



D6.2 Plan for Dissemination and Exploitation including Communication Activities V2

Deliverable 6.2

Grant Agreement n°. 101084234



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DELIVERABLE INFORMATION

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¹ PU= Public, SEN= Sensitive.



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ACRONYMS & ABBREVIATIONS

PC	Project Coordinator
CD&E	Communication, Dissemination and Exploitation
D	Deliverable
D&C	Dissemination and Communication
EC	European Commission
EU	European Union
GA	General Assembly
WP	Work Package
Project partners	
Galway	NATIONAL UNIVERSITY OF IRELAND GALWAY
TU Delft	TECHNISCHE UNIVERSITEIT DELFT
TEAGASC	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY
UNICAL	UNIVERSITA DELLA CALABRIA
LWL	LONGFORD WOMEN S LINK CLG
UTU	TURUN YLIOPISTO
UL	UNIVERZA V LJUBLJANI
CE	CONSULTA EUROPA PROJECTS AND INNOVATION SL
HNEE	HOCHSCHULE FUR NACHHALTIGE ENTWICKLUNG EBERSWALDE
ELARD	ASSOCIATION EUROPEENNE LEADER POUR LE DEVELOPPEMENT RURAL
UOULU	OULUN YLIOPISTO
ECOLISE	RESEAU EUROPEEN POUR DES INITIATIVES COMMUNAUTAIRES SUR LES CHANGEMENTS CLIMATIQUES ET LE DEVELOPPEMENT DURABLE
MENDELU	MENDELOVA UNIVERZITA V BRNE
LNU	LINNEUNIVERSITETET
HLK	HOGSKOLAN FOR LARANDE OCH KOMMUNIKATION I JONKOPING - HLK SCHOOL OF EDUCATION AND COMMUNICATION



EXECUTIVE SUMMARY

This plan is an update to Deliverable 6.1, meticulously drafted by WP6 in M6 of the project and subsequently updated in M18 as Deliverable 6.1. After confirming its continued validity, necessary updates were incorporated to enhance its relevance. The plan serves as a comprehensive guide for the project's communication, dissemination, and exploitation activities, with internal updates to be made as required. It outlines the core activities to be implemented during the first 18 months of the project, emphasising FLIARA's exploitation activities, tools, procedures, and guidelines that partners will follow to achieve clear, consistent, and coherent communication and dissemination of project results to target audiences.

The plan covers both internal and external communication, setting out the communication targets to be achieved, the appropriate communication tools to be used, and the mechanisms for monitoring and reporting communication activities. Additionally, it includes an exploitation roadmap and identifies opportunities for maximising the project's impact and outcomes. The plan defines the responsibilities of the project and its consortium, providing detailed guidelines for implementing a variety of dissemination and communication activities. This plan will be regularly reviewed and updated to adapt to evolving needs and optimise the impact and sustainability of the project's outcomes.



1. CONTEXT ANALYSIS

1.1 THE PROJECT

FLIARA (Female-Led Innovation in Agriculture and Rural Areas) is an innovative project that will employ a transdisciplinary methodology to improve understanding, awareness, and recognition of women's role in a more sustainable rural future.

The project aims to provide a more effective innovation ecosystem that spotlights women's achievements, inspires, and shares knowledge, connects them with key innovation actors, and increases their visibility within national and international decision-making contexts. The FLIARA project demonstrates the innovative capacity of women in farming and in rural areas, with a particular focus on all four dimensions of sustainability (environmental, economic, social, and cultural). To achieve this, partners of the project will investigate women-led innovations on farms and in wider rural areas through a thematic case-study approach, examining their pathways in the innovation ecosystem.

FLIARA will develop proposals for how more effective policy and governance frameworks can support women's capacity to contribute to the sustainability of rural areas.

1.2. THE CONSORTIUM

The FLIARA project is coordinated by University of Galway and it has a consortium of 15 partners from 10 different countries, ranging from universities (University of Galway, TU Delft, HLK - Jönköping, UNICAL, UTU, UL, HNEE, UOULU, MENDELU, and LNU) and European Networks (ELARD, ECOLISE), to a SME (CE), a Community Organisation and Social Enterprise (LWL) and a national agricultural state agency and extension advisory body (Teagasc) that are engaged with female-led innovation in rural and farming areas. The multi-disciplinary consortium has been designed to ensure that the project objectives are met and that the call topic is addressed effectively.

1.3. FLIARA'S DISSEMINATION WORK PACKAGE

Work Package 6 (WP6) – Communication, Dissemination and Exploitation aims to:

- Develop the CD&E Strategy identifying the most pertinent CD&E activities, channels, target groups and tools required;
- Design and initiate a visibility campaign highlighting existing women-led innovations in farming and rural areas;
- Establish synergies with other multi-actor local, national and EU networks and relevant EU-funded projects;
- Disseminate the project recommendations and outputs at regional, national and European level through novel, multimethod communication activities;
- Design and implement the exploitation strategy ensuring solutions generated are accessible and available to end-users;
- Deliver social media communications training to enhance the skills of women in farming and rural areas.



In this context, the FLIARA consortium recognises the importance of effective dissemination, exploitation, and communication activities to ensure the successful implementation and impact of the project.

1.4. DELIVERABLE 6.2

The success of the project relies not only on the quality of the research and innovation work, but also on the ability to communicate and disseminate findings effectively to relevant audiences. To ensure this, CE have developed, within D6.1, a comprehensive plan for dissemination and exploitation, including communication activities. The deliverable entails 6 sections:

Section 1 lays the foundation with a thorough Context Analysis of the project, followed by Section 2, which explores the Communication and Communication Approach. Within Section 3 and 4 the focus shifts to the Visibility Campaign during its first phase and its second phase. Section 5 delves into the Exploitation Plan and Opportunities and Section 6 provides a detailed overview of the Progress on WP6. Conclusions are contained within Section 7.

The WP6 leader, CE, will oversee the continuous revision and updating of the present deliverable to ensure a smooth and effective implementation throughout the project. A final version of the strategies will be developed by the end of the project (D6.3) to ensure maximum impact and visibility of the project's results and its exploitation in M36.

The involvement of all the project partners in the definition and improvement of the plan and, in general, in WP6 dissemination, communication, and exploitation activities will be fundamental. Coordinated and guided by WP6 Leader CE, the whole consortium will disseminate and communicate relevant information about the project to multiple audiences in a strategic, coherent, and effective manner and in accordance with the Art. 17 of the Grant Agreement.



2. COMMUNICATION AND DISSEMINATION APPROACH

The aim of the FLIARA plan for dissemination, communication, and exploitation is to ensure that the project message is effectively delivered to the target audiences and the action promotes stakeholder engagement and participation and that it enhances the overall visibility and understanding of the project.

Therefore, the approach will focus on ensuring that the FLIARA strategy under WP6 is centrally involved in influencing and promoting innovative women-led initiatives in farming and rural areas at everyday societal and policy levels by establishing, mobilising and exploiting interlinkages with existing multi-actor networks, EU-funded projects and other relevant initiatives supporting and promoting women-led innovations in farming and rural areas at regional, national and EU level.

2.1. COMMUNICATION AND DISSEMINATION PRINCIPLES

A set of six principles have been established to orient FLIARA's communication and dissemination action, internally and externally:

- 🔗 **Reliability.** Through WP6, FLIARA will promote high-quality research that makes use of sound methodology, design, analysis, and resource usage.
- 🔗 **Tailoring of messages/usage of appropriate language.** FLIARA needs to be able to speak to a variety of actors and stakeholders with different backgrounds and objectives in mind. To achieve this, FLIARA will follow a multi-layered communication strategy that formulates core messages tailored to the needs and expectations of the various target audiences, and expressed in appropriate language (such as specialised, technical wording communication or simple and direct, jargon-free communication).
- 🔗 **Exploitation of synergies.** FLIARA will maximise impact by exploiting efficiency opportunities of synergies at two levels - internally, between partners and WPs, and externally, namely with external networks, organisations that support and collaborate with the project and through platforms that have relevant remits and with other relevant EU-funded projects.
- 🔗 **Gender sensitive communication.** In its communication, FLIARA will be conscious of gender sensitive and appropriate communication. For example, certain words and images can perpetuate images of socially prescribed gender roles and behaviours.
- 🔗 **Disruptive.** As this is a project that is bringing a new perspective to the table the communication intends to be disruptive, innovative and breaking with old stigmas associated with gender in agriculture, farming and rural innovations.



2.2. TARGET GROUP IDENTIFICATION

As a starting point to plan communication and dissemination activities, the definition and identification of target groups relevant for the project is essential. Target groups are the key to reach a wide audience, as such different channels such as social media accounts, events, press release, website and open-access platforms will be employed to reach these target groups. FLIARA has identified the main target groups of the project: policy makers, innovation support services, scientific community, and civil society organisations and associations.



Based on these main target groups, the communication and dissemination channels and the type of information to be used throughout the project are summarised in the table below:

Table 1. Target groups identified.

