion. The video will be shared on the project's website, included in newsletters, and posted on social media accounts.

A **digital booklet** will be developed as an accessible and user-friendly resource specifically designed for the general public. This guide will not only provide a comprehensive overview of the project but will also include recommendations, best practices, and practical advice aimed at raising awareness about the project's themes.

The booklet will serve multiple purposes: it will educate readers on the project's objectives and the importance of its work, fostering a deeper understanding of the issues at hand. Additionally, it will offer actionable insights that individuals and communities, thereby encouraging proactive engagement with the project's initiatives. The booklet will empower readers to recognize the relevance of the project in their own contexts and inspire them to take part in discussions and activities related to the project's goals. This resource will be a vital tool for building a knowledgeable community around the project, ultimately contributing to its long-term success and impact.

1.4 Visibility of EU and PRIMA logo and other contractual obligations

STAPLES partners should comply with a series of general guidelines in respect to the rights and obligations when dealing with project's communication and dissemination.

Each partner has the obligation to **acknowledge EU funding** in all communication and dissemination activities by using the wording and criteria specified in the Grant Agreement (Art. 26 and 27). Following the deliverable D6.1 (Quality Plan), each partner must include details about the Grant Agreement, PRIMA reference, and a statement that acknowledges the European Union's contribution in all project channels and documents, such as reports, deliverables, and official presentations. On social media platforms, the disclaimer should be visible on the project's main page. It can be excluded from individual posts and content, provided that these are clearly linked to the main page, allowing for easy access to the above information.

Additionally, the EU emblem should be positioned next to or below the PRIMA logo to emphasize this support. The home page of the website display the PRIMA logo (available in electronic format at https://prima-med.org/press-tool-kit/) and the European emblem (available in electronic format at http://europa.eu/abc/symbols/emblem/index_en.htm). The home page include the following disclaimer: "*This project is part of the PRIMA program supported by the European Union*".

To assist partners in the proper use of the disclaimer, a set of PNG images featuring the two logos side by

Figure 25 - Example of disclaimer PRIMA and EU

side is provided within the shared folder. This resource will help ensure consistency in branding and compliance across all communications and materials related to the project. By using these images, partners can easily incorporate the necessary logos in their documents and posts, reinforcing the visibility of both the PRIMA initiative and the European Union's support.

2. Dissemination plan

2.1 Aim and Objectives

Dissemination refers to the strategies and actions employed to promote the adoption of project outcomes. The dissemination strategy will outline how to reach and engage various audiences and stakeholders at local, national, and regional levels, focusing on academic institutions, the private sector, civil society, and public organizations (see Table 1).

The strategy will target high-profile journals such as Food Policy and World Development, focusing on multidisciplinary publications, and select conferences to enhance visibility and impact.

All dissemination activities will utilize the tools and channels outlined in the Communication Plan (Chapter 1), ensuring a cohesive and consistent approach to sharing project result

2.2 Journals and conferences/events

The press and media are essential for the success of projects, as they help generate awareness and foster support among both the public and policymakers. The STAPLES project has outlined best practices for effectively engaging with the press and media, which will continue to evolve throughout the project's duration: identify key media outlets, including newspapers, magazines, online publications, and broadcasters, that target specific audiences. STAPLES aims to publish scientific and technical findings in high-impact, open-access journals and participate in relevant technology-focused conferences. Table 2 provides an initial list of targeted journals, conferences, and trade fairs. During the early stages of the project, the number of publications and press releases will be limited due to the project's nascent phase and the scarcity of results available for sharing. This approach aligns with the established KPIs (see table 3).

Type of pubblication	Preliminary list	Addressed target group
Journals/magazines	Food policy, Middle East Development Journal, Journal of Development Studies, Agriculture Economics; lavoce.info; Italian Economic Journal; Economia Politica; Food policy; Journal of European Public Policy; Economic Botany; Discover Food; Smart Water magazine - (https://smartwatermagazine.com/); Sustainability Middle East (https://www.sustainabilitymenews.com/search?q=trade%20); Réalités Online - (https://realites.com.tn/fr/); Maroc Report - (https://marocreport.com/); EU Neighbours - (https://south.euneighbours.eu/news/); Managers -	Research community, Policymakers, Academics, economists.

