

# CANALLS

AGROECOLOGICAL PRACTICES  
FOR SUSTAINABLE TRANSITION



## *D7.1 Dissemination and Communication Plan and activities report - initial version*



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## Executive Summary

This document constitutes the **updated version of the deliverable D7.1 “Dissemination and Communication Plan and activities report-initial version”** of the CANALLS project, funded by the European Union. It was developed by Q-PLAN, with input from all partners, under Work Package 7 “Dissemination, Communication, and Exploitation”. The updated version depicts the project's results regarding the communication and dissemination up to M18 (June 2024). The workplan of the project does not foresee an interim version of the D7.1, however during the project review it was asked to prepare an updated version to present the results of the 1<sup>st</sup> project period.

CANALLS aims to drive agroecological transitions in the humid tropics of Central and Eastern Africa via multi-actor transdisciplinary Agroecology Living Labs (ALLs). We start with 8 ALLs set up in the Democratic Republic of Congo (DRC), Burundi (BR), Cameroon (CR) and Rwanda (RW), enabling over 20,000 farmers to co-create and benefit from tailored blends of agroecological practices. In parallel, our 14 African and 8 European partners engage in solid multi-actor collaboration and policy dialogues with rural communities, advisory services and governments to develop practical tools and evaluate the socio-economic and environmental performance of agroecology, employing the evidence generated to build capacity and share good practices as well as to deliver sustainable business models, facilitating access to markets.

The key objectives of the project are 1) to establish Agroecology Living Labs engaging multi-actor stakeholder communities in transdisciplinary research to identify and co-create the conditions and tools to support agroecological transitions, 2) to co-develop practical tools to identify combinations of agroecological practices tailored to the humid tropics of Africa as well as to monitor and measure their socio-economic and environmental performance, 3) to co-design services and marketing tools to enhance demand for agroecological food products as well as fair value propositions and business models to ensure financial viability and facilitate access to markets, 4) to co-create, test and evaluate agroecological strategies suitable for the humid tropics of Africa, tackling complex socio-economic and environmental challenges of food systems in line with policy priorities, and 5) to support and build capacity for the adoption of agroecological practices, leveraging knowledge exchange, policy dialogues and coordination with key networks for dissemination, exploitation and replication. In every step, and from the very beginning, CANALLS will go beyond current norms and involve a wide range of stakeholders, starting from the production line itself, to identify the essential ethical-by-design principles and guidelines that can maximise acceptance and impact.

With reference to the initial report elaborated in D7.1, the document describes the overall communication and awareness-raising activities, dissemination of project results, management of all relevant activities, and partners' involvement in this respect. It includes specific actions and activities that have been and will be carried out by the CANALLS consortium members to ensure success and maximum publicity for the project and its results. With that being said, this deliverable outlines:

1. **To whom** – Chapter 2 consists of the key stakeholder groups that serve as the main audiences for the project dissemination and communication activities.
2. **What to disseminate** – Chapter 3 presents the project communication and dissemination strategy, along with essential project-related information that has been and will be conveyed throughout the project.

3. **How** – Chapter 5 includes all the channels and tools that have been and will be used by the project partners to successfully implement the dissemination and communication activities.
4. **When** – Chapter 6 provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond.
5. **Monitoring of the process** – Chapter 7 identifies the updated indicators designed to measure the success of project dissemination and communication actions. Those indicators empower partners to refine their efforts and actions through the project.

A final version of the DCP is foreseen to be submitted at the end of the project (M48). The update will include results and metrics of the dissemination and communication activities by the time of reporting.

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## List of Terms and Definitions

*Table 1: Terms and Definitions*

Abbreviation	Definition
DCP	Dissemination and Communication Plan
KPIs	Key Performance Indicators
SMAs	Social media accounts
ALLs	Agroecology Living Labs

# 1. Introduction

CANALLS is a Horizon Europe project aiming to drive agroecological transitions in the humid tropics of Central and Eastern Africa via 8 multi-actor transdisciplinary Agroecology Living Labs (ALLs) and enabling over 20,000 farmers to co-create and benefit from tailored blends of agroecological practices.

The main aim of CANALLS D&C activities is to provide the dissemination and communication strategy of the project, which will be implemented during the project. Effective dissemination and communication activities have been and will be carried out, following a good communication and dissemination strategy that will guarantee:

- Addressing audiences beyond the action's own community
- Defining clear objectives
- Involving creative and expert people to achieve the highest impact.

The current communication and dissemination report is an updated version of the dissemination and communication plan (up to M18) as requested after the project review, assisting partners in designing and implementing their publicity, communication, and engagement activities within the framework of the project. It includes guidelines facilitating the attainment of maximum visibility and progress towards achieving CANALLS results.

Nevertheless, this report and its guidelines are subject to modifications and updates in line with the project progress and the experience that will be gained through the various project activities. Thus, the communication, awareness-raising, and dissemination strategy that is presented in this report is dynamic. It serves as a living document that will be continuously reviewed at specific time intervals to account for any challenge or opportunity that may arise.

A final version of the Dissemination and Communication plan and activities report is foreseen to be submitted in the 48th month of the project.

## 1.1 Scope of the deliverable

The updated version of the "D7.1 Dissemination and Communication Plan and activities report - initial version (DCP)", aims to articulate the revised strategy, plan, and forthcoming activities within the framework of the CANALLS project, with a view to maximising the project's visibility and successfully convey its key messages and content to target audiences, mentioning the most suitable channels to spread them.

Keeping this in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions.

In this respect, the updated deliverable aims to:

- Describe the types of dissemination and communication channels and tools that have been and will be utilized and the required actions and resources.
- Define responsibilities among partners.

- Summarise the internal monitoring, evaluating, and reporting of dissemination and communication activities.
- Provide an indicative timetable/work planning of promotion/communication activities during the project.

## 1.2 Structure of the deliverable

Taking the above into consideration, the updated “Dissemination and Communication Plan and activities report v1” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP.
- **Chapter 2 – Targeted stakeholder groups:** Presents the key stakeholder groups that serve as the main audiences for the project dissemination and communication activities.
- **Chapter 3 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span.
- **Chapter 4 - Roles and responsibilities:** Presents the role and responsibilities of the consortium regarding the communication and dissemination.
- **Chapter 5 – Channels and tools:** Encompasses all the channels and tools that have been and will continue to be utilized for the dissemination and communication activities of the project, such as the project web portal, social media accounts (SMAs) etc.
- **Chapter 6 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners.
- **Chapter 7 – Key Performance Indicators and monitoring (KPIs):** Presents the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project.
- **Chapter 8 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists (dissemination and communication activities, external & future events, and synergies) and Dissemination & Communication guidelines designed to facilitate the collaboration within T7.1 and ensure useful resources for the project channels.

## 2. Targeted stakeholder groups

All communication and dissemination activities contribute to the overall aim of facilitating the widespread adoption of the CANALLS results, thus maximising the project’s impact. In this respect, it is essential to identify relevant stakeholder groups, representing the CANALLS target audiences of the current dissemination and communication strategy. These stakeholder groups are illustrated in the following table:

**Table 2: CANALLS target groups**

CANALLS key stakeholders for dissemination	
Farmers and other value chain actors	✂ Farmers: smallholders, women and young, farmer groups, cooperatives and associations
	✂ Upstream actors: seed suppliers, fertiliser producers and equipment/technology providers
	✂ Downstream actors: food/bio-based industry, distributors, traders, wholesalers and retailers
Farm, business and other advisors	✂ Farm advisors: agroecologists, crop advisors, agronomists, vets and agri-tech consultants
	✂ Business advisors: business development experts, training and extension service providers
	✂ Other: innovation support networks, hubs, clusters, development agencies, export advisors
Policy makers and advisors	✂ Policy makers: local, regional and national authorities, the EC as well as the AUC
	✂ Policy advisors: think tanks, policy advocacy and international independent organisations
	✂ Other: innovation platforms (e.g. AU-EU HLPD on Science, Technology and Innovation)
Researchers	✂ Universities and agricultural research institutes, competence centres public or private
	✂ Research and innovation networks, AU-EU partnerships (e.g., EIP-AGRI, FNSSA, CCSE)
Civil society	✂ Consumers: consumer associations and consumer protection agencies
	✂ Action groups: advocacy groups, environmental organisations, agroecological movements
Other stakeholders	✂ Financial institutions (commercial/agricultural/development banks) and private investors
	✂ Relevant research and innovation projects as well as other African and European initiatives

### 3. Dissemination assets

The assets that follow have been and will continue to be disseminated by all partners with a view to maximising the project’s impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (as described in Chapter 2).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim, and strategic objectives of the project will continue to be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.