Target Group	Communication & Dissemination Channels	Type of activity
Policy makers	<ul style="list-style-type: none"> • Workshops • Newsletter • Press releases • Fact sheets • Promotional materials • Forum • Events 	<ul style="list-style-type: none"> • Community of practice • Policy design and assessment • Project results • Project description and updates • Policy abstract / brief • Advantages of the research
Innovation Support Services	<ul style="list-style-type: none"> • Forum • Synergies • Workshops • Conference presentations • Open-access publications and journals • Scientific reviews • Trainings • Social Media 	<ul style="list-style-type: none"> • Foresight and trend analysis under WP2 • Innovative practices of women in rural areas • Women-Led innovations in farming • Community of practice network



	<ul style="list-style-type: none"> • Website • Promotional materials 	<ul style="list-style-type: none"> • Foresight and Trend analysis • Gender equality performance examination across four WP1, WP3, WP4 and WP5 • Project results
Scientific community	<ul style="list-style-type: none"> • Organisation and participation of project's dedicated events • Scientific reviews • Specialised media • Factsheets • Social media • Final conference • Focus group • Workshops • Promotional materials 	<ul style="list-style-type: none"> • Case studies • Trends and megatrends • Glossary of terms • Key findings • Innovations • Comparative analysis of innovative practices between countries • Project publications
Civil society (citizens) organisations and associations	<ul style="list-style-type: none"> • Social media campaign • Social networks • Promotional materials • Project website • Focus groups • FLIARA Toolkit • Newsletter • Specialised Press and Media • Events • Trainings • Guide • Video blogs • Podcasts • Fact Sheets 	<ul style="list-style-type: none"> • Project results • Spotlight of women-led innovation • Innovative practices • Innovation ambassadors • Interviews • Project description and updates • Project Publications

2.3. COMMUNICATION TOOLS

To engage with identified stakeholder groups during the project duration, WP6 activities rely on a range of essential tools. These tools include visual identity, promotional materials, website, which are described in the following sections.

2.3.1. VISUAL IDENTITY

One of the fundamental pillars for wide and efficient communication and dissemination of the results of the project is a strong visual identity. It will play a key role in raising awareness of the project.



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The logo has been created by the project coordinator's team at the proposal stage and Consulta Europa (CE) has adapted its visual identity for communication and dissemination purposes.

The female icons featured within the logo created by the University of Galway team essentially showcase that every woman, of every age, race, sexual orientation, profession (from researchers, to beekeepers to chefs to farmers) have a seat/place at FLIARA's 'table', where examples and ideas of innovation and innovative practices can be shared and co-created by all, through the multi-factor approach (i.e. represented through the lightbulb).

The predominant mulberry colour of the FLIARA logo, is inspired by the Mulberry tree. This tree symbolises 'Wisdom and Patience' as Mulberries do not bud until the danger of frost has passed, and so they symbolise patience. When they finally bud, however, mulberries bud so rapidly that they appear to have budded overnight, symbolising expediency and wisdom. For all these attributes, the Greeks actually linked the plant to the goddess of wisdom, Athena. This is quite apt in relation to what FLIARA is hoping to achieve, as women have been waiting far too long to 'bud', due to patriarchy, and associated restrictions/threats, for example, but with the help of FLIARA, they can, and will, quickly 'flourish'.

As for the green and blue frame, on one hand they represent the land and sky, which is also apt in relation to the rural and farming, but on a deeper level the green represents that women are 'grounded', and measured in their decisions about innovative practices, whilst at the same time, the sky is the limit in relation to what they can and want to achieve – and this is represented by blue.

Figure 1. Main Logo





CE, under WP6, has adapted the logo for communication and dissemination purposes. The adaptation process includes the redesign of all elements from the original logo:

Figure 2. Redesigned elements



To ensure proper use on all types of platforms, in both offline and online, different versions of the logo have been designed to allow its application on different backgrounds ensuring it to be easily visible for end-users. It will always be advisable to use the main version of the logo, but where this proves difficult for technical reasons, the following versions may be used. The figure below is an alternative black and white version of the main logo:

Figure 3. Black and white Logo



Other variations of the logo have been devised to complement the elaboration of communication materials. The following versions could be use in terms of contrast and background:



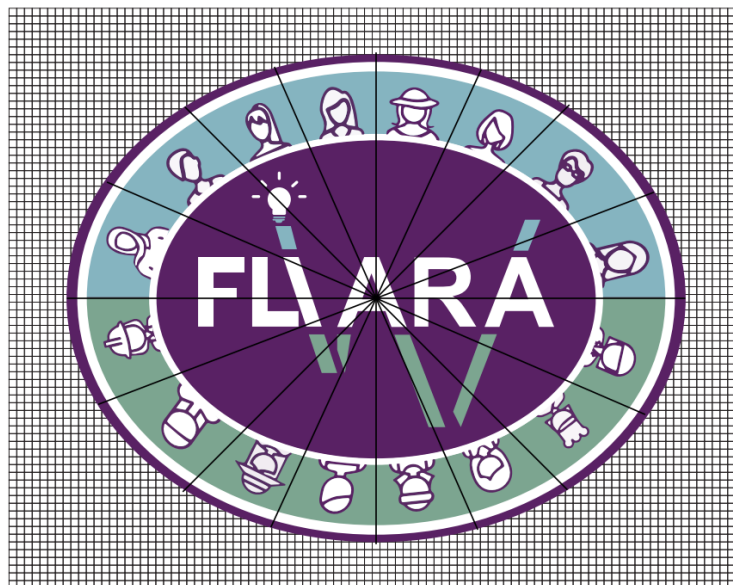
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Figure 4. Logo variations



The grid design element has been developed in order to help maintain a cohesive and balanced composition, ensuring that the logo is visually pleasing and easy to comprehend. Additionally, the grid structure lends itself well to scalability and adaptability. The clear divisions and geometric shapes enable the logo to be easily resized without losing its legibility or visual impact.

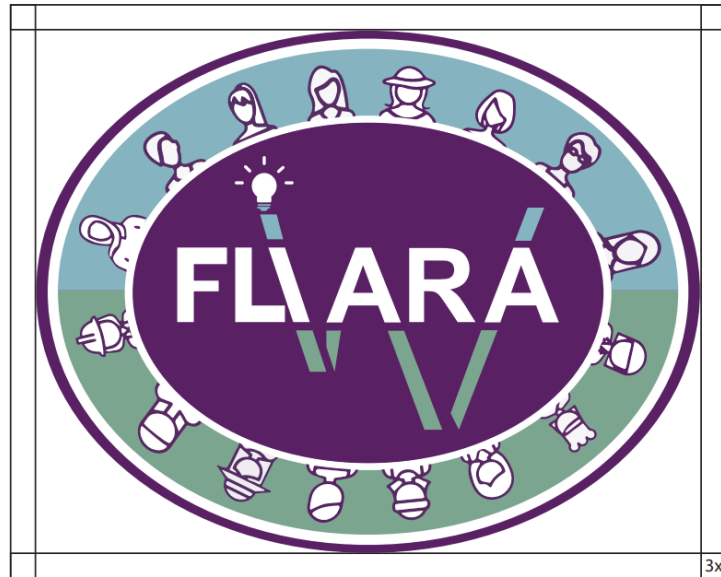
Figure 5. Grid Logo





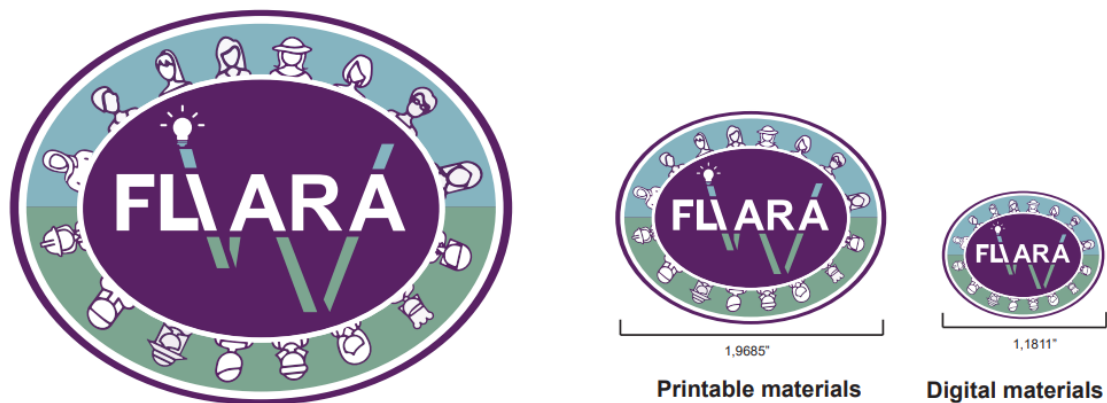
In addition, when elaborating and using the logo on materials, it is essential to respect the safe space around the logo. The safe space refers to the area surrounding the logo that should remain free from any other elements, such as text, images, or graphics. Respecting the safe space ensures that the logo is visually distinct, legible, and maintains its impact.

Figure 6. Safe space Logo



For the FLIARA's logo to be perfectly identifiable and legible, it is recommended that the measurements should be as follows when using, printing or attaching it to a document:

Figure 7. Logo minimum sizes



The main colours of the project were extracted from the original version developed by Galway team. The following figure visually represents these colours with the respective HEIX codes to be used when applying it on digital or printing materials:

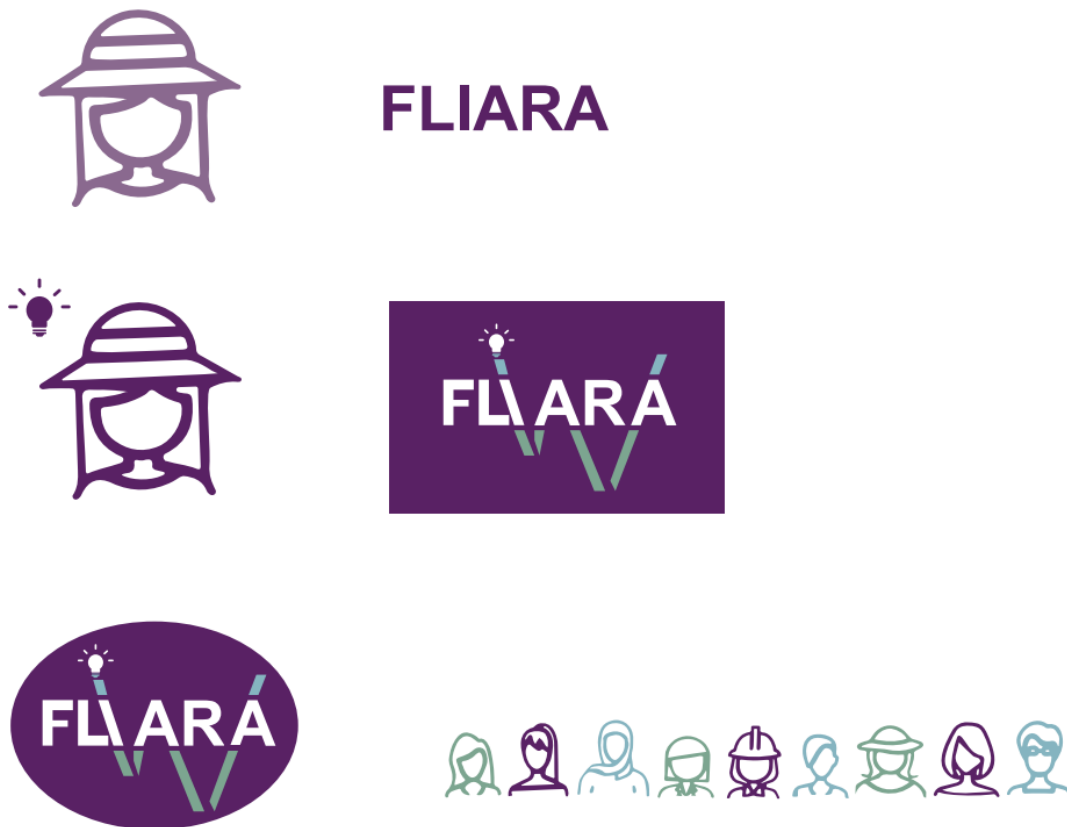


Figure 8. Main colours



Moreover, to reinforce the visual identity and personality of the documents and promotional materials of the project, a series of graphic elements are available in a diverse range of colours and shapes that adapt to the different materials that can be used.

Figure 9. Graphic elements





Two types of typography will be used in accordance with this visual identity:

Figure 10. Typography

Main Typography: Arial	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Secondary Typography: Playfair Display	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

The FLIARA project visual identity has two different typographies. The typeface family “Arial” has been chosen given that is a likeable, modern, and has excellent legibility both in print and on digital screens. This legibility is particularly valuable when creating promotional materials or websites that require quick comprehension and engagement.

As a secondary typography, an elegant and versatile font has been selected. “Playfair Display” is a font that ensures readability across various mediums, making it ideal for conveying important information effectively. Furthermore, it renders beautifully on screens, ensuring optimal user experience for websites and other digital platforms.

2.3.2. PROMOTIONAL MATERIALS

To promote the main ideas of this project a graphic layout has been created with the defined colours and typefaces which will be used in all the dissemination kit material.

It is important to mention that all these materials are available on the shared Microsoft Teams common folder, and some of them are also available on the FLIARA’s website. They include:

- **Roll-up**

A standardised roll-up has been developed to be used by every partner to assist in any on-site event to advertise in their institutions to gain visibility. A QR code might be added to the layout before printing to drive traffic the FLIARA website. Its measures are 85 cm x 200 cm.



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Figure 11. Roll-Up



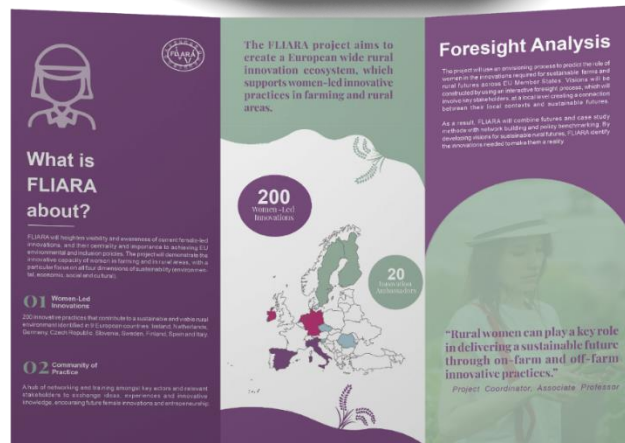
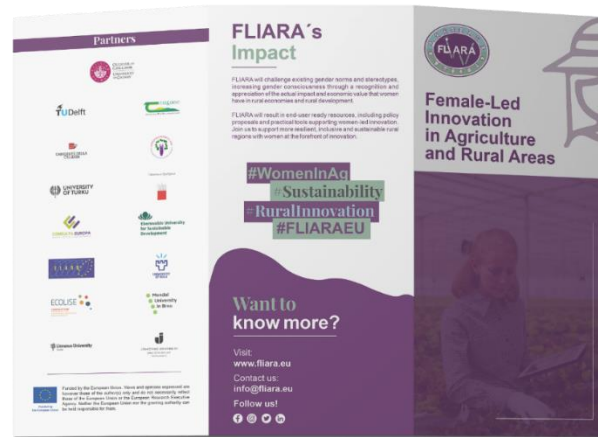
- **Leaflet**

A leaflet has been developed to provide a brief and comprehensive overview of the project's objectives in triptych format with the dimensions of an A4 size sheet. It is a valuable tool for disseminating the project's activities and outcomes, increasing awareness and engagement among stakeholders, and promoting synergies and networking with complementary initiatives. Its design may vary over the lifespan of the project. The following figure (12) represents the first version of the leaflet which will be progressively adapted over the lifespan of the project:



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Figure 12. Leaflet



- **Flyer**

An A5 size flyer has been designed as it is considered as an important means to communicate information about the challenges, objectives and vision of the project and it is easy to share across digital channels. When needed a QR code will be added to the layout to drive traffic to the project's website. See figure (13) below:



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Figure 13. Flyer



- **Folder**

The following customised folder serves as a visual representation of the project's brand, logo, and messaging. It can be used by the partners during relevant events and meetings. Its dimensions are specifically to hold A4 size documents.

Figure 14. Folder Template





- **ID Card**

A template for tailored identification cards has been created to serve as a visual representation of the project, showcasing its logo, colours and design elements. They contribute to a polished and organised event experience, leaving a positive impression on attendees and stakeholders, while promoting the project's identity and objectives.

Figure 15. ID Card Template



- **Templates**

Some documents and presentation templates based on the logo and colour palette were produced at the beginning of the project to begin awareness of brand identity and to develop coherency and consistency. All these templates are available on the Teams shared folder of the FLIARA project. Both official documents and deliverables templates produced are presented below:



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Figure 16. Official document template

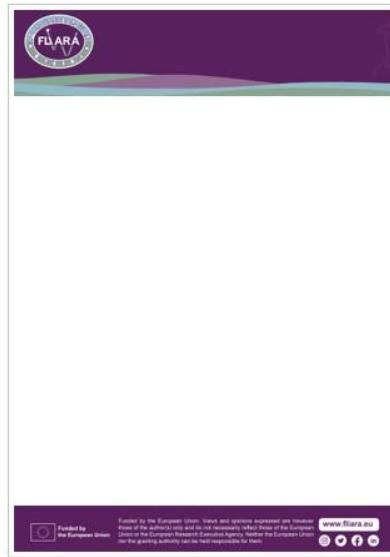
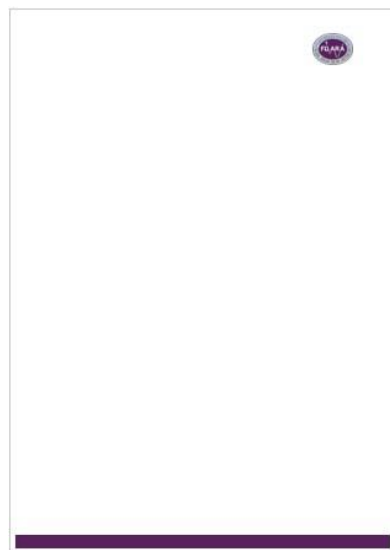


Figure 17. General document template



For project deliverables a general template has been created. This contains the projects' standard visual identity with options to customise with styles, shapes, charts, use of headings, tables and figures.



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Figure 18. Deliverable front-page Template



Figure 19. Deliverable Template

The image shows a form for a deliverable template. It is titled 'Funded by the European Union' at the top left. The form is divided into two main sections: 'VERSION HISTORY' and 'DELIVERABLE INFORMATION'. The 'VERSION HISTORY' section contains a table with columns for 'Ver.', 'Date', 'Comments/Changes', and 'Author/Reviewer'. The 'DELIVERABLE INFORMATION' section contains various fields for project details, including Project Acronym, Project Title, Type of action, Topic, Project Start Date, Project Duration, Work Package, Deliverable, Date Due, Submission Date, Dissemination Level, Dissemination Description, Version, Status, Author(s), and Responsible(s).

Ver.	Date	Comments/Changes	Author/Reviewer
1.1	00000000	First draft sent to ...	(Name of author/reviewer)
1.2	00000000	Final draft received by ...	(Name of author/reviewer)

DELIVERABLE INFORMATION

Project Acronym: FLARA
 Project Title: FLARA: Ferenk-LIFE Initiative in Agriculture and Rural Areas
 Type of action: HORIZON-RIA
 Topic: HORIZON-CLE-RISE-COMMUNITIES-RISE
 Project Start Date: 01/01/2023
 Project Duration: 36 months
 Work Package: (Deliverable 4.1.1.1)
 Deliverable: (Deliverable 4.1.1.1)
 Date Due: 00/00/00
 Submission Date: 00/00/00
 Dissemination Level: (P)
 Dissemination Description: (Dissemination by deliverable)
 Version: 01
 Status: (Draft)
 Author(s): (Name of author) (Name)
 Responsible(s): (Name)

Throughout the project, conferences and meetings will be held. For this, several templates have been developed for use during these events such as the Agenda Template, Presentation Template and Zoom Background.