	(https://managers.tn/); EFE Comunica - (https://efecomunica.efe.com/en/	
Conferences	MedaWeek Barcelona (organized annually by ASCAME); OEET workshop (hosted by CCA in Turin); AIB MENA conference on 25-26; Global Food Security Conference; ERF Annual Conference; WTO public forum; European Trade Study Group; International Conference of Agriculture Economics; Gloabal Food Security Conference; Annual Conference of AISSEC (Italian Association for the Study of Comparative Economics); Annual Conference of AIEAA (Italian Association of Agricultural and Applied Economics); Annual Conference of EAAE (European Association of Agricultural Economists); Congress for International Society for Gastronomic Sciences and Studies (ISGSS); World Food Security Summit; Global Food Security Conference; International Conference on Agriculture and Food Security (ICAFS); MEDA Week; Mediterranean Science Commission Conference; International Conference on Agricultural Economics (ICAE);	Economists and international organizations, Teacher and students, Research community, Regional agencies and initiatives.
Industrial exhibitions and fairs	Terra Madre Salone del Gusto, SIAM (Salon International de l'Agriculture au Maroc); Morocco FoodExpo; AgriTek Morocco; Sahara Expo (Egypt); Food Africa (Egypt).	Teacher and students, Research community, Regional agencies and initiatives, cereal supply chain stakeholders, and smallholders citizens.
Other	ERF contribution: Working Paper Series, Policy Reports, Policy Briefs, The forum (All of this is available on the ERF website and widely disseminated across the MENA region;	Economists, ministries, international and regional organizations across the MENA region

Table 3 - Journals, magazines and conferences list

Additional events/conferences will be considered and updated as needed. At these events, project results will be presented to businesses, multilateral organizations, and the scientific community, facilitating knowledge transfer and raising awareness about existing vulnerabilities and potential solutions to improve the resilience of the MENA cereals sector.

2.3 Events with artists and Workshops

As part of the communication and dissemination activities, in collaboration with the partner EMEA and UNISG, the project GA includes the coordination of the organization of events designed to translate scientific findings into more accessible knowledge for non-expert audiences. These events will involve artists, such as live painters and sculptors, alongside school children, to creatively transform complex scientific concepts into artistic expressions. A more detailed outline of these events will be provided in the first project update (M10), as this document will be updated at the 10th and 36th months of the project.

Moreover, the Grant Agreement specifies the organization of at least 10 training, validation, demonstration, and dissemination workshops. These will be organized by the scientific partners based on research activities and always need to be reported and incorporated into the communication and dissemination portfolio of WP5 (Paragraph 4.1.1).

Finally, it is expected that project partners will participate in events or conferences where they can present STAPLES and its outcomes. For these occasions, the communication plan will be updated with additional materials and guidelines, ensuring that all partners are well-prepared and equipped to effectively represent the project.

2.4 Partner commitment

To ensure the broadest impact in the dissemination activities, the coordinator of WP5 will ask each partner to identify the specific KPIs they expect to achieve, which will then be collected in a dedicated tool (See paragraph 4.1.1) to support and facilitate the partnership. Every member of the project consortium will play a role in planning and executing dissemination efforts at local, national, and international levels (such as seminars for students, teachers, and citizens, open-lab days, newsletters, scientific publications, conferences, etc.), with each partner taking responsibility for a specific part of the implementation strategy. All partners bring significant experience in dissemination, supported by dedicated departments that handle newsletters, exhibitions, and websites. The consortium is committed to leveraging these internal capabilities and resources to benefit the project.

3. Stakeholders mapping

Stakeholders play critical roles throughout various phases of the STAPLES project, including data collection, validation of results, and dissemination. Due to the importance of engaging stakeholders, a key component of Task 5.1 is the stakeholder mapping. The goal is to provide all work packages with a centralized approach for identifying, mapping, and structuring stakeholder data, as well as standardized rules for contacting and engaging with them.

To ensure the active participation of different stakeholder groups, their involvement is integrated across most work packages and tasks within the project. The following tools will be primarily used to engage stakeholders:

- Interviews with key informants
- Survey of farmers
- Survey of firms
- Data collection and validation workshops and focus groups
- Dissemination events

In addition, the official STAPLES digital resources (website, social media, and newsletters), as well as those of its partners, will be also utilized to foster stakeholder exchange and engagement.