- **News, achievements, and results:** During the project, news, achievements and results will continue to be published through press releases, on the project’s website or partners’ websites to inform stakeholders about the project and its contribution to agroecology.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results, will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project assets, as depicted in Table 2, will continue be disseminated as widely as possible to stimulate the interest of prospective end-customers, and nurture the ground for their post-project rollout.

**Table 3: CANALLS main assets/results**

CANALLS main assets/results	Related Target groups
<b>Agroecology Living Labs (ALLs)</b> , fostering cooperation and transdisciplinary research amongst local actors to co-create the conditions and means to drive agroecological transitions.	1, 2, 3, 4, 5, 6
<b>Multi-criteria decision-making framework</b> , leveraging multi-actor participatory processes to guide the selection of suitable agroecological practices for different farming systems.	2, 3, 4
<b>Holistic agroecology assessment framework</b> for monitoring, measuring and evaluating the socio-economic as well as the environmental performance of agroecological practices.	2, 3, 4
<b>CANALLS decision support tools (DST)</b> , offering a practical tool (digital and in print) to facilitate the operationalisation of the project’s decision-making and assessment frameworks.	1, 2, 3, 4, 6
<b>Optimal combinations of agroecological practices</b> , well-tested and tailored to a great variety of farming systems prevalent across the humid tropics of Central and Eastern Africa.	1, 2, 4
<b>Sustainable business models</b> for farmers to take up and drive fair value from agroecological strategies targeting appealing consumer segments in local, regional or international markets.	1, 2, 5, 6
<b>Approaches for enhancing demand for agroecological food products</b> along with marketing tools for facilitating access to markets delivered in the form of support services.	1, 2, 5, 6
<b>Practical Replication Guide (PRG)</b> , compiling guidelines for replication and lessons learnt from testing and evaluating various agroecological practices in our Agroecology Living Labs.	1, 2, 3, 5, 6
<b>Policy recommendations</b> with evidence-based advice on how policies could shift to better support and speed up the transition to sustainable food systems, leveraging agroecology.	2, 3
<b>Scientific publications, and open data</b> with novel knowledge produced while studying the implementation and performance of agroecological practices as well as of business models.	2, 4

<p><b>Practice abstracts and educational materials</b> (including audio-visual material) that can help enhance awareness and build capacity for the adoption of agroecological practices.</p>	<p>1, 2, 3, 5, 6</p>
<p><b>Central and Eastern Africa Network of Agroecology Living Labs (CANoLL)</b>, connecting our agroecology living labs and facilitating their operation and cooperation in the longer term.</p>	<p>1, 2, 3, 5, 6</p>

\*1= Farmers and other value chain actors; 2= Farm, business and other advisors; 3= Policy makers and advisors; 4=Researchers; 5=Civil society; 6= Other stakeholders

## 4. Roles and responsibilities

According to the GA (section 17.1) all project partners must promote the action and its results by providing targeted information to multiple audiences (including the media and the public in a strategic, coherent and effective manner. In order to coordinate the communication and dissemination activities, a two-level implementation has been introduced and formatted by the Dissemination Manager and the partners.

### Dissemination Manager (DM)

The Dissemination Manager – Q-PLAN (DM) is responsible for the development of the communication strategy for the project and the design and implementation of the “Dissemination and Communication Plan” targeting to create awareness of the scope and activities of the CANALLS project, coordinates the dissemination and sharing of ideas with external stakeholders, and ensures the widest possible diffusion of CANALL’s outcomes to its main target groups. Moreover, the DM ensures the alignment with the Horizon Europe requirements for communication and dissemination and is responsible for the creation of the visual identity and promotional material of the project, the launch and management of project’s website and social media accounts and the creation of content. Additionally, the DM is responsible for the monitoring and reporting of the communication and dissemination activities of the project.

### Partners

Partners play a vital role in supporting dissemination and communication by contributing to the communication strategy and applying the Dissemination and Communication Plan. Project partners maintain the unified project identity by using the project-approved branding, messaging, and templates and follow the communication guidelines provides by the DM. The project partners should create content and provide material to be promoted through projects communication channels, use their own communication channels (e.g., social media, company websites, newsletters) to amplify project updates and results, and represent the project at conferences, workshops, and webinars to communicate its progress and findings. Additionally, partners report on their dissemination activities, providing metrics and feedback to the consortium, ensuring consistent alignment with the project's overall goals.

## 5. Channels and tools

CANALLS uses a blend of online and offline communication channels and activities with a view to maximise the project visibility to its stakeholders. These channels and activities are presented in the list below:

- Graphical identity (logo, branded templates for reports and presentations);
- Promotional material (leaflet, poster, banner), video, and newsletters;
- Project website;
- Project social media accounts on LinkedIn, Facebook, X (formerly Twitter), and YouTube and partner's social media accounts;
- Participation in external events and conferences;
- CANALLS events (workshops, webinars, and final conference);
- Synergies with relevant projects/initiatives.

The dissemination and communication assets of the project will continue to be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex I.

The following table outlines key channels for dissemination that will continuously be used throughout the course of the project.

**Table 4: CANALLS dissemination channels**

Channel/ Tool	Description	Groups*
Scientific conferences	The researchers of CANALLS disseminate and present its outcomes to the scientific and research community in high ranked international scientific conferences.	2, 3, 4, 6
Agri-exhibitions and trade fairs	CANALLS partners attend major agricultural exhibitions and other events to convey its results to its stakeholders as well as facilitate market access.	1, 2, 5, 6
Scientific journals	The research outputs of CANALLS will lead to high quality publications and as such will be disseminated through top journals in relevant scientific fields.	2, 3, 4
Project workshops and events	Several events are embedded in the design of CANALLS (co-creation, mutual learning, capacity building, final conference, etc.) addressing targeted groups of stakeholders, disseminating our results while also facilitating their exploitation.	1, 2, 3, 4, 5, 6
Consortium networks	Project's outcomes will be disseminated via networks and initiatives in which our partners participate either at local, regional, national or international level.	1, 2, 3, 4, 5, 6
Communication activities	The communication activities of CANALLS (web portal, social media, etc.) will communicate key results facilitating outreach and dissemination.	1, 2, 3, 4, 5, 6

\*1= Farmers and other value chain actors; 2= Farm, business and other advisors; 3= Policy makers and advisors; 4=Researchers; 5=Civil society; 6= Other stakeholders

**Table 5: CANALLS communication tools**

Communication activities	Description	Groups*
Website	It constitutes the main gateway to CANALLS activities, publications, news and events, and articles and provides information about the project concept and objectives, the consortium, the Agroecological Living Labs, the relevant initiatives, as well as project news.	1, 2, 3, 4, 5, 6
Social media	Facebook, LinkedIn and X are used to boost visibility, engage diverse stakeholders, and disseminate findings effectively to a broader audience, ensuring impact beyond academic and professional circles.	1, 2, 3, 4, 5, 6
Newsletter	Newsletters share updates, showcase achievements, and promote events or publications. They keep stakeholders informed, strengthen engagement, and support the dissemination of project outcomes to a targeted audience.	2, 3, 4, 6
Press release	Press releases announce significant milestones, results, or events to the media and the public. They help raise awareness, enhance visibility, and ensure the project's achievements reach a broader audience, including policymakers and advisors.	2, 3, 5, 6
Promotional material	Build a recognizable identity, support dissemination efforts, and serve as tools for engagement at events, conferences, and online platforms, enhancing visibility and stakeholder outreach.	1, 2, 3, 4, 5, 6
Project video	Visually communicate the project's goals, progress, and impact in an engaging way. Videos reach a wider audience, and simplify complex concepts to enhance understanding and stakeholder engagement.	1, 2, 5, 6
Blog post		

\*1= Farmers and other value chain actors; 2= Farm, business and other advisors; 3= Policy makers and advisors; 4=Researchers; 5=Civil society; 6= Other stakeholders

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of CANALLS as well as the set of dissemination and communication tools of the project used to convey them.

**Table 6: Key messages and tools used for CANALLS targeted stakeholder groups**

Target group	Main Communication tools & channels	Key messages
Consumers	Promo material and videos; web portal; social media and audio-visuals. Synergies with consumer networks.	Benefits of agroecological products; Economic and societal potential of agroecological transitions. CANALLS as well as EU-AU contributions to this end.
Civil society organisations	Promo material and videos; web portal; social media and audio-visuals.	The urgency of climate protection; Related AU and EU policies and frameworks; The benefits of agroecology.