Figure 20. Agenda template

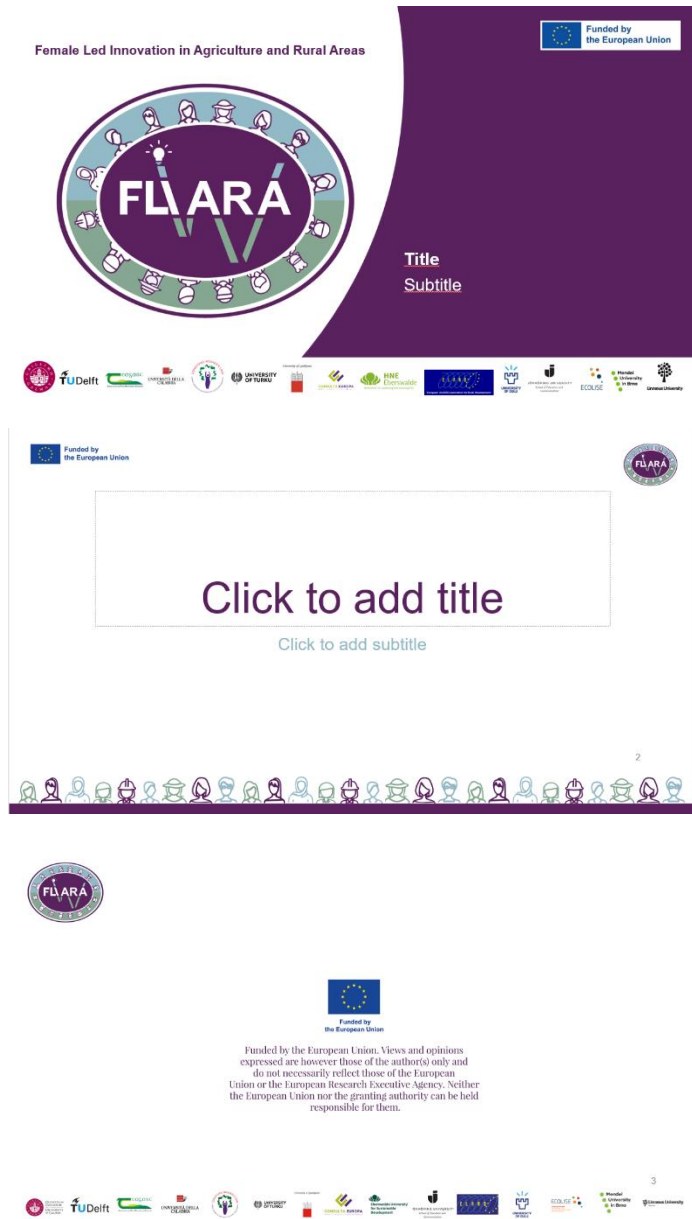
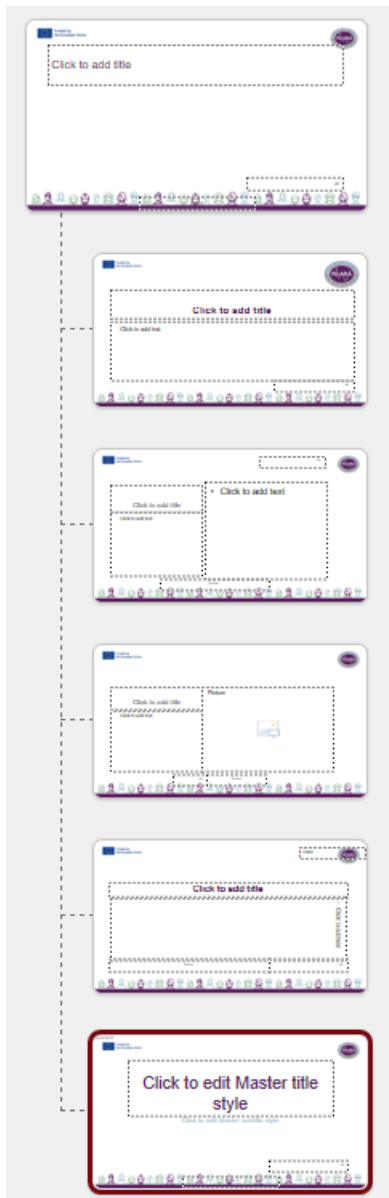


The PowerPoint templates represent one of the most important tools for the development of strong and consistent presentations. CE has created a Smart Slide template with different layouts aimed at the easy elaboration of presentations over the lifespan of the project according to FLIARA visual identity.



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Figure 21. PPT Templates





The following online background provides a visually appealing and consistent backdrop during virtual meetings. By incorporating the project's logo, colours and design elements into the background during online meetings, participants are immersed in the project's visual identity, fostering a sense of unity and belonging.

Figure 22. Online Meeting Background Design



2.3.3. SOCIAL MEDIA CHANNELS

The FLIARA project aims to use social media platforms such as Twitter/X, Facebook, LinkedIn, and Instagram as part of its D&C strategy. The project's approach is to use these platforms to promote FLIARA and share updates on the project's progress, results, and events, while also engaging with target groups and stakeholders. Partners are suggested to use their own institutional social media accounts to share posts about FLIARA (see Annex 3).

In addition, the project will use social media to create and foster a community around the project, encouraging stakeholders to participate and share their thoughts and ideas. CE will actively monitor and respond to comments and feedback on social media, using this information to improve the project's communication and engagement strategies.

- **Twitter/X**

A dedicated FLIARA Twitter account has been created to communicate instantly and engage with the project's target audiences, particularly policy makers.

Table 2. Content strategy for Twitter

	@FLIARA_Project https://www.twitter.com/fliara_project
	Short updates on project progress, such as completed milestones and upcoming events.




	<ul style="list-style-type: none"> 📌 Engaging tweets using relevant hashtags to reach a wider audience, such as #WomenInAg, #WomenAgri, #RuralInnovation, and #SustainableFarming. 📌 News related to the project's goals and objectives. 📌 Quotes and insights from project partners and experts on women-led innovations in agriculture and rural areas. 📌 Infographics and statistics related to the project's impact. 📌 Live tweets from project meetings or events.
--	--

● Facebook

Another important channel for communication efforts and disseminating the FLIARA project is Facebook. Facebook, with its large user base and diverse audience, has a broad reach and makes it possible to publish project updates, news articles, success stories, and essential resources relating to women's empowerment in agriculture. The aim is to inspire meaningful interactions and boost collaboration and knowledge exchange among stakeholders by leveraging engaging blogs, videos, and interactive features related to the project.

Table 3. Content strategy for Facebook


	<p>FLIARA Project</p> <p>https://www.facebook.com/fliara.project</p>
	<ul style="list-style-type: none"> 📌 Project updates and news articles related to women empowerment in agriculture. 📌 In-depth articles or blog posts about specific innovative initiatives supported by FLIARA. 📌 Live videos or recorded webinars featuring expert discussions on rural development topics. 📌 Sharing relevant articles or reports from partner organisations, stakeholders and other relevant institutions across the EU. 📌 Calls to action encouraging community engagement, such as sharing personal experiences or ideas. 📌 Promoting upcoming events, workshops, or training sessions organised by FLIARA.



- **Instagram**

Instagram has been established as an essential communication and dissemination medium for the FLIARA project. This social media channel gives a fantastic opportunity to highlight the project's activities, accomplishments, and the inspiring stories of female agricultural and rural innovators. Instagram also allows FLIARA to communicate with the target audience in a visually appealing and impactful way by leveraging visual content such as images and videos. The main objective is to increase awareness, encourage dialogue, and inspire positive change in the agriculture sector through carefully picked posts.


Table 4. Content strategy for Instagram

	<p>@fliara_project</p> <p>https://www.instagram.com/fliara_project</p>
	<ul style="list-style-type: none"> 📷 Photos and videos showcasing project activities and progress. 📷 Inspirational quotes related to agriculture and rural areas. 📷 Infographics highlighting key statistics and achievements of the project. 📷 Interactive polls or quizzes related to agriculture and rural development on Instagram Stories. 📷 Photos or audio testimonials from project beneficiaries. 📷 Use relevant hashtags to reach a wider audience, such as #WomenInAg, #RuralInnovation, #SustainableFarming and other hashtags included in section 3.1.1.

- **LinkedIn**

This profile has been created with the objective of communicating the project's information, results, and events to a large community of professionals, policy makers, innovation agents and, more generally, to business/industry representatives related to the fields of agriculture and farming. LinkedIn will be used as follows:

Table 5. Content strategy for LinkedIn

	<p>FLIARA Project</p> <p>https://www.linkedin.com/company/fliara-project/</p>
	<ul style="list-style-type: none"> 📷 Photos and videos from project events and activities.



- 📌 Project updates on progress.
- 📌 Share relevant news articles, research papers, or publications related to women in agriculture and rural areas.
- 📌 Encourage audience engagement by asking questions or running polls related to agriculture, innovation, or rural development.
- 📌 Share educational content, such as tips, resources, or best practices for women in agriculture and rural entrepreneurship.
- 📌 Promote upcoming webinars, workshops, or events related to the project and invite audience participation.

Using targeted posts on social media platforms, FLIARA can refine its messaging and engage with people and organisations who are passionate about promoting change in these areas. The WP6 team from CE will regularly monitor and respond to social media comments, using this data to improve the project's communication and engagement tactics. Each social media platform has its own audience, and specialised content will be generated over the lifespan of the project to increase traffic to the website and among FLIARA social media channels by increasing followers, to gain more content's shares and raise awareness. Simultaneously, a strong social media strategy is critical to the project's success in reaching its target audience and fulfilling its D&C objectives.

To track progress and build networks, a table has been built as a database and contains all of the social network addresses of the partners, making it possible to exchange information and material with other partners. Through connecting and grouping the partners, this will enable the project to have a stronger and more organised online presence. The social networks of the partners are included in the annexes section of the present deliverable.