To ensure that stakeholders are identified and involved during the project's implementation, a methodology for stakeholder mapping has been developed. This methodology is briefly described below. A more

detailed version, along with the expected outputs of this task (e.g., stakeholder identification and their expected contributions to STAPLES), will be provided in Final version of D5.1, due in M10, as for the Grant Agreement.

Stakeholder Identification and Mapping Process

In the initial phase, project partners will primarily identify stakeholders based on their knowledge and on the needs of the specific WPs and tasks they are responsible for, but this identification is an ongoing activity that will continue throughout the project's duration. The output of this process will be a comprehensive stakeholder database, serving as a reference point for the consortium partners on stakeholders engaged during the project.

The STAPLES stakeholder database will be developed using the following steps:

1. Identification of categories of stakeholder (M1 – M2): The first step has been to identify categories of stakeholders and understand where and how they can contribute to the project. Identified pre-defined criteria to cluster stakeholders include:

   a. **Geographical and product scope**: information on the geographic scope (i.e., national, international, or sub-national) and on the relevant products which stakeholders cover (e.g., specific cereals, agricultural input products).

   b. **Type of stakeholders**: stakeholders are grouped based on their main "domain of interest". They can be private or public (e.g., public authorities, organizations representing companies or farmers, universities) and can cover different stages of the supply chain of relevant products (e.g., farmers, traders, input suppliers).

   c. **Stakeholder prioritization**: this criterium categorizes stakeholders into three groups based on their power and on the interest in the in topics covered by STAPLES:

      i. **High-priority stakeholders**: Those with significant decision-making power and influence. Their engagement is considered essential to the project's success.

      ii. **Medium-priority stakeholders**: Those directly affected by project implementation and with high interest but lower decision-making power.

      iii. **Low-priority stakeholders**: Those with low power and interest, but still relevant to the project. Although lower in priority, these stakeholders should still be informed, as their importance may increase as the project progresses.

   d. **Project phase**: stakeholders are clustered according to their relevance to different project phases (i.e., data collection, validation, dissemination) and to specific activities (e.g., interviews, workshops). This ensures alignment across tasks and WPs, promoting synergies and avoiding duplication.

   e. **Contact information**: details such as main language of communication, website address, and contact details will be gathered. However, a contact protocol has also been established to guide interactions with stakeholders thus avoiding multiple contacts of the same stakeholder from different partners.

2. Elaborating spreadsheet (M3): Once that the categories have been defined, an Excel file template, which includes all pre-defined categories (see point 1) for stakeholder mapping, has been shared

with all project partners. The information contained in the file are reported in table 4. This file also provides clear instructions to guide the data entry process.

3. Completing stakeholder map (M4-M7): All consortium partners are responsible for entering potential stakeholder information into this template. So far, the majority of partners have submitted a preliminary list of stakeholders This process is expected to continue over the coming month (M7).

4. Consolidation (M8-M9): Once all lists have been received, the WP5 leader (POLIMI) will consolidate the data into a single document, eliminating any duplicates. In addition, if contact details are unavailable for some organizations, efforts will be made to obtain this information, in particular with the involvement of local partners which will assist in retrieving the missing information.

5. Accessibility of database (M10): The final database will be accessible to all project partners via the project folder. It should be noted that personal contact data of stakeholders will not be publicly available but they solely serve the purpose of guaranteeing the interaction with stakeholder. Contact data will not be shared without consent.

6. Continuous update of the database (M11 – M36): The stakeholder list is a dynamic document, and partners are expected to regularly update it with new entries as additional stakeholders are identified throughout the entire duration of the project.

ITEM	DESCRIPTION/OPTIONS
Name of the proponent	Name of the partner who propose the SH
Name	Full name of the stakeholder
Country/Area (subnational detail if relevant)	• Egypt • Morocco • Italy • Spain • International • Other (to be specified)
Type	• Public Authority (specify if national, regional or local level) • Public Agency/Bodies • Agricultural inputs producers • Agricultural inputs traders • Farmers' associations and farmers' cooperatives • Food processors' associations • Food traders' associations • Industrial associations (other than agricultural inputs and food processors' associations) • Traders' associations (other than agricultural