Farmers & value chain actors	Project and external events; practice abstracts; Promo material and videos.	Livelihood opportunities offered by agroecology; Tools, models and support to viably benefit from them.
Advisors	Project and external events; Synergies with consortium and other networks.	New tools for promoting agroecological practices and their combinations; New market opportunities for agroecological products; Opportunities for improved advice and fair business.
Policy makers	Consortium networks; Personal contacts; Project and external events.	The growing attention around agroecology; Socioeconomic and environmental benefits with evidence.
Researchers	Project and external events; Synergies with other initiatives; Newsletters.	New research findings and trends, along with their importance for the scientific community and development actors.

## 5.1 Graphical identity and promotional material

The design of the project's graphical identity (i.e., logo, templates, etc.) aims to ensure consistency in the project communication and promotional material throughout its duration. Promotional material is primarily used at project workshops, webinars and external events where CANALLS partners participate. It is used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters, and infographics stress and demonstrate with evidence the benefits of CANALLS, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the CANALLS project is described in the following sub-sections. Each partner is responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager at Q-PLAN before producing any kind of promotional material.

### 5.1.1 Project Logo

By the end of M1 of the project, the CANALLS logo and visual identity were developed, to fulfill the visual and graphic requirements of the project. To achieve maximum visibility, the logo has the capability to make the project recognisable and forms the basis for the design of all the different promotional and communication materials (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, website, publications, publicity for internal and external events, etc.).

The selected logo of CANALLS was adopted in agreement with the majority of partners and is presented below:



*Figure 1: The CANALLS project logo*

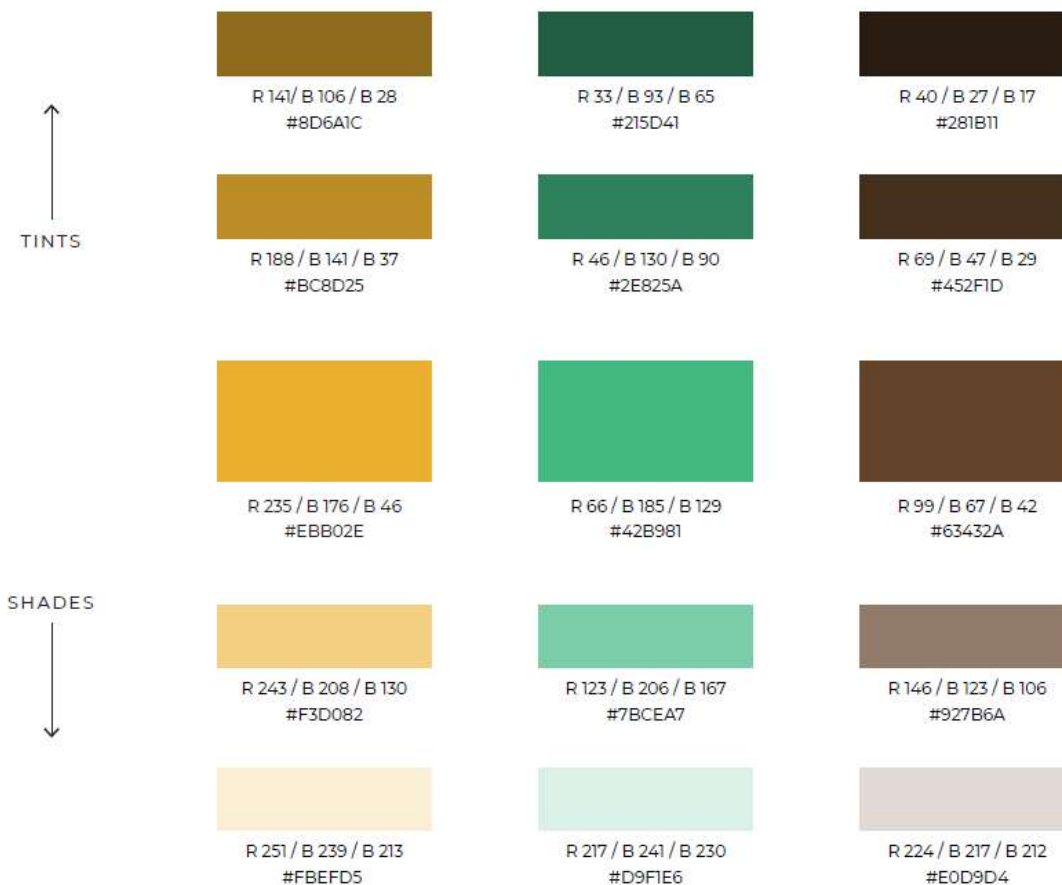
The project logo is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image.

Specifically, it is mostly a font-based logo that focuses on the project acronym. The name itself is catchy and memorable so, when combined with strong typography the logo helps create strong brand recognition. Furthermore, since the focus is on the project acronym, a modern font was chosen in order to capture the essence of what the project does. Regarding the letters, modern and minimal lettering is used to symbolize the simplification of the integration of robots. All of the letters have been designed specifically for this logo.

The logo is based on the map of Africa where the 3 colors, brown, yellow and green are blending in semicircles in order to highlight the Central and Eastern African region. The semicircles are representing the agroecological zones and a growing network.

Inside the word CANALLS the 3 colors are blending in the same way. The color palette is coming from the local ecosystem, so the yellow color symbolizes the sun, the brown color is for the soil and the green color is for the crops.

## COLORS SHADES & TINTS



**Figure 2: The color palette of CANALLS**

In addition to the use of the CANALLS project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement should be included as shown below:



**Figure 3: The EU flag and funding acknowledgement**

Moreover, any dissemination and communication activity must indicate the following disclaimer:

### **Disclaimer**

*Funded by the European Union under GA no. 101083653. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.*

## 5.1.2 Project leaflet, poster and roll-up

The project leaflet, poster and roll-up constitute an important pillar of the communication activities and present essential project information (aim, objectives, partners, etc.). They have been created by March 2023 (M3). Apart from the general project leaflet, poster, and roll-up, promotional materials to support CANALLS events, have been prepared during the project, according to the needs of the responsible partners.

An updated version of the promotional material was created on November 2023 (M11) to include the 4 new partners that join the CANALLS consortium after the completion of the amendment. The [promotional material](#) is also available in French.



Figure 4: CANALLS leaflet in EN & FR



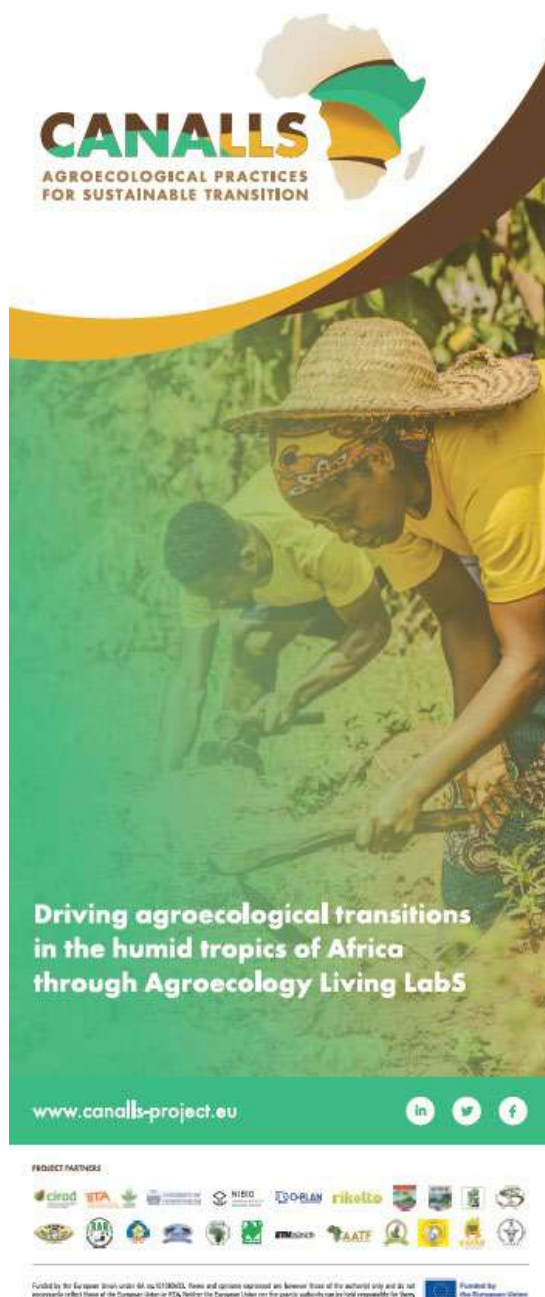


Figure 6: CANALLS roll-up

### 5.1.3 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. CANALLS’ templates include the logo, brand colours, fonts, and brand elements from the project’s visual identity.

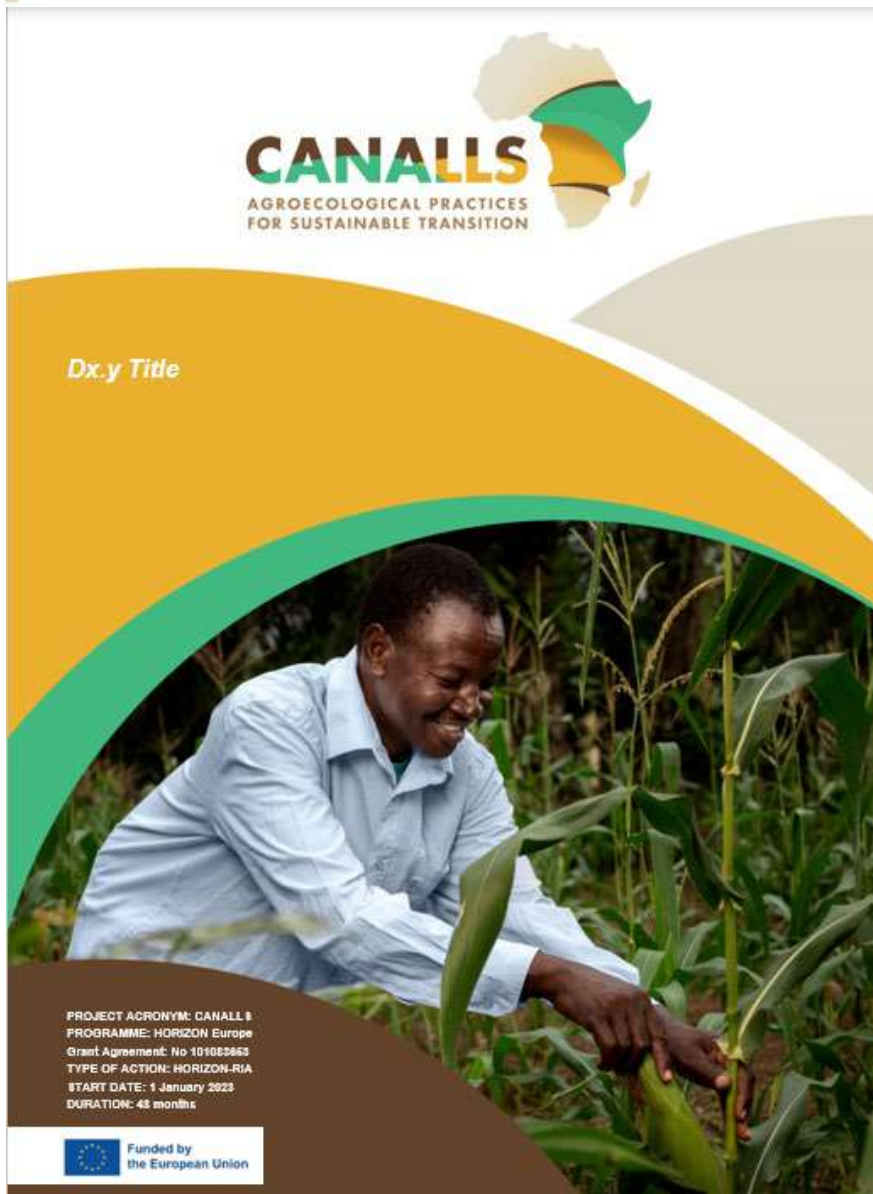
The following templates have been prepared for the CANALLS project:

- Project presentation template in PowerPoint, that is used as a basis for the various presentations created during the project, either for internal or external communication ;
- Project deliverables and reports template in MSWord that is used as a basis for the project deliverables and reports;
- Project letterhead in MSWord that is used for communication with project stakeholders and other written communication about the project.

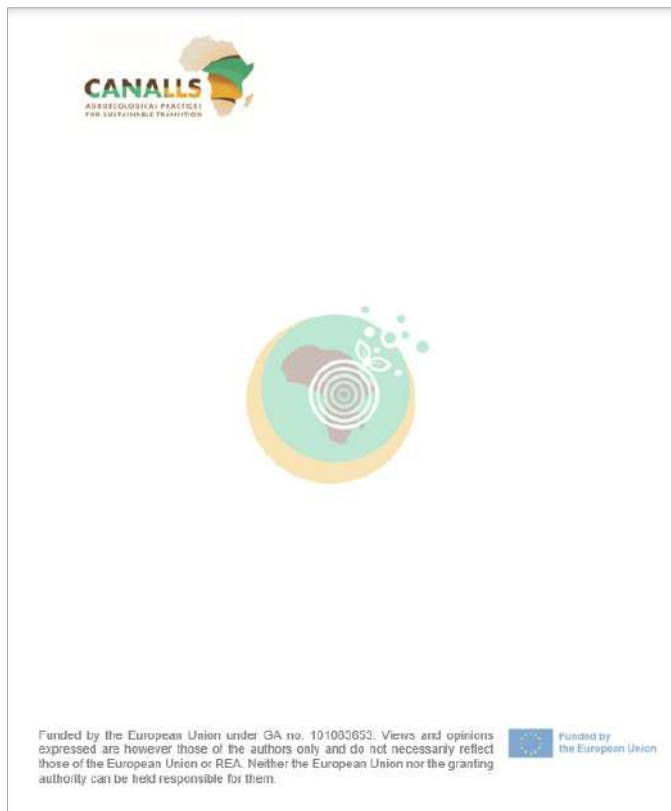
The templates are shown below:



Figure 7: The presentation template



*Figure 8: CANALLS deliverables template cover*



*Figure 9: The project letterhead*

### 5.1.4 Promotional video

The project [promotional video](#) was produced in M6 to raise awareness and effectively reinforce the project's communication activities. It is also available with French subtitles. Q-PLAN was responsible for preparing the video. It provides an overview of the project, including vital information, and serves as a great way to highlight the mission and vision. The video has been uploaded to the [CANALLS' YouTube channel](#) it has been promoted through the project's social media accounts and website.

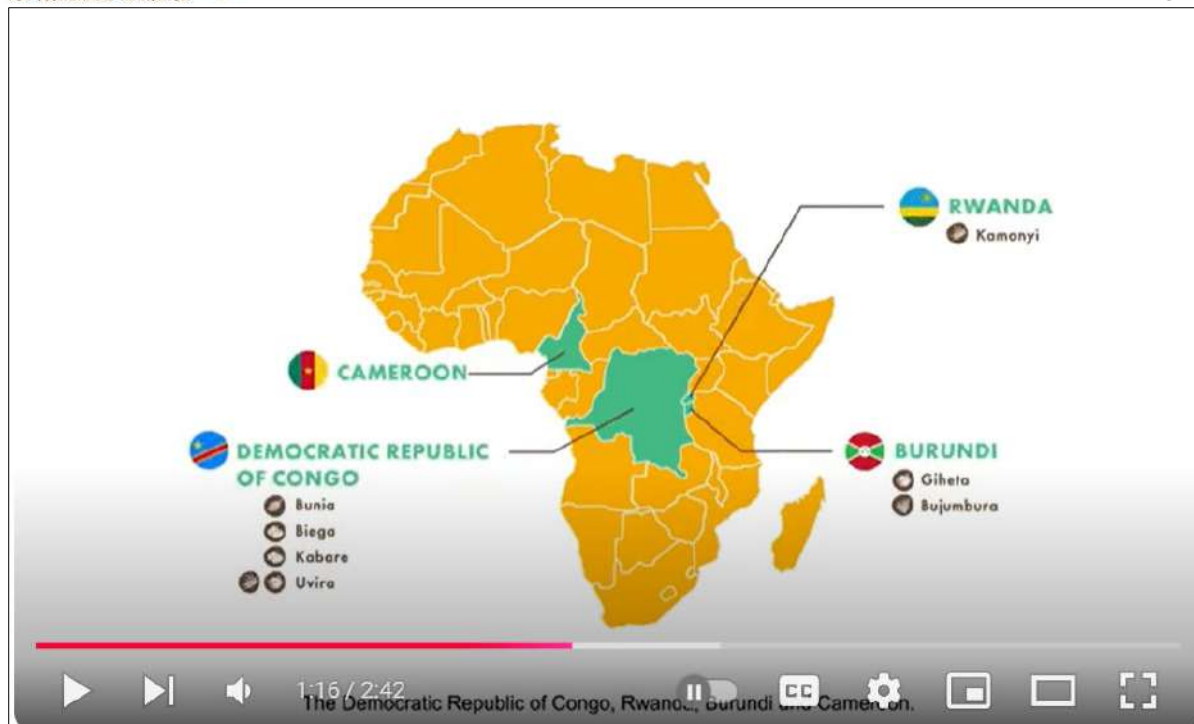


Figure 10: CANALLS Promotional video

## 5.2 CANALLS digital presence

### 5.2.1 CANALLS website

The project website is available online by M3 (March 31st, 2023), and accessible to users on all devices. There is no kind of limitation or restriction for accessing the portal. The URL for the website is [www.canalls-project.eu](http://www.canalls-project.eu) and the contact email is [info@canalls-project.eu](mailto:info@canalls-project.eu).

It constitutes the main gateway to CANALLS activities, publications, news and events, and articles. Specifically, it contains information about the project concept and objectives, the consortium, the Agroecological Living Labs, the relevant initiatives, as well as project news. Links to social media accounts of the project and to project partner's webpages but also relevant initiatives are included. In addition, it is equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website will be further enriched with all publishable deliverables and promotional material. The news section of CANALLS website is updated regularly, whenever an action/activity is taken. All partners are expected to contribute with news items. For this reason, a report form was sent to the consortium in order to be filled out in detail with news. This form can be found in Annex II. Additionally, each trimester a different partner will be responsible to provide a blog-article (quarterly blog). An appropriate article template was also sent to the consortium and can be found in Annex III.

Site visits, statistics and other information on visitors' views (e.g., number of pages per visit, time on site, most viewed pages, etc.) are measured using Google Analytics 4, to which the website will be registered since the first day of its operation.

Q-PLAN is responsible for the design, operation, and update of the project website. The project website will be mentioned in all publicity material generated by the project consortium. At the end of

the project, the website should reach more than 20,000 unique visits. Taking this into consideration, the website is monitored periodically to assess whether the project is on the right path or if increased efforts are needed.



Figure 11: CANALLS website

In the analysed period spanning from from April 1st, 2023, to June 30th, 2024, the website recorded a total of 10,686 events corresponding to page views. During the current period of reference, the website has attracted 7,100 new users.

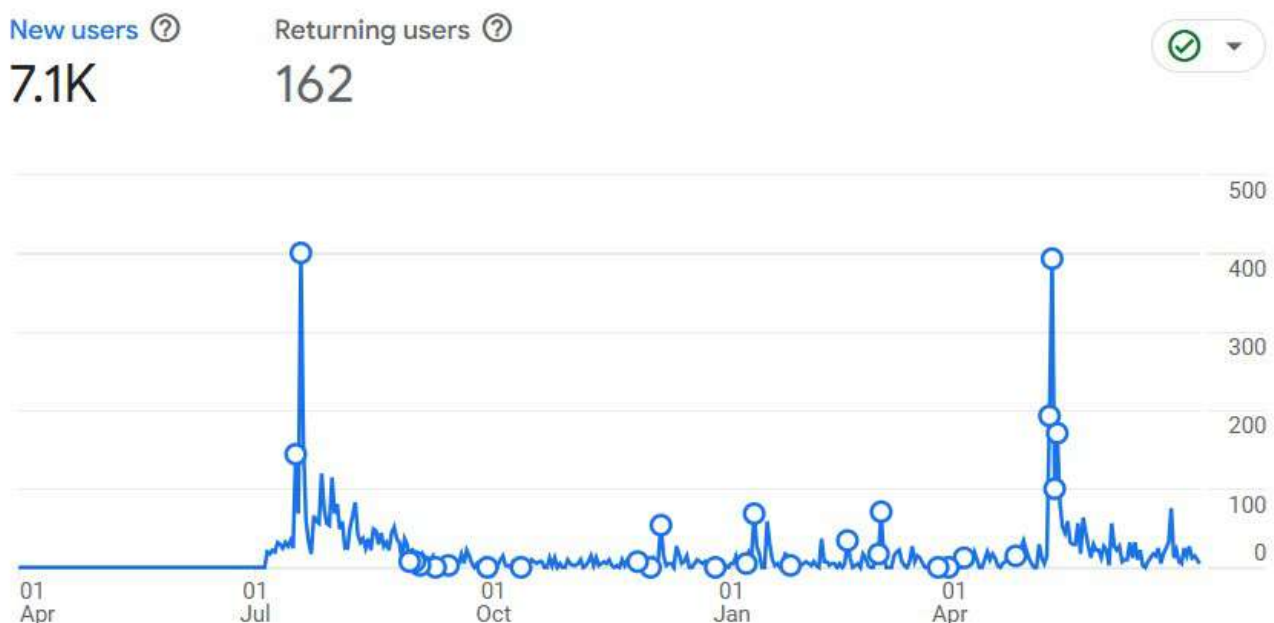


Figure 12: CANALLS Website Google Analytics

Most of the users visiting the project website originate from various countries, including Germany with 1.300 users, Greece with 548 users, United States with 472 users, France with 429 users, Ethiopia

with 311 users, Belgium with 303 users and Kenya with 254 users. It is noteworthy that the majority of those countries are associated with the origins of the consortium partners.

Active users by Country



Figure 13: CANALLS Website Google Analytics

Direct traffic, accounting for 5,223 sessions, is the largest source, representing users who either typed the website URL directly into their browser or accessed it through bookmarks. Referral traffic follows with 1,555 sessions, showing the impact of external websites linking to the site. Organic social accounts for 651 sessions, reflecting engagement with unpaid content shared on social media platforms. Lastly, organic search contributes 476 sessions, indicating traffic generated through search engines, which points to the effectiveness of the site's SEO efforts.

CANALLS' homepage dominates with 3,390 sessions, while the newsletters page attracts 1,670 sessions. Other notable landing pages include the concept objectives page with 338 sessions, followed by general information and news with 257 and 234 sessions, respectively.

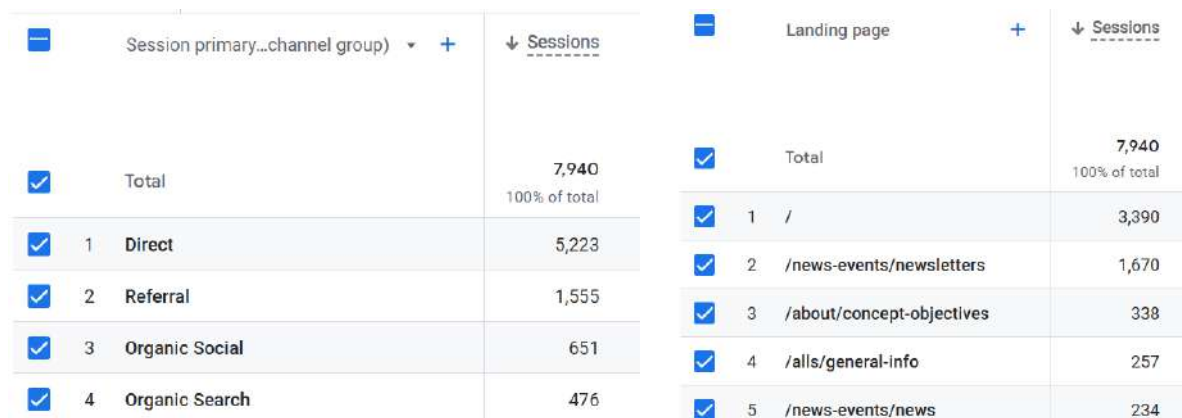


Figure 14: CANALLS Website Google Analytics

## 5.2.2 Social Media Accounts

In today's society, the use of social media has become a daily activity of communication, therefore the project's social media accounts are among the main pillars of promoting project news, events, and activities. CANALLS utilises social media accounts on LinkedIn, X (formerly Twitter), and

Facebook which were launched in M2 (February 2023), while YouTube was launched in M6. The following table contains URL links to the four (4) existing social media accounts of CANALLS.

**Table 7: CANALLS social media accounts**

Social media platform	Name of account	URL
LinkedIn	CANALLS Project	<a href="https://www.linkedin.com/company/canalls-project/">https://www.linkedin.com/company/canalls-project/</a>
Twitter		<a href="https://twitter.com/CANALLS_Project">https://twitter.com/CANALLS Project</a>
Facebook		<a href="https://www.facebook.com/profile.php?id=100089626317019">https://www.facebook.com/profile.php?id=100089626317019</a>
Youtube		<a href="https://www.youtube.com/@CANALLSPROJECT">https://www.youtube.com/@CANALLSPROJECT</a>

The project social media are continuously updated in English with news about project activities and results, events, scientific news, news from several organisations/associations that investigate and/or promote agroecology, news from related EU projects etc. The frequency of social media posts depends on the availability of news about the activities and results of the project.