2.3.4. WEBSITE

Building on the developed visual identity and the logo, a well-designed and user-friendly website is essential for a good communication of the project. In this sense, D6.4 has been submitted to the EC regarding the Project Website development in the fourth month of the project. The website's communication functionalities are outlined below both the frontend and the backend:

2.3.4.1 FRONTEND

The frontend is essential to the success of a website, as it is the first thing that users see when they visit the site. A good frontend should be visually appealing, easy to navigate, and responsive to different screen sizes and devices. It must also be optimised for fast loading times, as users are more likely to abandon a website if it takes too long to load. The FLIARA website responds to all of the elements in its design.



Figure 23. Website 1

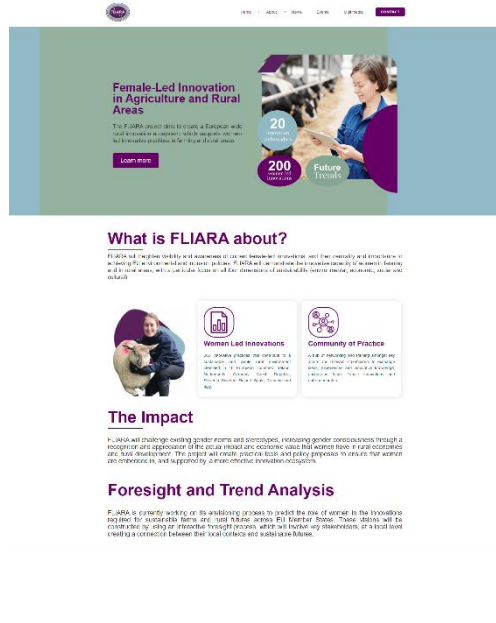


Figure 24. Website 2

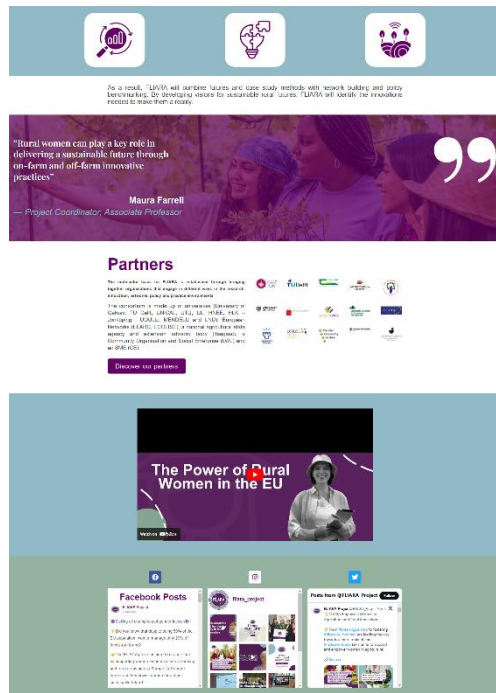
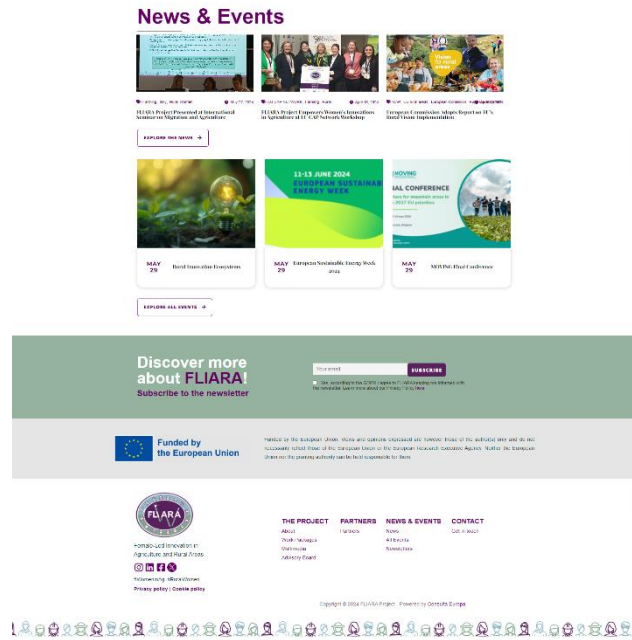




Figure 25. News & Events section on the Website



The homepage of the FLIARA website features a clean and modern design, with a prominent header that includes the project logo and menu. The main content area of the homepage features a slider with high-quality images and short descriptions of the project created to communicate the overall objective of FLIARA, along with links to more information. Below the slider, there are sections that highlight key project descriptions and news and events, with links to more detailed information.

The frontend of the www.fliara.eu website has been developed using modern web technologies, specifically HTML, CSS and JavaScript. The website uses a responsive design approach, which means it adjusts its layout and content to fit different screen sizes, from large desktops to small mobile devices. This makes the website accessible to a wider public, regardless of the device they are using to access it.

In particular, the frontend of the www.fliara.eu website has been developed with a focus on user experience and accessibility, using modern web technologies and a responsive design approach. The website features a clean and modern design with intuitive navigation and clear calls to action, making it easy for users to find the information they need and engage with the project.

2.3.4.2 BACKEND

On the other hand, a backend is the part of the website that the user does not see, which includes the server, application, and database that manage and store the website's data. It is responsible for processing requests from the frontend, generating dynamic content,



and managing user data as outlined in D6.4 FLIARA Project Website. The backend is what powers the functionality and interactivity of a website, such as user authentication, content management and database management. The table below outlines the definition of the main technologies used to develop the FLIARA website components:

Table 6. Definition of backend terms:

Term	Definition
PHP (Hypertext Preprocessor)	A server-side scripting language used to create dynamic websites and web applications.
WordPress	A free and open-source CMS used for website content and structure management.
MySQL (Structured Query Language)	An open-source relational database management system used to store and manage website data.

In the case of www.fliara.eu, the backend has been built using a combination of server-side scripting languages such as PHP and a content management system (CMS) such as WordPress. PHP is a popular open-source server-side scripting language used to create dynamic websites and web applications. It is often used in conjunction with a CMS like WordPress, which provides a user-friendly interface for managing website content and structure.

WordPress is a free and open-source CMS that allows users to create and manage websites without having to write any code. It is widely used for its flexibility, ease of use, and maintenance. WordPress also supports various plugins and themes that can be used to add additional functionality and customise the website's appearance.

The CE Information Technology (IT) department has developed the FLIARA website CMS in WordPress for the correct smooth and navigability of the platform in preparation of future changes and new features as the project progresses. Also, a series of tools have been created from scratch based on the Project Website in the backend, so that WP6 can correctly publish, edit, delete content and perfectly run the platform.

To store and manage data, the backend of www.fliara.eu integrates a database management system such as MySQL. MySQL is a popular open-source relational database management system that is often used with PHP and WordPress. It is designed to handle large volumes of data and provide fast access to that data. MySQL



can be used to store and manage a wide range of data types, including text, images, and multimedia.

The FLIARA project's website, exemplifies the importance of its integration, with a frontend that has been designed with user experience in mind, and a backend that is powered by PHP and WordPress and managed through a MySQL database. The end result is a website that can be easily navigated by users across the EU and beyond, with a high level of security and performance, and that is optimised for search engines, allowing for maximum visibility and reach.

2.4. DISSEMINATION ACTIVITIES

2.4.1. PRESS RELEASES

Press releases are an important component of the FLIARA communication and dissemination strategy, which aims to connect with traditional dissemination channels, particularly those relevant to women working and living in rural areas, such as agricultural press and education and training platforms. Press releases not only contribute to highlighting a brighter future for women in rural areas across Europe, but also can lend support to their importance in achieving EU environmental and inclusion policies.

The publication of at least 20 press releases in different media has been sought, playing a crucial role in enhancing its visibility and impact. The press releases will also aid in forging linkages with agricultural press, policy makers and education and training platforms, while also reaching out to women living and working in rural areas. As outlined in the **section 5.3.6** of the present deliverable, project partners have already made significant progress in the development of press releases by showcasing FLIARA to a wider audience and creating greater awareness of the project and its goals.

2.4.2. NEWSLETTER

FLIARA aims to keep its stakeholders informed and updated about its progress, activities, and achievements throughout the project's duration. A newsletter will be issued biannually, starting from June 2023 and serve as an update on the project's accomplishments, initiatives, and relevant information. The newsletter will be distributed to both consortium members and external subscribers, with English as the default language. The feasibility of translating the newsletter into other project partner languages will be evaluated by the Consortium, and each partner will assume responsibility for its translation.

The design of the newsletter will align with the project's visual identity and will be made available in both HTML and PDF formats. To compile each newsletter edition, active participation from partners is essential. Partners contributions are requested two weeks prior to the scheduled release of each newsletter. The table below outlines the timeline, main content sections, and the deadline for partner contributions (subject to project needs and outcomes):



Table 7. Partner's contribution

Issue No.	Contributions by Partners	Release Date	Content
1	May 30, 2023	June, 2023	<ul style="list-style-type: none"> • Introduce the Project • Presenting 4 Partners (Their role) • Introducing the Stakeholder Advisory Board • FLIARA Conceptual Framework • Women-led Innovation Research Review • Future Vision Manifestations • Campaign of Visibility • Kick-off Meeting • Attended Events • Sister Projects (if applicable)
2	November 30, 2023	December, 2023	<ul style="list-style-type: none"> • Presenting 6 Partners (Their role) • Progress, news, and updates on ongoing activities • Sustainability Innovations • Female-led innovations: Europe • Future events
3	May 28, 2024	June, 2024	<ul style="list-style-type: none"> • Presenting 5 Partners (Their role) • Feature on innovative case studies • Project news and results • Attended Events • Future events • Policy Benchmarking: Summary of the assessment



			<ul style="list-style-type: none"> • Community of Practice network
4	November 29, 2024	December, 2024	<ul style="list-style-type: none"> • Announcement of new collaborations for the • Project's final year: What's coming next? • Results of the case studies by country (Fact sheets) • Community of practice network events for 2025 • Practice Abstracts – (Batch 1) Dissemination
5	May 31, 2025	June, 2025	<ul style="list-style-type: none"> • Project News • Summary of outputs • Final Conference Invitation • FLIARA Toolkit Announcement • Collaborations • Attended events
6	November 28, 2025	December, 2025	<ul style="list-style-type: none"> • Final project summary and future outlook • Final Project News, including a final conference • A summary of the major findings and conclusions from the FLIARA experience • Practice Abstracts – (Batch 2) Dissemination • Following actions to exploit and sustain project outcomes throughout time

The newsletter will also include updates on upcoming events, workshops, and conferences related to the project, as well as new publications and other relevant information. It is important to note that the content for the newsletter will be drawn from the communication and dissemination material prepared throughout the project, ensuring that it is aligned with the overall project goals and strategies.

To register for the FLIARA project newsletter, stakeholders are invited to use the subscription box available on the project's website, specifically in the news section. The



newsletter distribution follows the European Union General Data Protection Regulation (GDPR) guidelines and is facilitated through a dedicated Newsletter Plug-In for Wordpress, ensuring compliance and data protection. Detailed information on GDPR compliance can be found at the following link: [GDPR Compliance Details](#). Therefore, all newsletters will be published in a dedicated section hosted on the FLIARA website, which can be accessed at <https://fliara.eu/newsletters/>.

Subscription to the newsletter is voluntary, and recipients will have the option to unsubscribe at any time using the provided opt-out link in each issue. For the FLIARA project, it is essential to have a legal basis, namely consent, to process personal data in the newsletter database. Therefore, the project relies on voluntary, specific, informed, and unambiguous consent from subscribers. A written record will be maintained to verify that proper consent has been obtained, clearly indicating when and how individuals have agreed to the processing of their personal data. Consent will be explicit and require clear affirmative action, ensuring transparency by using straightforward language and removing pre-ticked consent boxes.

Individuals who subscribe to the FLIARA newsletter and register for meetings or events enter their email address, which is required for newsletter delivery, as well as additional optional information. FLIARA will notify subscribers ahead of time about the purpose and use of their data. In compliance with GDPR regulations, CE, as the partner responsible for FLIARA's communication and dissemination activities, will process subscribers' data lawfully and fairly. Appropriate technical and organisational security measures will be implemented to safeguard the data, solely for the purpose of newsletter distribution and to generate anonymous and aggregated statistics upon request from the European Commission. Personal data collected will be stored safely by CE and will not be shared with other consortium members or external stakeholders.

To promote newsletter subscriptions, the invitation will be advertised on the project website and various social media channels. All consortium partners will be encouraged to invite selected international and local stakeholders to subscribe. Additional methods for promotion may include featuring the opt-in link on Facebook and Instagram, promoting the newsletter during FLIARA events, incorporating social media campaigns and subscription options in registration forms, and designing banners for publication on various websites, including partner sites and other digital channels such as the QR codes.

2.4.3. MULTIMEDIA AND NEWS TOOL

The FLIARA project's website hosts a powerful Multimedia and News Tool, specifically designed to foster collaboration among consortium partners. This innovative functionality empowers partners to contribute and publish captivating content in the form of videos or podcasts that aim to inspire and promote women-led innovations in agriculture and rural areas across the European Union. Partners are provided with an 'Informed Consent Template for Audio-visual Material' to ensure that all participants and stakeholders are



aware of and agree to the use of their images and information in project-related materials.

Through leveraging their unique perspectives and expertise, partners can post engaging multimedia content that resonates with diverse audiences and ignites creativity and innovation.

The Multimedia Tool supports content publication in partners' respective languages, ensuring inclusivity and accessibility for stakeholders throughout the project's lifespan. To ensure quality and security, WP6 oversees the content approval process, ensuring that all published material aligns with the project's objectives and maintains the highest standards of excellence. The Multimedia Section on the FLIARA website serves as a vibrant hub of inspiration, fostering knowledge exchange, and driving the visibility and impact of women in agriculture and rural innovation. Members of the consortium with access can promote content through this platform by accessing: <https://www.fliara.eu/submit-post/>

Figure 26. Multimedia Tool

Multimedia tool

The screenshot shows a web form for submitting multimedia content. It includes a 'Title' field with a placeholder 'Here goes a Title'. Below it is a 'Featured Image' section with a 'Choose Files' button and the text 'No file chosen'. The 'Categories' section has a dropdown menu currently set to 'Videos'. The 'Meta fields' section contains four input fields: 'Name of the Author or Channel', a text field with '30', 'www.linktothecontent.com', and a 'Select language' dropdown menu. At the bottom left of the form is a purple 'PUBLISH' button.

A News Tool has been developed as part of the FLIARA project's commitment to knowledge dissemination and collaboration. The News Tool will actively involve consortium partners in sharing valuable insights and information. Through this intuitive platform, partners can contribute articles, summaries, and various written content to be disseminated across the project's website.

Partners can use the News Tool to highlight their accomplishments, research findings, relevant information, and ongoing project's progress in agriculture and rural areas. This collaborative strategy guarantees the project has a dynamic and informative online presence, increasing exposure and encouraging the exchange of ideas and experiences



among partners, stakeholders, and the larger community. The News Section on the FLIARA website serves as a vibrant source of up-to-date information and a testament to the collective efforts and expertise of the consortium partners. The tool can be accessed, by using the consortium's login details shared by CE at: <https://www.fliara.eu/submit-news/>

Figure 27. FLIARA news tool

FLIARA news tool

Title

FEATURED IMAGE (SUPPORTED EXTENSIONS: JPG, PNG) (MAX. RESOLUTION: 2500PX*2500PX)

Content

ADD MEDIA ADD PHOTO GALLERY

PARAGRA... **B** *I* [List] [List] [Quote] [List] [List] [Link] [List] [List] [List] [List]

P = STRONG

Tags (write tag name and hit Enter) (main tags: Farming, Leadership and Rural)

2.4.4. EVENTS AND CONFERENCES

International conferences, congresses, seminars, exhibits, and fairs are effective ways of reaching out to various stakeholders, making them key components of the FLIARA Project's dissemination activities. The participation of project partners in such events will enhance the project's visibility and engagement with stakeholders and other European projects. Consortium partners are encouraged to participate in events they consider relevant for disseminating the project. In addition, WP6 will regularly publish potential physical or virtual events aligned with the dissemination strategy and promote relevant news on social media and the project website. WP6 Leader, with the support of project partners, will periodically map out events. Partners are requested to inform WP6 Leader about dedicated events their organisations are planning to organise or attend at the EU/national level.

2.4.5. VIDEOS AND PODCASTS

During the FLIARA project, a series of videos will be created to enhance stakeholder engagement and raise awareness of the project's objectives. These videos will serve as a visually appealing means to showcase project progress, highlight female-led innovations, and create short video blogs. It is devised to open a YouTube Channel to



upload all videos when produced. YouTube then will serve as a platform to disseminate and to extract the videos for easy sharing through partner websites and the FLIARA toolkit, ultimately increasing the project's visibility.

The videos will take various forms, including short video blogs, videos featuring female innovators, and case study videos detailing specific innovative projects. For instance, there will be 10 video blogs produced from a selection of 10 out of the **200 case studies** with a focus on their innovations. Additionally, **another 10 videos** will be produced to showcase female innovators from the Innovative Ambassadors to be selected under WP3. Relevant partners that will engage directly with 200 female innovators and entrepreneurs will cooperate with WP6 Leader CE to provide the necessary material such as clips and audios to support the production of the video blogs. This multimedia content will help to effectively communicate and disseminate to a wider audience, amplifying the impact and reach of the FLIARA Project.

Beyond video blogs, it is planned to create ten engaging podcasts (5 focused on farms and 5 on rural regions). The material shall mainly be produced in English as the consortium working language. Additional recordings in national languages might be considered and discussed when relevant as the project progresses. Partners involved directly with innovators are expected to support CE in the identification and engagement of podcasts' speakers, as well as the recording of certain audio materials as needed.

The project will therefore create compelling podcasts that not only highlight the achievements of women in farming and rural areas, but also motivate others to follow in their footsteps by using their experience in communications and their connections with the innovators. The podcasts will reflect the diversity of female-led innovations, encompassing a range of themes, geographies, and scales.

2.5. MONITORING AND EVALUATION

This section includes a thorough set of indicators and monitoring activities and calendar for tracking the performance of dissemination campaigns based on the requirements of the Grant Agreement. Monitoring and Evaluation activities outlines the specific monitoring and evaluation activities to be carried out, their schedule, and the respective responsibilities of the partners involved.



Table 10. Monitoring and Evaluation activities

Communication activity / tool	Indicators / data	Schedule / frequency of monitoring	Responsible partner
Website and social media	<ul style="list-style-type: none"> • Number of visits • Number of posts • Number of cross-linking 	<ul style="list-style-type: none"> • Biannual 	CE
Participation to other events	<ul style="list-style-type: none"> • Press release • Title of the event • Place and date • Number of attendants • Description of the participation • Pictures 	<ul style="list-style-type: none"> • All information to be filled/sent one week prior; • Pictures to be sent the day or the day after for communication purposes. 	Project partners
FLIARA's events	<ul style="list-style-type: none"> • Press release, title of the event, place and date, number of attendants (signature list), description of the participation • Pictures • Number of posts related to the event 	<ul style="list-style-type: none"> • Information to be filled/sent two weeks prior; • Pictures to be sent the day or the day after for communication purposes; • Number of posts. 	Partner responsible for the organisation of the event
Dissemination report on communication and dissemination activities performed	<ul style="list-style-type: none"> • Name of the partner • Name of press release published, • N° of news published on the partner's website • N° of scientific articles • N° of local/national events attended • N° of international events attended • N° of appearances in local media (radio, tv, newspaper) 	<ul style="list-style-type: none"> • Biannual 	Project partners

As part of the regular monitoring process coordinated by CE, partners will be periodically asked to provide information on the dissemination and communication activities they have undertaken. This includes organising events, publishing news and press releases, and delivering presentations at conferences. Drawing from the information provided by partners, CE can develop improvements for future WP6 activities and perform adjustments to the FLIARA dissemination, communication, and exploitation plan (See Annex 2).



In order to assess the impact of the project's outreach efforts, monitoring and evaluation indicators are needed. The indicators listed below can be used to measure progress and identify areas for development, but they also allow the project team to demonstrate the project's and its activities' impact to target groups.

Table 11. Monitoring and evaluation indicators

Communication activity / results	Indicator	Target
Events	<ul style="list-style-type: none"> Participation in national/EU events International conference N° of attendants to the international conference 	<ul style="list-style-type: none"> Participation to 6 events 1 international conference in Brussels 80 attendants
Newsletter	<ul style="list-style-type: none"> Production of newsletter Subscribers Readers reached per issue 	<ul style="list-style-type: none"> 6 newsletters 500 subscribers 150 readers per issue
Press releases	N° of press releases	<ul style="list-style-type: none"> At least published in total
Project website	Site visits per month	<ul style="list-style-type: none"> 10.000 site visits
Publications	N° of peer reviewed publications	<ul style="list-style-type: none"> At least 3
Non-scientific publications	N° of publications	<ul style="list-style-type: none"> At least 15
Factsheets	N° of factsheets	<ul style="list-style-type: none"> At least 200
Submission of abstracts	N° of abstracts	<ul style="list-style-type: none"> At least 14
Social media	Followers (LinkedIn, Twitter/X, Facebook, Instagram)	<ul style="list-style-type: none"> 2000 followers in total
Videos	N° of videos produced	<ul style="list-style-type: none"> At least 20 (video blogs and videos of women-led innovations)
Podcasts	N° of podcast produced	<ul style="list-style-type: none"> At least 10
Webinars	N° of webinars	<ul style="list-style-type: none"> At least 1 for civil society organisations At least 1 for researchers At least 2 for policy makers
Community of Practice Networking Events	N° of events	<ul style="list-style-type: none"> At least 4
Gender Specific Guide to Innovation	N° of guides	<ul style="list-style-type: none"> At least 1
Communication campaigns	N° of communication campaigns	<ul style="list-style-type: none"> At least the 5 defined communication campaigns
Dissemination material	N° of prints	<ul style="list-style-type: none"> At least 1 roll up, 1 leaflet, 1 poster, 1 template for word and 1 for ppt
Project website	N° of visits throughout the project	<ul style="list-style-type: none"> Developed and maintained throughout the project
Attendance at events	N° of attendance	<ul style="list-style-type: none"> At least 5 events will be attended throughout the project
Synergies with other projects	N° of Synergies with other projects	<ul style="list-style-type: none"> At least 5



3. VISIBILITY CAMPAIGN (FIRST PHASE)

The FLIARA project aims to increase visibility and impact of women led innovations through a Visibility Campaign under Task 6.2. The first stage of the Campaign of Visibility has commenced in M06 through the promotion on the FLIARA website and sharing content and related content on social media networks.

This campaign has been updated in M18 in the current D6.2 Plan for Dissemination and Exploitation including Communication Activities V2 as a second phase. A variety of content will be created for this campaign, including generating educational, useful designs that support FLIARA's visibility and reach through quality content. The first version of the campaign revolves around the principles of Inbound Marketing, creating content to attract potential users actively looking for related themes to FLIARA via the internet to reach a wider audience and spread the word about the FLIARA project.

Given that inbound marketing material can be shared on social media, it can gain popularity through word-of-mouth and influence users over the long run by connecting with them on various social media platforms and directing these users to the FLIARA website. Thus, dedicated content has been prepared under the connected social media strategy for the project and the FLIARA website, shaping the future and popularity of the upcoming FLIARA Toolkit. Below is a list of the themes that have been derived from FLIARA deliverables outlined below that shapes the first stage of the campaign from M1 to M18 and the type of social media content may vary according to the project's needs:

Table 12. Type of social media content for the first stage of the Campaign.

Origin of the Topic	Type of social media content	Content Description
D.1.1 FLIARA Conceptual framework	Infographic	A visual representation of the FLIARA conceptual framework explaining the different components.
	Blog Post	An in-depth article discussing the FLIARA conceptual framework, its development, and its importance in promoting women-led innovation in farming and rural areas.
D 1.2 Women-led Innovation	Video Interview	Interviews with researchers who have conducted the studies on women-led innovation in farming and rural areas,



Research Review		discussing their findings and their implications for policy and practice.
	Social Media Graphics	Share interesting statistics or quotes from research studies on women-led innovation in farming and rural areas in the form of graphics that can be shared on social media.
D 2.2 Future Vision Manifestations	Short Video Clips	Short videos featuring women farmers and rural entrepreneurs discussing their visions for the future of farming and rural areas, and how their innovations are contributing to that future.
	Interactive Map	Create an interactive map showcasing different innovative practices and solutions led by women in farming and rural areas, and how they contribute to a more sustainable and equitable future.
D 2.3 Sustainability Innovations	Photo Gallery	A collection of photos showcasing innovative and sustainable farming practices led by women, such as regenerative agriculture, agroforestry, and urban farming.
	Blog posts	In-depth articles or blog posts featuring case studies of women-led innovations that promote sustainability in farming and rural areas, highlighting the benefits and impact of these practices.
D 3.2 Inventory of female-led innovations	Testimonials	Quotes and stories from women who have successfully implemented innovative practices in farming and rural areas



	Podcast or Webinar	Host a podcast or webinar discussing the different innovative practices led by women in farming and rural areas, featuring interviews with female entrepreneurs and farmers who have developed these practices and involving the Project Coordinators.
	Blog Posts	Articles or essays discussing the importance of female-led innovations in farming and rural areas and providing insights on how to encourage and support these innovations.
	Social Media Interactions	Encourage partners and women-led innovators to make a dedicated post about FLIARA to cause recognition of the project in their virtual communities.

FLIARA partners involved on the aforementioned topics will be asked to prepare a summary of their activities, to make sure multimedia content is available for the visibility campaign over the lifespan of the project. This process will also help the WP6 leaders to boost the outreach of the outputs and findings of the project, when applicable. Moreover, partners are encouraged to consider the following contributions for WP6 to create informative and engaging material:

Table 13. Contributions from partners

Type of content	Contributions from partners
Infographics	Relevant data, statistics, and other information related to the project's outcomes.
Videos or photos	Footage or images of the project's outputs, events, or other activities.



Testimonials	Positive feedback from project participants, stakeholders or relevant quotes from innovators.
Participation of sister projects	Case studies, shared experiences, and best practices related to FLIARA projects.

The next phase of the Visibility campaign will consist of spotlighting 200 existing women-led innovations in ten different EU countries. Podcasts, Video Blogs and 200 fact sheets will be prepared, and the content will be uploaded to the website. Partners involved are requested to consider the elaboration of these materials for the correct dissemination of the project and transmit a clear picture of the value of women-led innovations and how they play a key role on gender equality in agriculture and rural areas.

Elements of this phase will be still applied throughout the project and linked to developments of the FLIARA Project. As the project progresses the campaign will be progressively updated according to the results. For this reason, WP6 will be in constant preparation of up-to-date content as it arises. Also, WP6 encourages partners to share information that can be used to develop various forms of content such as infographics, videos or photos, testimonials, and short-form videos. Infographics are an excellent way to present important information in a way that it is easy to understand and visually appealing. Videos or photos can be used to showcase the project's outputs and outcomes, giving viewers an idea of what the project has accomplished. Testimonials and the participation of other sister projects can also be used to demonstrate the positive impact of FLIARA projects. Finally, short-form videos can be shared on various platforms to provide brief capsules of information from FLIARA partners.

3.1. SOCIAL MEDIA CAMPAIGN

Social media content is an essential component of the FLIARA's campaign of visibility. Through the strategic use of social media, the project can establish itself as a relevant hub in the field of women-led innovation in agriculture and rural areas and foster a community of stakeholders interested in promoting and supporting these initiatives.

To achieve this goal, WP6 team has developed a comprehensive set of social media guidelines. These guidelines were shared with all consortium members and presented during the project meeting held on March 30th, 2023. The guidelines provide clear and concise instructions on how to use social media platforms such as Twitter/X, Facebook, LinkedIn, and Instagram to disseminate and communicate project-related content effectively.

The guidelines include practices for creating and sharing content in their institutional channels, such as using relevant hashtags and tagging appropriate accounts, as well as guidelines on how to proceed when attending events and ideas of content to share with



the WP6 leader. These guidelines will help partners to deliver good quality content for social media aligned with the campaign of visibility all along the project’s duration and beyond.

The social media guidelines are included in Annex 1 of the present deliverable.

3.1.1. HASHTAGS

Hashtags are a way to disseminate and communicate information on most social media platforms. To expand the reach and take advantage of current trends, FLIARA will utilise different hashtags to categorise similar content and connect their project with others. By doing so, it will be easier to organise and group related content, and hashtags can encourage engagement among individuals. Table 15 below lists of hashtags that can be used in addition to those that connect with FLIARA’s own media content.

Table 14. Hashtags.