	inputs and food processors traders' associations) • Service providers for farmers (e.g. extension service; rental of equipment, storage facilities) • Service providers for processors and traders (e.g. storage facilities; transport companies; logistic services) • Independent expert • Universities and Research centres • NGOs • Media • Other (to be specified)
Product (if relevant)	• Cereals (to be specified, e.g. soft wheat, durum wheat, maize, rice, barley, oat, sorghum, millets) • Agricultural input (to be specified, e.g. fertilizers, seeds) • Processed products (to be specified e.g. flour, bread) • Cotton • Fruit and vegetables • Livestock and feed • Other (to be specified)
Priority	• High • Medium • Low
Description	Describe the stakeholder. For associations and cooperatives kindly specify the geographical base of their members (if any) and the number and average dimension (e.g. smallholders, SME, MNI), of members if available
Phase - if known- of the involvement of the stakeholders	• Data collection for initial mapping and needs' analysis • Validation of results • Dissemination • To be defined
WPs and Tasks	• WP1 - Task 1.1 - Task 1.2 - ... • WP2 - Task 2.1

	- Task 2.2 - ... WP3 - … - ... • To be defined
Activity/ies	• Semi-structured interviews with key informants • Survey • Focus groups • Workshop • Communication and dissemination events, and conferences • Other (to be specified) • To be defined
Language	• Arabic • French • English • Other (To be specified)
Website	Indicate the website address of the stakeholder if available
Contacts	Please indicate the name, role, mail and telephone of the relevant contact
Protocol for contacting stakeholder	• The SH can be contacted by the STAPLES coordinator • The SH can be contacted, but the partner who indicated the SH should be kept in copy. • The SH cannot be contacted directly. To contact the SH, please write to the partner who indicated the SH.

Table 4 - Excel form to map stakeholders

3.1 Key messages

The communication strategy of the STAPLES project is critical to ensure the dissemination of its objectives, results, and solutions to various stakeholders across the food and agricultural sector in the MENA region. A well-defined set of key messages facilitates effective engagement with both public and private actors involved in the cereal value chain, especially in Morocco and Egypt, as well as broader Mediterranean and EU audiences. As requested by GA, a memorable main message has been identified to summarize the key points of the project and is provided below.

STAPLES project Key message:

Promoting private and public resilience strategies in MENA region through information and feasible local solutions for the cereal value chain.

The STAPLES project aims to strengthen food security and resilience within cereal supply chains by engaging various stakeholders, including policymakers, smallholder farmers, private sector actors, and the general public. Each of these target groups has specific needs and challenges that the project addresses through tailored messaging.

Target Group	Key Message
Policymakers and Public Agencies	Policymakers and Public Agencies are encouraged to leverage evidence-based strategies to enhance food security and manage external shocks in cereal supply chains.
Smallholder Farmers and Farmer Cooperatives	Smallholder Farmers and Farmer Cooperatives are invited to adopt innovative tools and technologies to improve resilience, productivity, and access to stable markets.
Private Sector Actors (Importers, Exporters, Processors)	Private Sector Actors are urged to optimize their operations with data-driven insights to mitigate supply chain risks and capitalize on new opportunities in the Mediterranean region.
General Public and Civil Society	The General Public and Civil Society should be informed about the importance of ensuring food security through sustainable cereal trade and local production resilience.

Table 5 - Key message and target groups

4. Monitoring and evaluation

4.1 KPIs

To meet and achieve the KPIs set for WP5 in communication and dissemination (see table 4), a specific monitoring strategy has been implemented. This strategy includes an internal tracking tool managed by the WP5 leader, which will be regularly updated to assess progress and ensure continuous improvement in achieving the WP5 KPIs. The strategy is outlined in detail in the "Actions" subsection 5.2 of this document.

KPI	Source of verification
At least two public agencies from MENA countries involved in design of solutions	Stakeholders map
At least 4 chambers of commerce from Egypt and Morocco mobilizing their members to participate in project activities	Project and partners websites
Publication of one project's website. At least 2000 views/accesses to the website	Matomo Analytics
At least 2 Social Media Channels. At least 100 posts. At least 5000 accounts reached	Social media insights
At least 1 project video. At least 1000 views	Social media insights
At least 1 event open to the public. At least 300 persons at public events and workshops.	D5.2 Portfolio of events communication & dissemination activities. Attendance lists
At least 25% of scientific articles stemming from the project submitted to multidisciplinary journals (for instance World Development, Food Policy, PLoS ONE, …)	Submission platforms (scholar-one, editorial manager…) records
At least 40% of female among workshops participants	Attendance lists
At least 10 training, validation, demonstration, and dissemination workshop	Project and partners websites D5.2 Portfolio of events communication & dissemination activities