In addition, hashtags are used on project posts to help stakeholders to easily find it and encourage interaction. The hashtags used on the project social media accounts are:

- ✂ #CANALLSproject
- ✂ #HorizonEurope
- ✂ #agroecology
- ✂ #alls
- ✂ #agroecologicalpractices
- ✂ #ruralcommunities
- ✂ #foodsystems
- ✂ #corps

Q-PLAN is responsible for the administration of CANALLS social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about CANALLS regularly, through the social media of their organisations.

### 5.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project's LinkedIn page was set up in M2 (February 2023) and focuses on presenting the project, its objectives, and results.

According to the reporting time covering November 2023 to June 2024, the following data illustrates outcomes about followers, impressions, and reactions.

Well-targeted efforts have been made in order to populate the CANALLS LinkedIn channel with personalized invitations through partners' professional networks. The LinkedIn page had the relevant period currently 838 followers. The figure below reflects the growth of the project's LinkedIn page, which currently has gained 528 followers in the last 217 days.

### Follower metrics 📌

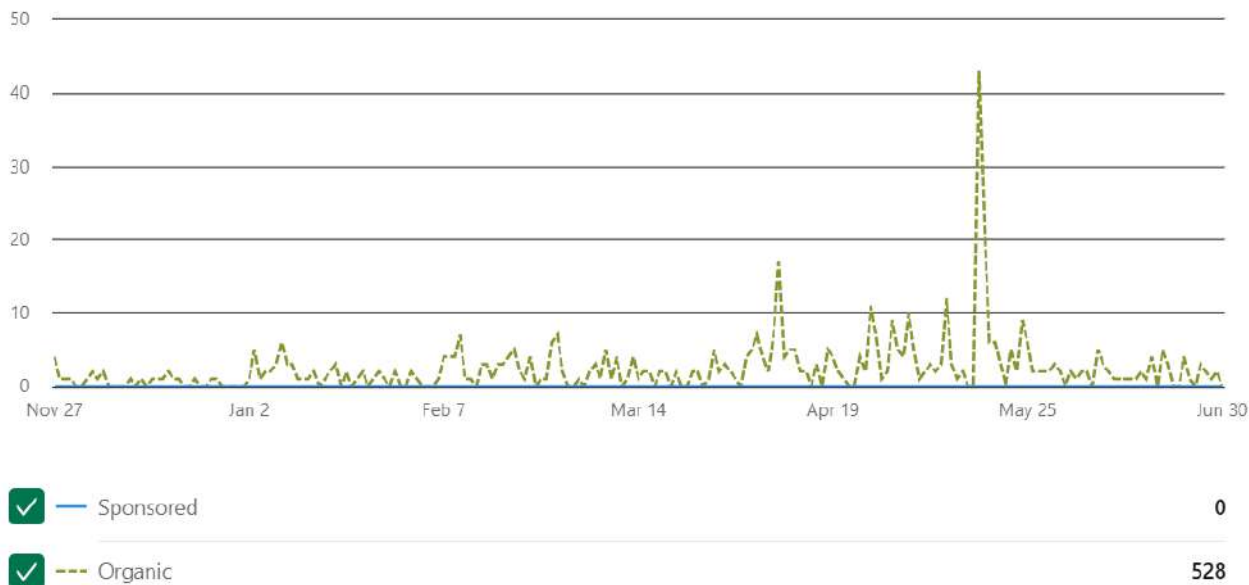


Figure 15: CANALLS' LinkedIn Account – followers metrics

As indicated by the graph below, the page (account) has recorded 44,060 impressions for the same period. This metric represents the total exposure of the project's LinkedIn page.

### Metrics

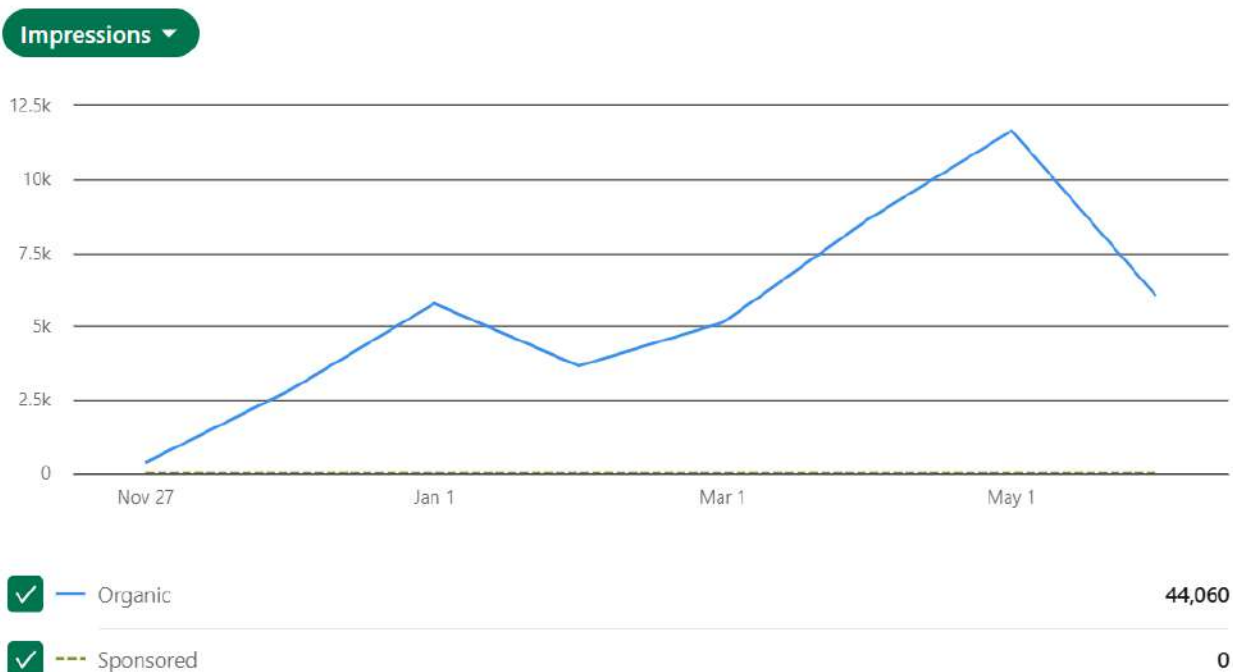


Figure 16: CANALLS' LinkedIn Account - impressions

### 4.2.2.2 Twitter

A Twitter account was also launched in M2 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. Twitter is known for communicating via short messages. This type of communication helps project stakeholders understand, quickly and easily, what CANALLS is and what it does. In addition, Twitter can be used as a promotional tool for the project events and workshops as it can create a buzz around the activity in a short period of time. On M18, the X page had 218 followers.



Figure 17: CANALLS' X Top Posts

### 5.2.2.3 Facebook

A Facebook account was also created in M2 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, so it gives the CANALLS project an opportunity to share news and results.

Like all CANALLS social media accounts, the project's Facebook page is regularly updated either with posts related to the project or other related projects and initiatives. On M18 the project's Facebook page had gathered 197 followers. Page visits currently stand at 1.900. Additionally, content interactions including likes, comments, and tags have reached a total of 1.700.



Figure 18: CANALLS' Facebook Reach & Visits

Below are the top-performing organic posts from our Facebook page. The most successful post reached 1,500 people, showcasing strong engagement with our audience.

Title	Date published ↑↓	Reach ⓘ ↓
<p>Meet the CANALLS project! 🌟 It is a project funded by the E... Photo · Canalls Project</p>	Feb 3, 2023	1.5K
<p>Greetings from Kigali! 🌍 The CANALLS team has gathered for t... Photo · Canalls Project</p>	Sep 19, 2023	1.3K
<p>Don't miss the "National Agroecology Strategies: Lighthouse... Photo · Canalls Project</p>	Fri Mar 1, 1:39pm	953
<p>What is agroecology and which are the pathways for agroec... Photo · Canalls Project</p>	Feb 23, 2023	926
<p>Field visits alert! 🗣️ Our partners recently explored Ntui and ... Photo · Canalls Project</p>	Mon Jan 8, 3:45pm	788

Figure 19: CANALLS' Facebook top-performing organic posts

### 5.2.2.4 YouTube

Finally, the CANALLS YouTube channel was created in M6 when the communication video is finalised (section 5.1.4 Promotional video). That channel was chosen in order to gather project videos in a single and accessible location. The aim of creating the YouTube channel is to share the promotional video, allowing thus YouTube to expose the project to a larger audience. On M18, the project's YouTube channel had 20 subscribers, and the video has garnered 334 views.

### 5.2.3 Online newsletter and mailing list

The project has committed to producing 8 bi-annual electronic newsletters, utilising MailChimp, covering the activities developed every semester. Additional ad-hoc newsletters may be added if deemed necessary. Each newsletter is distributed to the project's target audience, including all those

who subscribed to it via the project website and is also uploaded to the website. The newsletters summarise updates on the project’s developments and actions and represent an alternative way to inform potential and/or existing followers about the project’s concepts. Furthermore, the newsletters are a way to attract and retain stakeholders who are not familiar with social media, keeping them connected and trying to engage them with the updates of the project.

The newsletter issues are prepared by Q-PLAN, with the contribution of all partners to specific content when necessary. Partners also disseminate the newsletter issues through their channels. At this stage, three (3) online newsletters were prepared and distributed through MailChimp: [M6](#) (June 2023), [M12](#) (December 2023) and [M18](#) (June 2024) presenting among others, the achieved results, upcoming activities and events, news from similar initiatives, and news in relevant scientific fields.

The initial CANALLS newsletter recipients’ list was created and administered by Q-PLAN. The list is continuously updated during the project, allowing anyone interested to subscribe via the newsletter section of the project’s website or unsubscribe in accordance with GDPR policies. The recipients’ list is also used for disseminating other news and announcements related to the project activities.



Figure 20: CANALLS Newsletters

## 5.2.4 Publications and press releases

Publications in conferences and impactful peer-reviewed scientific journals are one of our key channels for dissemination. During the project, it is expected to have twelve (12) scientific publications.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will seek to produce publications of highest quality, which not only reflects on the consortium’s reputation but also on the CANALLS project. All publications will cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No.101083653.

An indicative list of journals that can be used under the context of the project is given by the following table:

Table 8: Indicative Journals

**Indicative Journals for the dissemination of CANALLS results**

Title	Impact
Nature Sustainability	19.346
Nature Communications	17.690
Agronomy for Sustainable Development	5.832
Journal of Agricultural Economics	3.581
Agroecology and Sustainable Food Systems	3.039
Agricultural Economics	2.585
Field Crops Research	6.145
Agricultural Systems	5.370
Agriculture, Ecosystems & Environment	6.576
Agroforestry Systems	2.419
Nutrient Cycling in Agroecosystems	3.270
International Journal of Agricultural Sustainability	2.905
Journal of the Science and Food Agriculture	2.379
SOIL	5.841
Biogeosciences	5.092
Journal of Applied Soil Ecology	5.509
International journal of agricultural extension	
Journal of Agricultural extension and Education	2.06
Journal of Rural Development	

During the first period of the project (January 2023 - June 2024), the project has produced 1 scientific paper publications, listed below:

- Falconnier, G. N., Cardinael, R., Corbeels, M., Baudron, F., Chivenge, P., Couëdel, A., Ripoche, A., Affholder, F., Naudin, K., Benailon, E., Rusinamhodzi, L., Leroux, L., Vanlauwe, B., & Giller, K. E. (2023). The input reduction principle of agroecology is wrong when it comes to mineral fertilizer use in sub-Saharan Africa. *Outlook on Agriculture*. <https://doi.org/10.1177/00307270231199795>

A scientific article: 'Co-creation of agroecological practices combinations in agroecology living labs': Cerrudo D., Mehreteab T. et al. has been accepted for oral presentation at Tropentag 2024 "Exploring opportunities for managing natural resources and a better life for all" to be held on September 11-13, 2024, Austria based on the activities of T3.3. Moreover, a scientific article entitled 'Analysis of advisory services for agroecological transformation in Central Africa': Herrera B., Ndah H., et al. has been presented at the 15th IFSA conference held on June 30-July 4, 2024.

### Press Releases

During the project, press releases are produced on an ad-hoc basis, especially when progress and important actions are achieved or significant upcoming events are foreseen. The press releases aim to inform stakeholders about the overall project actions and results, but they may also incorporate space for featuring specific stories related to project achievements in the form of short articles. General press releases are developed, when necessary, targeting stakeholders at the EU level. Press

releases are also produced after each project meeting or prior to a project event with the purpose of attracting local media attention.

At this stage of the project, three (3) press releases have been produced and published on the CANALLS website. The three (3) press releases were issued following the project meetings and project activities - the 1st was published after the kick-off meeting in Nairobi, Kenya (28th of February 2023), announcing the beginning of the project, introducing the project's goals and partners; the second was published on 29th of September 2023, after the 2nd project meeting in Rwanda, while the 3rd was published on the 5<sup>th</sup> of July 2024 to present the project progress. The third was published after the second project meeting at the CIIRC & THIMM Packaging facilities in Prague, on 29th of September 2023.

The press release was shared with the consortium for further distribution.



Figure 21: CANALLS press releases

## 5.3 CANALS events

### 5.3.1 Project events and workshops

Events serve as powerful communication tools, spreading the world for the benefits that can be derived from the project services and outcomes. A series of events will be organised to 1) co-develop practical tools to identify combinations of agroecological practices, 2) co-design services and marketing tools to enhance demand for agroecological food products, 3) co-create agroecological practices (co-design workshops), 4) offer training on project tools and practices (capacity building), 5) showcase the project benefits, 6) gather feedback for further improvements, and 7) facilitate post-project exploitation (validation workshops).

#### Co-creation workshops

Two (2) rounds of co-creation workshops were implemented in the ALLS, which delved into agroecological practices to address the primary challenges faced in our Agricultural Living Labs (ALLs). These workshops brought together diverse stakeholders for an in-depth exploration of

solutions to overcome agricultural challenges. Key activities included mapping alternative agroecological practices, identifying combinations for field evaluation, and discussing the experimental phase to ensure thorough implementation.

### Joint events

One joint webinar with CANALLS sister projects PrAectiCe, CIRAWA and NATAE, were organized to present the different processes for the Agroecology Living Labs in Africa.

### 5.3.2 External events

Partners will participate in several external events of great interest to target stakeholders of the project to keep in touch with them, exchange knowledge and communicate the project value propositions and results.

In addition, the targeted events will relate to the knowledge fields of the project, the research areas it covers as well as the interests of the project primary stakeholders. The goal is to keep in touch with the latest advances in the research and development across Africa and Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among others, scientific events and conferences, agroecology exhibitions, and rural development events. Partners will follow the below guidelines:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
- During the event, it is important to disseminate the project promotional material (leaflets, posters etc.);
- A number of photos must be taken;
- The partner is requested to update the Dissemination and Communication Manager about the participation in the event and to share the photos taken, not later than ten days after the event;

In the table below, an indicative list of external events relevant to CANALLS is provided.

**Table 9: Indicative events**

Indicative events for the dissemination of the project outcomes	
Africa Agricultural Extension Week	An international event that brings together stakeholders across Africa and beyond to deliberate on strategic issues in agricultural extension and advisory services in Africa.
Africa Agriculture Science Week	An event that engages stakeholders in Africa's agriculture research and development to exchange information, network and shape the R&I agenda for the next triennium.
Africa Agri Expo	The leading agriculture event connecting Africa to global agribusiness industry.
International Conference on Food Safety and Security	A forum that engages world leaders in this field in high level research conversations to find solutions that can address the sustainable development goals globally.
Tropentag Conference	Annual interdisciplinary conference on research in tropical and subtropical agriculture, bringing together scientists, extension workers, decision makers and politicians.

World Food System Research Symposium	A platform used to showcase food system relevant research and catalyse networking opportunities for joint research and business across continents.
European Farming Systems Conference	An event connecting researchers and practitioners from both natural and social science backgrounds to present their work and to contribute to discussion on relevant themes.
Agroecology Forum	The forum of the European Association for Agroecology for knowledge exchange to steer the transition to agroecological practices, sustainable food systems and policies.

### 5.3.3 Final conference

A final conference will be co-organised near the end of the project by Q-PLAN and CIRAD with the support of all partners so as to spread the accumulated knowledge and present the final achievements to scientists, development agencies, policymakers and generally to all interested parties. In order to maximise the outreach of this event, we will seek to organise it as a satellite event at a larger international event. CANALLS partners should contribute to further dissemination of the final event through their own networks.

The following table lists the external events and fairs, in which partners have participated, presenting CANALLS. In total, the partners participated in 14 external events.

