



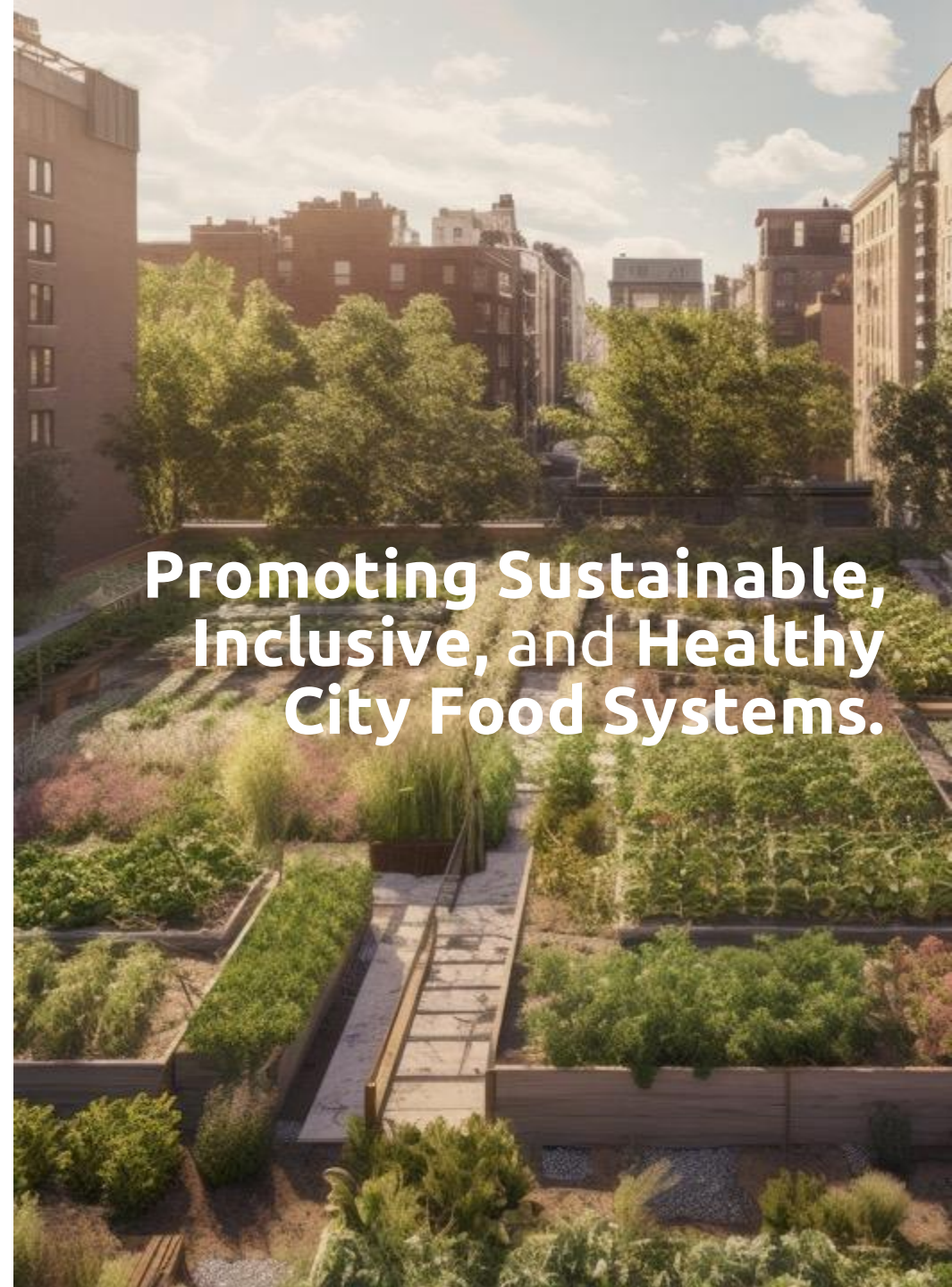
Dissemination & Communication

Adriano Mauro,

AREA Managing Director

International Workshops in Sustainable (Urban) Agriculture,
Faculty of Geography, UB

22/03/2024



Promoting Sustainable,
Inclusive, and Healthy
City Food Systems.

01

INTRODUCING OUR TEAM

AREA

AREA

AREA is a subcontractor, in charge of the Dissemination and Communication activities. It is an Italian SME that operates like a buzzing, inventive kitchen where tradition meets modernity to drive and share knowledge and innovation between mature and emerging markets.

To serve developing technologies at the table of global markets, our maîtres offer training and marketing programs. We combine concepts with the proper knowledge to turn uncooked ideas into exquisite new services.

We currently coordinate GreenVETAfrica and CircuWasteVETAfrica, ERASMUS+ VET projects and we are partner of METAVET projects



03

Dissemination & Communication

Stakeholders' Engagement, Replicability and Impact Creation

Dissemination and Communication Objectives:

- Engage the local communities' and public authorities
- Promote the multi-actor capacity building programme
- Sustain the sustainability and replicability of FEED4FOOD
- Promote the exploitation of the FEED4FOOD Central Knowledge and Learning Hub data framework and methodology
- Promote the uptake of FEED4FOOD innovators solutions
- Promote the development of a strong FEED4FOOD cities network, well integrated in international initiatives.



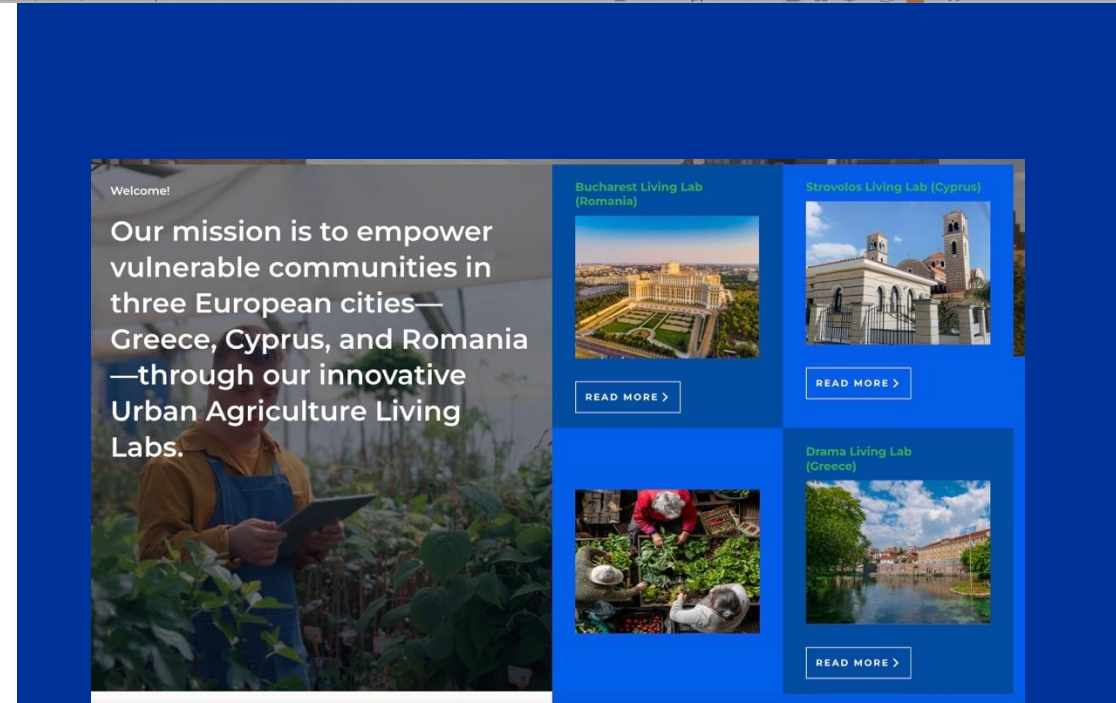
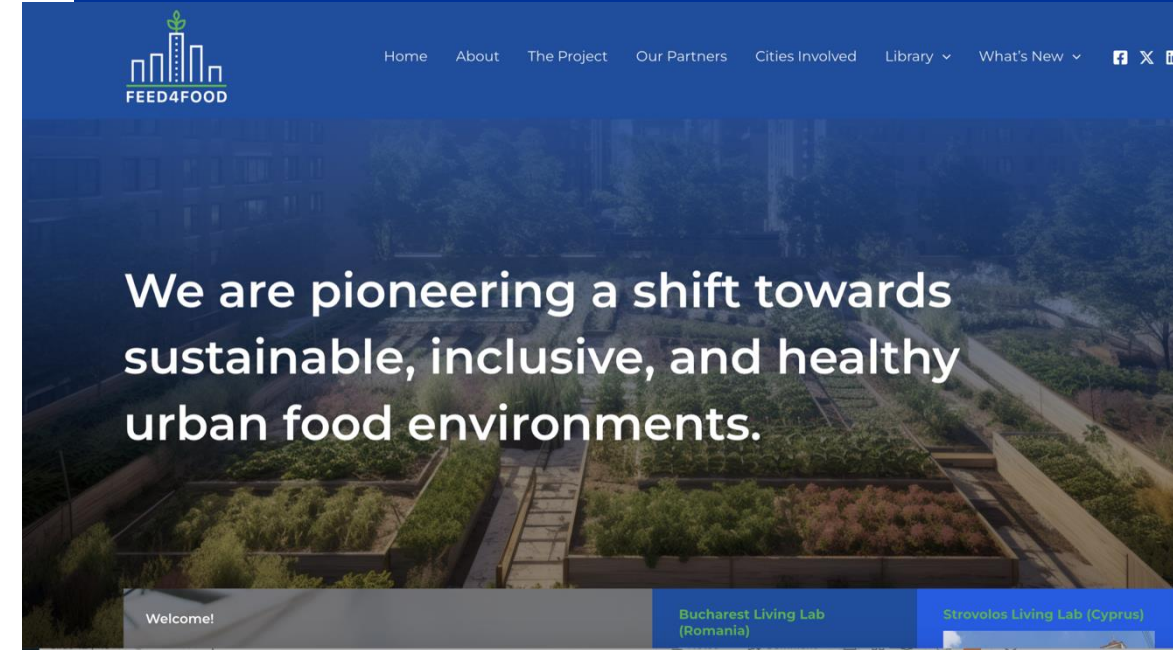
Website

Accessible, frequently updated, User-Friendly

Designed for a Diverse Audience:

- Easy navigation for users with different levels of expertise.
- Optimised Structure: Minimal clicks to access relevant content.
- Enhanced Visibility: Improved search engine ranking and accessibility.
- Live & Active: The website is available for updates and engagement.

www.feed4food.eu

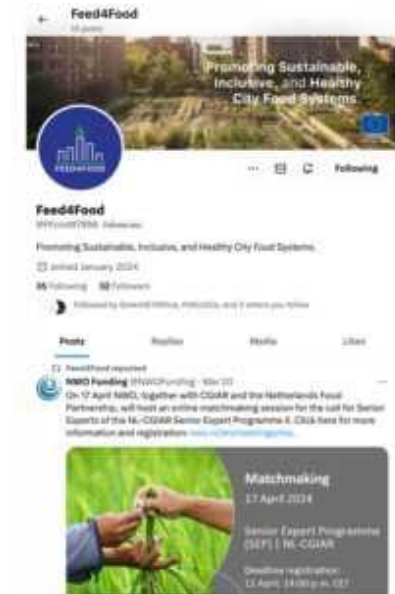


Social Media



Facebook, X, LinkedIn

Dedicated active social media channels (Facebook, X, LinkedIn) were launched to share project updates, achievements, and content tailored for local and international audiences, extending the project's digital reach. Facebook, LinkedIn, and X are essential for Feed4Food to **connect with diverse audiences, share updates, and amplify engagement** in urban gardening and community initiatives across Europe.



Promotional Materials

Flyers, brochures, bookmarks

F4F is set to create an array of specific promotional resources that showcase the project and its accomplishments. This includes items such as

- posters
- flyers
- bookmarks

These materials serve as effective tools for sharing key messages, attracting stakeholders, and fostering awareness about urban gardening initiatives and community empowerment across Europe.



FEED4FOOD POSTER

If you would like to print it for your office; university board etc. let us know and we will send you the pdf



Central Knowledge Learning Lab



FEED4FOOD promotes a shift to sustainable, inclusive, healthy city food systems

Local Dashboard



Transition Strategy to scale the LLs approaches to increase urban circularity and inclusiveness of the urban food system



Local food production



Gdansk (Poland)



Sustainable food system



Bucharest (Romania)



Urban farm



Strovolos (Cyprus)



Urban gardening



Drama (Greece)

feed4food.eu

FEED4FOOD project, Grant Agreement n° 101069506, has been funded by: National Centre for Research and Development (Poland), Research and Innovation Foundation (Cyprus), Dutch Research Council (Netherlands) General Secretariat for Research and Innovation (Greece), UE Fiscdi (Romania) under the Driving Urban Transitions Partnership, which has been co-funded by the European Union.



Video

F4F storytelling

A video with narrative of the project, describing the meaning of the project, the main goals and the pillars has been produced and shown during the DUT Conference and project kick off.

F4F's video has been uploaded on the F4F website and promoted across other social media platforms.

Video has been presented in conferences and events.

<https://feed4food.eu/video/>



FIGURE 10: F4F VIDEO FRAME

Press

Local press, TV and Podcasts

Feed4Food has received strong media coverage across all partner countries, with each press release translated into local languages to effectively engage and connect with local communities.

Interviews with project participants and partners provided authentic insights, showcase real impacts, and strengthen community engagement in Feed4Food.

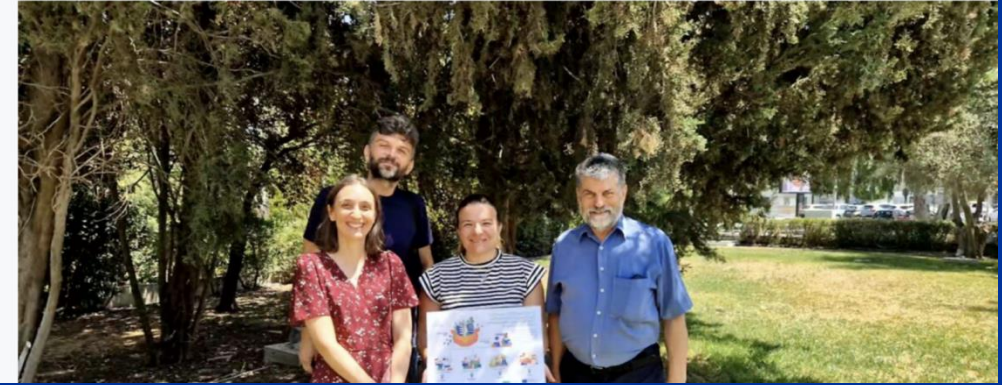
Our results: one press release translated in 5 languages, one article on local press (Italy), one interview on sustainability (Netherlands), three interviews in local tv (Romania).

ECONOMIA

Agricoltura urbana per città più sostenibili, coinvolta una azienda friulana

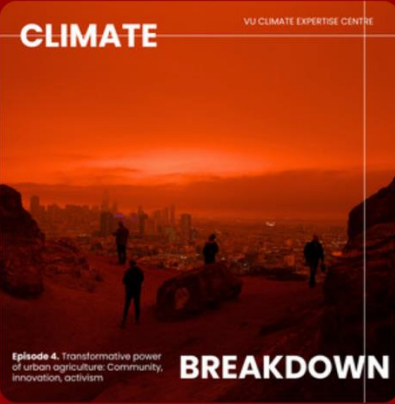
Si tratta di AREA, partner del progetto europeo Feed4Food che punta a promuovere pratiche rigenerative e la produzione alimentare in contesto urbano

Autore: Redazione | 30 Luglio 2024



Feed4Food on Climate Breakdown Podcast

Our project coordinator, Lia Van Wesenbeeck talks about the transformative power of urban agriculture.



CLIMATE VU CLIMATE EXPERTISE CENTRE


TRANSFORMATIVE POWER OF URBAN AGRICULTURE


Episode 4. Transformative power of urban agriculture: Community, innovation, activism

BREAKDOWN

Preview Dec 5 · Climate Breakdown

Save on Spotify





10 Events participation

- DUT Conference and project kick-off (March 2024),
- Sustainability Research and Innovation Congress (April 2024),
- ENOLL - Open Living Labs Days (Timisoara, September 2024),
- Urban Gardening symposium (November 2024),
- Annual Conference on Communicating Research Results at the University of Bucharest, (25-29 November 2024),
- International Conference on Re-Shaping Territories, Environment and Societies: New Challenges for Geography, (November 2024, Bucharest),
- Transylvanian International Conference in Public Administration, (October 2024, Cluj-Napoca),
- SECURING SMART CITIES INTERNATIONAL CONFERENCE (SSCIC) “Security Above All!”(June, 2024),
- INTERNATIONAL CONFERENCE ON CARTOGRAPHY AND GIS, (June 2024) Nessebar, Bulgaria.

This has allowed to broaden the project’s visibility among policy makers, food producers, and innovators, while facilitating knowledge-sharing and collaboration opportunities.





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