Table 6 - WP5 communication and dissemination KPIs

4.1.1 KPIs monitoring

The actions outlined for achieving the KPIs and ensuring the successful completion of the communication and dissemination plan follow a defined and structured strategy. In particular, for the KPIs mentioned in Table 5, a dedicated digital monitoring tool (Figure 27) has been developed for the use of the WP5 leader. This tool serves as a comprehensive resource that consolidates all the relevant KPIs and enables continuous tracking of progress. By regularly updating the tool, the WP5 leader can closely monitor performance, ensuring that the objectives set in the Grant Agreement (GA) are consistently met.

SOCIAL MEDIA: at least 100 posts						
	DATA of publication	Social network	Post number	Post name	Post link	Impressions
	02.05.2024	LK	1	Kick-off	https://www.linkedin.co	2531
	10.05.2024	LK	1	Kick-off	https://www.linkedin.com	997
	04.06.2024	FB	1	Welcome on FB	093693474349444	N/A
	17.06.2024	FB	1	Project info	110076228349444	24
	17.06.2024	LK	1	STAPLES on FB	064	360
	02.07.2024	LK	1	Project strategy	384	516
D5.1 Communication and Dissemination Plan and website	26.07.2024	FB	1	Website is online	110076228349444	227
	26.07.2024	LK	1	Website is online	712	1494
	31.07.2024	LK	1	Stages of GVC	281	601
	21.08.2024	LK	1	Stakeholder engagment	040	286
	28.08.2024	FB	1	Project strategy	2110076228349444	10
	30.08.2024	LK	1	Mena Region	347	573
	16.09.2024	FB	1	Stakeholder engagment	2110076228349444	
	27.09.2024	LK	1	PhD Marta Marson interview	328	
	27.09.2024	FB	1	PhD Marta Marson interview	QbpC	
	TOTAL POST NUMBER (100)		15		TOTAL IMPRESSIONS	7619
	KPI		15%			

SOCIAL MEDIA: at least 5000 account reached				
	DATA	Social network	Account reached	Source of evidence
D5.1 Communication and Dissemination Plan and website	30.09.2024	LK	187	
	30.09.2024	FB	n/a yet	
	30.09.2024	WEBSITE	372	
		YOUTUBE		
	TOTAL ACCOUNT REACHED (5000)		559	
	KPI		11.18%	

Figure 26 - KPIs monitoring tool preview

The tool provides an overview of the M1-M5 KPIs and allows for timely adjustments and improvements where necessary, ensuring that all communication and dissemination goals remain on track. Moreover, it facilitates the identification of potential gaps or challenges early on, enabling proactive measures to enhance the strategy and implementation of WP5. Overall, this monitoring strategy is key to maintaining transparency, optimizing performance, and achieving the desired outcomes for the WP5 work package.

The document (Excel format) is shared in the project's repository folder and is accessible to all partners to monitor the progress of WP5. This file includes multiple tables, each dedicated to a specific KPI, providing a clear and organized overview of the ongoing performance. Once the KPIs are finalized, the document will be enhanced with links to images serving as sources of evidence. These images will be extracted from the various monitoring tools used, such as Meta Business Manager, Matomo, LinkedIn Analytics, and others. This approach ensures full transparency and traceability, allowing all partners to easily track the progress towards achieving the predefined goals. By integrating evidence directly into the file, the process

of validating the KPIs will become more efficient, ensuring that all partners remain informed and aligned throughout the duration of the project. Additionally, this centralized system of tracking and documentation facilitates better collaboration and accountability, as partners can independently review the data and adjust their efforts as needed to meet the communication and dissemination objectives.

4.1.1 Portfolio of events communication & dissemination activities

The "portfolio of events, communication, and dissemination activities" is a deliverable required at the end of the project. By effectively compiling and presenting these activities, the portfolio ensures that knowledge is shared with a broader audience, facilitating stakeholder engagement and promoting sustainable practices in cereal supply chains.

A comprehensive report will be prepared to document all dissemination activities. This report will detail every event organized and attended throughout the project's duration, as well as provide evidence of publications in scientific journals. To ensure that this information is systematically collected from the very beginning, a dedicated tracking tool (Figure 26) has been created for partners to use. This tool is designed to gather and store all relevant documents, event records, and publication evidence. Partners are required to regularly update this tool, at least once every month, ensuring that all dissemination activities are properly documented and easily accessible for future reporting and analysis. This process will help maintain a clear record of the project's outreach and scientific contributions.