Partner	Date	Type of event / Description	Type of audience
UHOH	8 July 2024	UHOH open days	4, 5, 6
IRAD	17-19 October 2023	eighth edition of the Excellence Week for Scientific Research and Innovation in Cameroon (JERSIC)	2, 3, 4, 6
ETHz	27 October 2023	CBO meeting of the Congo Basin Forest Partnership	2, 3, 4, 6
AFAAS	28 October - 2 November 2023	19th RUFORUM Annual General Meeting in Yaoundé, Cameroon	2, 3, 4, 6
AFAAS	5-11 November 2023	AFAAS Extension Week 2023	1, 2, 3, 4, 5, 6
CIRAD, IITA	10-11 January 2024 in Yaoundé	National workshop on an agroforestry cocoa reference system for Cameroon	1, 2, 3, 4, 6
Q-PLAN	21 February 2024	COLEAD.link Innovations Sessions' webinar "Potential of African regional markets: Successes from SMEs and Smallholders"	1, 2, 4
CIRAD	12-13 March 2024	2nd Annual Members Forum Meeting at Nairobi, hosted by Agroecology TPP	2, 3, 4, 6
IRAD	19-22 March 2024	Annual CocoaSoils Forum 2024	2, 3, 4, 6
IRAD	19-24 April 2024	2024 World Cocoa Conference	2, 3, 4
AFAAS	April 2024	Exhibition at CORAF General assembly	2, 3, 4, 6

IITA, ETH & CIRAD	7 May 2024	Agro-ecology Day in South Kivu	1, 2, 3, 4, 6
UHOH	29 June 2024	UHOH open days	4, 5, 6
UHOH	30 June to 4 July	IFSA 2024 conference in Trapani, Italy	2, 3, 4, 6

## 5.4 Networks and synergies

Establishing communication pathways with relevant local, national, or EU projects can greatly benefit the consortium through the gained experience and knowledge. Joint events and networking efforts are essential for the full exploitation of AGIMUS project potential, increasing the impact of the project activities in a rather sustainable manner as the related collaborations are mutually beneficial. In this respect, the consortium should be constantly vigilant for new collaborations and joint actions, such as news exchange, invitations to external events, press releases, and further dissemination actions through social media communication channels, mutual reference of projects on respective websites, events co-organization, participation in events of similar projects, and open trainings.

Synergies include (without being limited to) the following actions:

- Including the synergy project's logo and its website on the CANALLS website;
- Participation in events organised by similar projects;
- Dissemination of CANALLS promotional material in similar project's events;
- Invitations to participate in CANALLS events;
- Exchange of news and dissemination through other projects' channels.

From the start of the project CANALLS has established strong meaningful synergies with other three (3) sister projects under the same topic namely "PrAEctiCe", "CIRAWA" and "NATAE". These synergies focus not only on maximising dissemination and communication outreach, but also coordinating research activities.



## Relevant Initiatives

A list of sister projects, networks, and ecosystems that the CANALLS project intends to work with is presented below.



**Figure 22: CANALLS' relevant initiatives**

As a result, eight joint actions have been implemented so far, in terms of: (i) common dissemination activities through social media channels, the projects' websites and newsletters; and (ii) collaboration and participation on online and physical events, namely:

- Joint communication and dissemination with our sister projects PrAEctiCe, CIRAWA, NATAE.
- Joint communication and dissemination with the Bio4Africa project
- Organisation of [joint webinar](#) with PrAEctiCe, CIRAWA, NATAE around the topic "Agroecology Living Labs in Africa".
- Joint communication and dissemination with the Biovision Foundation.
- Participation of CANALLS at the [Transformative Partnership Platform on Agroecology \(Agroecology TPP\)](#). This is a platform that aims to foster transitions to more sustainable agricultural and food systems by accelerating and coordinating the actions of a range of institutions that are already working on agroecology across various scales, contexts, and locations.
- Joint communication with Agroecology Map.

## 5.5 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by CANALLS throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted.





## 7. Key Performance Indicators and monitoring

To measure the success of CANALLS dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether CANALLS is on the right path or if increased efforts need to take place.

Table 10: CANALLS dissemination KPIs

Key Performance Indicator	Target	Progress
Synergies with initiatives & networks	15 joint actions	8
External events/conferences attended	20 events	14
Followers on social media	> 1,000	1,244
Views of promotional videos	> 1,000	334
Unique visits to the website	> 20,000	7,100
Scientific publications	> 12	1
Number of newsletters released	8	3
Final Conference participants	> 100	-
Promotional materials distributed	> 500	530
Stakeholders reached / engaged	> 40,000 / 2,400	18,826/3,163

To meet the target values, project partners are expected to continuously carry out publicity actions and also continuously report all dissemination and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of CANALLS dissemination and communication activities.

Partners will report in detail all the communication and dissemination actions they undertook through the CANALLS Dissemination and Communication Reporting Template. This template is sent to all partners by email. The table can be found in Annex IV. Q-PLAN will notify all partners in advance for input collection.

Any kind of promotional material related to the project produced by the partner will be previously reviewed and approved by the T7.1 leader, Q-PLAN. Each project partner should immediately contact Q-PLAN if they identify opportunities, problems or risks arising while planning or implementing dissemination and communications actions.

## 8. Conclusions

This updated version of the “Dissemination and Communication Plan and activities report - initial version”, provides a more detailed analysis of the dissemination actions, results, and plans.

This document also provides the monitoring mechanisms of the dissemination and communication activities, which are based on targeted KPIs. By communicating the project’s tangible and intangible assets through the most effective channels and tools with the targeted audience, CANALLS will not only be able to go beyond the ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in the final version (M48).

# Annexes

## Annex I – CANALLS D&C guidelines



### CANALLS D&C guidelines

**Last updated:** 28.03.2023

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces main dissemination monitoring tools that you are kindly asked to use throughout the project.

#### Main guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the CANALLS logo and website URL together with the EU logo and the disclaimer "Funded by the European Union under GA no. 101083653. Views and opinions expressed are, however, those of the authors only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them".

In practice, it should look like this:

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Funded by the European Union

When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: [https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/).

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style. In general:
  - Use Arial as font for documents generated with MS Office programmes and for web applications.
  - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
  - Be consistent in using currency references (for example, use EUR instead of € throughout).
  - Be consistent in the numbering format: comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager.

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- If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "mn").
  - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
  - Review the language and the coherence of the structure of the text you drafted.
4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
  5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g. organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the CANALLS communication channels in a timely manner.
  6. You will have to report in detail all the communication and dissemination actions you undertook (see CANALLS Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.
  7. Always report about meetings and events you organised and/or participated to (please see CANALLS External and Future Events Template for an explanation on how to report about events. This template was sent to all partners by email).
  8. In compliance with GDPR requirements, always gather consent, when collecting, using and storing personal data during your events/conferences.

#### Guidelines for enhancing CANALLS online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the CANALLS website and social media accounts (SMAs).

#### Website

1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all CANALLS activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and on the CANALLS SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and

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together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.

2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your pilot area or the CANALLS project and provide Q-PLAN with a link/scan for giving it more visibility online.

#### Social Media Accounts

1. Register to all CANALLS SMAs (i.e. Facebook, Twitter, LinkedIn and YouTube, when available) and use them: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the CANALLS SMAs within your network of contacts.
4. Signal to CANALLS relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. Select among the available project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are:  
  
Mandatory: #CANALLSproject  
  
Available: #HorizonEurope #HorizonEurope #agroecology #alls #agroecologicalpractices #ruralcommunities #foodsystems #crops #Africa #LivingLabs
6. Tag the CANALLS project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content.
7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. The granting authority cannot be held responsible for them"). Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

## Annex II - News reporting form


### News

Picture(s)	
Title	
News (main content)	
Key words/ hashtags (for social media)	

### Attachments

Please attach any relevant pictures/ images as separate **png** or **jpg** files with as high resolution as possible.

## Annex III Blog Reporting form



**Articles**

<b>Picture/Map</b> (if available)	
<b>Title</b>	
<b>Article</b> (main content)	<p>Please provide the content in a narrative way, while trying to provide answers to the following questions (if applicable):</p> <ul style="list-style-type: none"> <li>• WHAT is the CANALLS project?</li> <li>• What need will the project cover?</li> <li>• What are the ALLs?</li> <li>• Where will ALLs take place?</li> <li>• What do we expect?</li> </ul>
<b>Key words/ hashtags</b> (for social media)	

**Attachments**

Please attach any relevant pictures/ images/maps as separate jpg files with as high resolution as possible.









