



## **MountainHER:**

**Empowering women associations as drivers for agroecological transformation to generate income for Mountain farming communities**

**WP7: Communication and outreach**

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July 18<sup>th</sup> 2022 – Kick off meeting

# Objectives

ID	Description
<b>07.1</b>	Stakeholders are well informed of the project progression and major outcomes
<b>07.2</b>	Retailers and restaurants are made aware of the products delivered through the project and their dietary value
<b>07.3</b>	The farming communities and policy makers become aware of the project approach and consider fostering its adoption

# Tasks

ID	Lead	Description
<b>T7.1</b>	ICARDA	<i>Keep stakeholders informed on project progress</i>
<b>T7.2</b>	PINS	<i>Outreach to retail businesses and restaurants</i>
<b>T7.3</b>	INRAT	<i>Outreach to farming communities and policy makers</i>

***Setting up of a clear regulatory framework, including a thoroughly planned innovation management strategy and monitoring using MEL platform.***

***Defining and maintaining a clear project graphical identity, with the creation of a logo, various document templates and a color palette***

# WP partners

Participant N°	1	2	3	4	5	6	7	8	9
Short name of participant	INRA	ICARDA	LARI	INRA-T	ITGC	PINS	OxFam	Open Fields	Birr. Emiliano
Person months	1.5	3.5	3.0	40.0	4.0	3.5	6.0	14.5	3.0
Start month		1						36	
					End month				

# Deliverables and Milestones

ID	Due	Lead	Description
<b>D7.1.1</b>	M6	ICARDA	The project graphic identity is defined
<b>D7.1.2</b>	M18, 34	ICARDA	The project web front on MEL is promoted via newsletters to key stakeholders
<b>D7.1.3</b>	M33	ICARDA	The project web front on MEL is promoted via participation in strategic events to make key stakeholders aware
<b>D7.2.1</b>	M18	PINS	The digital image of the cooperatives is revamped to become more visible
<b>D7.2.2</b>	M22	PINS	The major retailers participate in “open days” to learn more about the food products
<b>D7.2.3</b>	M36	PINS	Restaurant pop-up events are organized to promote the use of the traditional food and malt products
<b>D7.3.1</b>	M34	INRAT	A farmer’s bulletin will be provided to the national representatives of the farmers
<b>D7.3.2</b>	M35	INRAT	The major outcome of the project will be presented in the specialized press, targeted events, and agricultural fairs
<b>D7.3.3</b>	M36	INRAT	A policy brief will be provided to the national representatives of the government

ID	Due	Lead	Description
<b>MS0.5</b>	M24	INRAT	Increased interest in cooperatives products by retailers and food caterers

# Interactions

	Due	What do you need?
WP.1-6		All WP leaders are committed to forward their contribution (flyers, pamphlets, scientific documentation, etc.) as well as all project's outputs for efficient and wise dissemination and communication among communities

To	Due	What do you give?
WP.1-6		<i>Every six months, the MEL page will be updated with the project achievements using inputs from the different WPs</i>

# Short term plan

Month	Activity, deliverables, communication, and milestones
M1 (July)	Kick off meeting
M2 (August)	-
M3 (September)	-
M4 (October)	Face to face kick of meeting
M5 (November)	Project portal established on MEL
M6 (December)	The project graphic identity is defined

# Open issues

- **Issue 1:** *Each partner have to nominate a scientific officer that will be responsible for communicating the project's outputs to its network of experts using social media (LinkedIn and Twitter), dedicated digital platforms (Google Scholar and Research Gate), and at events.*
- **Issue 2:** *The partners institutions will also identify a communication officer that will be responsible to echo twice per year the major outcomes of the project to the institution network.*
- **Issue 3:** *Identification of the target audience.*
- **Issue 4:** *The digital image of the project will be set up in the first six months.*