Figure 27 - Communication and dissemination activities collecting tool

The activity collection tool includes a detailed instruction line designed to guide partners through the process of filling out the required information. These instructions are aligned with the guidelines outlined in the Grant Agreement (GA) and are organized into various categories for clarity and ease of use. Specifically, partners are asked to provide details on the type of activity conducted, its location, relevant dates, and the type of audience reached. Additionally, they must include links or references to the activity, information about any presentations related to the project, any promotional materials created, and the total

number of people involved, categorized by gender (Male, Female, or Other). These structured guidelines ensure consistency and accuracy in reporting across all partners.

As of the submission date of this document, the communication and dissemination activities carried out by the partners regarding the STAPLES project will be detailed in a report at Month 36 (M36).

5. Conclusion

The STAPLES communication and dissemination strategy plays a crucial role in maximizing the project's impact by engaging diverse stakeholders across the food supply chain. Through tailored key messages and the deployment of digital and traditional communication tools, the project ensures that its innovations, tools, and knowledge reach those most affected by cereal value chain vulnerabilities. Ongoing monitoring of key performance indicators (KPIs) will ensure that the communication efforts are effective and adaptable, fostering long-term improvements in food security and resilience within the MENA region.

This document will be updated in the 10th and 36th months of the project. From this point forward, the plan, along with the available resources and tools, serves as the foundation upon which the partners can begin their communication and dissemination efforts in an organized manner, with the ongoing goal of increasing STAPLES visibility.

STAPLES

Stable food Access and Prices and Lower Exposure to shocks

Brandbook

STAPLES

Stable food Access and Prices and Lower Exposure to shocks

TABLE OF CONTENTS

1. Vision and logo

Vision

Ensure stable access to essential food items while mitigating price fluctuations and reducing vulnerability to external shocks. We strive to create a resilient food system that empowers communities, promotes food security, and fosters economic stability, ultimately improving the well-being of individuals and families worldwide.

Logo

STAPLES

Stable food Access and Prices and Lower Exposure to shocks

LOGO
The two dots from red to green represent from high exposure to lower exposure and the wheat on the A for access and represents the focus of this project goal food stability.

LETTERING
The acronym STAPLES stands for "Stable food Access and Prices and Lower Exposure to shock".

ICON
It recalls the main goal of the project, which is to ensure accessibility and stability of the food chain.

2. Logo variants

Full logo Acronyme and the full name, Acronymes only and emblem only

STAPLES
Stable food Access and Prices and Lower Exposure to shocks

STAPLES

A

STAPLES
Stable food Access and Prices and Lower Exposure to shocks

STAPLES

A

3. STAPLES logo font

Arsenica Variable Trial

Aa

Coolvetica

Aa

4. STAPLES template font

Aa
Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Aa abcdefghijklmnopqrstuvwxyz

123456789£$?!<>{}[]#¢™®

5. Color palette

C: 75   R: 54
M: 59   V: 62
Y: 51   B: 68
N: 54

#363E44

C: 44   R: 162
M: 14   V: 179
Y: 97   B: 43
N: 1

#A2B32B

C: 9   R: 218
M: 77   V: 83
Y: 100 B: 0
N: 1

#DA5300

C: 14   R: 220
M: 31   V: 173
Y: 85   B: 54
N: 3

#DCAD36

C: 37   R: 168
M: 26   V: 170
Y: 36   B: 157
N: 7

#A8AA9D

6. Promotional image   DOWNLOAD HERE

Project hashtag to be used for publication on social media channels: #staplesproject #resilience #MENA #foodsecurity #GVC #cereals #stability

7. Simple word template

8. Power Point template

Cover

Content

End

9. Deliverable template

10. Visibility of EU and PRIMA logo and contractual obligations

Partners must follow general guidelines for communication and dissemination, acknowledging EU funding in all materials. This includes using the correct wording, logos, and disclaimers as per the Grant Agreement. The PRIMA and EU logos should appear on websites and documents, and a disclaimer acknowledging EU support must be visible on the main project page.

STAPLES

Stable food Access and Prices and Lower Exposure to shocks

Contact

staples@fondazione.polimi.it

PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA