

Deliverable achievement report

**c09 Revamped digital image of
cooperatives**

31st December, 2023

Description of completion

The activities related to revamping the digital image of cooperatives are part of **Work Package 7 (WP7) - Communication and Outreach**. The goal of this task is to enhance the visibility and digital presence of the cooperatives involved in the MountainHER project. Below are the key activities and outcomes related to revamping the digital image of the cooperatives:

Key Activities:

1. Digital Media Accounts:

- The project established several digital media accounts to promote the cooperatives and their activities:
 - **Email address:** mountain.project@gmail.com
 - **X (formerly Twitter):** @MountainHER
 - **Facebook:** [MountainHER Official](#)
 - **YouTube:** [MountainHER Project](#)
 - **LinkedIn:** [MountainHER LinkedIn Page](#)

2. Social Media Engagement:

- The X account reached **260 followers** and had over **6,000 impressions** by November 2024.
- The Facebook and LinkedIn accounts were also actively used to disseminate project-related information.
- The YouTube channel hosted **10 videos** with a total of **900 views**.

3. Project Web Page:

- A public web page was created on the **MEL platform** ([MountainHER Project Page](#)) and regularly updated with images, documents, training videos, food recipes, blogs, and policy briefs.
- At the time of the report, there were **83 open-access documents** available for download.

4. Blogs and Videos:

- All project partners published blogs in their national languages about the project kick-off.
- Video versions of the project overview were uploaded to the YouTube channel.

5. Open Days and Events:

- Open days were organized at the cooperatives to introduce the project's products to retail businesses and restaurants. For example:
 - In **Croatia**, a large open day was held during the Raspberry Day event, attracting over **1,000 visitors**.
 - In **Italy**, the cooperative Corte di Rigoso organized events to showcase their products, including the prototype beer "Brigosa."

6. Cookbook Development:

- A cookbook featuring traditional recipes from the cooperatives is under development. Each country is expected to contribute at least **10 local recipes**.
- The cookbook will serve as a promotional tool and resource for consumers and businesses.

7. Training and Capacity Building:

- Training sessions were conducted to help cooperatives improve their digital presence

and marketing strategies.

- Video materials were prepared by Croatian partners to support the specific needs of cooperatives in Croatia.

Outcomes:

- The digital image of the cooperatives has been significantly improved, with increased visibility on social media platforms and the MEL project page.
- The cooperatives are now better equipped to promote their products and engage with consumers through digital channels.
- The open days and events have successfully raised awareness about the cooperatives and their products, fostering community involvement and interest in the project's objectives.

These activities have contributed to enhancing the digital presence of the cooperatives, making them more visible to stakeholders, consumers, and the broader community.