Trending and media hashtags	
#Innovation	#WomenInAg
#WomenLedInnovation	#WomenInspiringWomen
#FLIARA	#GenderInEquality
#FLIARAEU	#RuralInnovation
#CommunityOfPractice	#RuralWomen
#Women	#RuralCommunity
#GenderEquality	#Sustainability
#FemaleLed	#HorizonEU
#RuralWomen	#Enviroment
#WomenAgri	

3.2. TRADITIONAL MEDIA STRATEGY

The members of the project represent a key component of this strategy; hence, they are encouraged to leverage their local media connections to promote the project during the lifetime of FLIARA and in line with the campaign. This could include interviews with local radio and TV stations, podcasts, and features in local magazines.

Through establishing relations with local media, the project can increase awareness and exposure of its innovative practices among the general public. This increased visibility will share knowledge and learnings of existing practices. In this sense, consortium partners aligned with the project’s communication team who will coordinate media



outreach efforts and ensure a consistent message across all traditional channels. The following preliminary ideas are suggested:

Radio:

- ☞ Contact local radio stations, especially in rural areas and pitch a story about the FLIARA project and the women-led innovations happening in the region.
- ☞ Offer to participate in an interview or panel discussion to share more information about the project and its impact.
- ☞ Provide key talking points and quotes for the radio host to use during the segment.

Television:

- ☞ Pitch a story to local TV news stations about the FLIARA project and the women-led innovations taking place in the area.
- ☞ Offer to schedule an interview or provide b-roll footage of the project and its participants.
- ☞ Provide a press release or fact sheet about the project and its key messages.

Podcasts:

- ☞ Identify relevant podcasts in the agriculture or rural development space and pitch a story about the FLIARA project and its impact on women-led innovation in your locality.
- ☞ Offer to participate in an interview or provide a guest post for the podcast's website.
- ☞ Provide key talking points and quotes for the podcast host to use during the episode.

Magazines:

- ☞ Research relevant local or rural-agriculture magazines and pitch a story about the FLIARA project and the women-led innovations taking place in the region.
- ☞ Offer to provide a written piece or interview for the magazine, including photos or other multimedia assets.
- ☞ Provide a press release or fact sheet about the project and its key messages.

WP6 leader CE will provide support to relevant partners for material adaptation, graphics, and elaboration.



3.3. FLIARA NETWORKING EVENTS

3.3.1. COMMUNITY OF PRACTICE NETWORKING

Task 4.2 of **WP4** is responsible for organising four FLIARA Community of Practice Networking Events in **Ireland (M18)**, **Slovenia (M22)**, **Italy (M26)**, and **Sweden (M30)**. These event locations have been determined based on a geographically spaced typology established in WP3 and WP4, considering four macro-regional hubs. The networking events will bring together relevant stakeholders, including 20 women Innovation Ambassadors. These 20 women have been selected from the case studies conducted in WP3. The Innovation Ambassadors, who are women leading innovative practices in farming and rural areas, will play a central role in these events.

The FLIARA Community of Practice Networking Events will serve as platforms for knowledge exchange, showcasing innovative practices, and fostering visibility for women in agriculture and rural innovation. The events will also facilitate engagement with key actors involved in rural and farming innovation, such as SCAR AKIS, EU and National AKIS Coordinating Bodies, EU and National CAP Networks, Policy Makers and the Stakeholder Advisory Board. These events aim to promote collaboration, share best practices, and provide valuable insights for policy development and implementation.

WP6 is dedicating significant efforts in Task 4.2, focusing on communication and dissemination, stakeholder engagement which supports the organisation of the events, and the development of promotional materials. This includes creating and executing mailing campaigns as well as outlining the engagement process, designing graphics, coding HTML materials, and managing interactions with potential registrants to ensure their engagement with the events. Additionally, WP6 is responsible for developing forms and content via EU Survey, monitoring new registrants, and contributing to the overall promotional strategy as outlined in Deliverable 4.1 – Strategic Action Plan.



4. VISIBILITY CAMPAIGN (SECOND PHASE)

From M18 to M36 of the project timeline, WP6 will maintain its visibility campaign initiated in M6 under Task 6.2. The initial phase of this campaign, as outlined in D6.1, the first version of the current deliverable, aimed at two primary objectives.

Firstly, it sought to raise awareness about the FLIARA project, and secondly, it aimed to foster a community of users and followers around the project's initiatives. This was achieved through various strategies, such as promoting the project on the FLIARA website, sharing content across social media platforms, engaging with media and press outlets, EU-level organisations, establishing dedicated sections on the website, generating blog articles and press releases, and actively participating in dissemination events involving all project partners. The ongoing campaign's progress is comprehensively detailed in Section 6 of the WP6 activity progress report.

FLIARA has strategically identified key target groups for the project, which include policymakers, innovation support services, the scientific community, and civil society organisations and associations. These target groups were identified during the proposal stage of the project, emphasising their importance and relevance to the project's objectives and focus.

Considering target groups in a visibility campaign is pivotal for multiple reasons. On one hand, it ensures that campaign efforts are channelled towards relevant stakeholders who hold a significant interest or sway in the project's success. In the context of the FLIARA project, targeting policymakers, innovation support services, the scientific community, and civil society organisations aligns seamlessly with the project's objectives and focal points, thereby enhancing its potential impact. On the other hand, engaging with these target groups fosters partnerships, collaborations, and advocacy endeavours that can lead to wider adoption and implementation of the project's outcomes.

4.1 VISIBILITY PROCESS

The campaign can effectively raise awareness, cultivate a supportive community, and drive substantial engagement towards realising the project's goals by tailoring communication strategies and activities to cater to the specific needs and interests of these groups.

The strategic visibility campaign actions outlined in **D4.1—the Strategic Action Plan** by WP6—are intricately linked to the activities of the Community of Practice events under WP4 and were necessary to be included to foster an overall understanding to highlight the innovative contributions of women in agriculture and rural areas to the main target groups of the project and to ensure consistency across WPs.

In this sense, the visibility campaign aims to spotlight the innovative role of women in agriculture and rural areas across the 10 project's countries in the EU thanks to the insights and experiences gained under WP3, particularly from the development of case studies featuring 200 women innovators and the careful selection of 20 project



ambassadors among them. The 200 case studies fact sheets including the 20 ambassadors will be featured on the project's website and the 20 ambassadors will take part on social media as outlined later in the document. These actions are part of a cohesive effort to amplify the project's visibility, engage key stakeholders, and drive meaningful impact within the targeted communities.

4.1.1 COMPONENTS OF THE SECOND PHASE OF THE VISIBILITY CAMPAIGN

Visibility in the context of communication and outreach is a strategic process aimed at enhancing awareness, understanding, and engagement with a particular project, initiative, or organisation. The visibility process of this campaign until M36 will consist of several key components:

- **Audience Analysis:**

- ✎ Constantly identifying new audiences: policymakers, sister projects, researchers, farmers, rural communities, and the general public.
- ✎ Understanding of their needs, interests, and communication preferences.
- ✎ Tailoring the campaign's messaging and content accordingly.

- **Message Development:**

- ✎ Develop key messages that resonate with target groups.
- ✎ Articulation of the project's goals, objectives, achievements, and value proposition.
- ✎ Ensuring that the messaging is clear, compelling, and aligned with the project's overarching narrative.

- **Content Creation:**

- ✎ Create diverse and engaging content formats: articles, blog posts, infographics, videos, podcasts, and social media posts.
- ✎ Each content piece should serve a specific purpose: educating, inspiring, or advocating for change.

- **Multichannel Distribution Strategy:**

- ✎ WP6 will leverage multiple communication channels to amplify reach and impact.
- ✎ Traditional channels' utilisation: press releases, media interviews, and newsletters.
- ✎ Use of the digital channels: social media platforms (Twitter/X, Facebook, LinkedIn, Instagram), website content, and online forums.
- ✎ Tailor the distribution strategy to each channel's strengths and audience demographics.



- **Engagement and Interaction:**

- 🔗 Foster engagement and interaction with the target audience.
- 🔗 Create opportunities for dialogue, feedback, and participation through events, webinars, and interactive content.
- 🔗 Build rapport, trust, and advocacy for the FLIARA project.

4.2 STRATEGY FOR SPOTLIGHTING 200 WOMEN-LED INNOVATORS IN AGRICULTURE AND RURAL AREAS

In relation with the actions outlined in D4.1, the following strategy outlines the comprehensive approach WP6 will take to spotlight the 200 women-led innovators in agriculture and rural areas across the FLIARA project's 10 partnering countries. This approach encompasses objectives in line with the actions and its actions that will integrate various communication and dissemination tools to maximise visibility and impact.

4.2.1 USE OF WP3'S FACT SHEETS

WP6 developed four standardised fact sheet templates in coordination with WP3 (outlined in D3.1). Using these templates, partners gathered key details about the female innovators, their projects, and the impact of their work and delivered them in D3.3.

These fact sheets will be available in digital and printable formats for accessibility by WP6 on the project's website thanks to the results of D3.3. The content of the fact sheets will also be integrated into the FLIARA website's dedicated section, included in booklets, and used in press releases, social media, and blog articles. This ensures informative, visually consistent communication that effectively showcases the impact of women-led innovations and supports the overall FLIARA visibility campaign, which is detailed later in the present document.

4.2.2 DEDICATED SECTION ON THE WEBSITE

Objective:

Create an organised and accessible repository for the profiles and achievements of the 200 women-led innovators.

Actions:

- 🔗 WP6 will develop a user-friendly section on the FLIARA website dedicated to showcasing the profiles of the innovators.
- 🔗 This section will link to related blog articles, video interviews, and fact sheets to provide comprehensive information.
- 🔗 WP6 will ensure the section is regularly updated with new content and user-friendly navigation.
- 🔗 A search function will be incorporated to help users find specific innovators or innovations.



Additionally, the 20 ambassadors will have a dedicated section on the website linked to the other 180 innovators, where their profiles and contributions will be showcased. They will be promoted and actively engaged within the project's social media platforms to amplify their voices and highlight their role in driving innovation in agriculture and rural areas. This concerted effort aims to empower the ambassadors, enhance their visibility, and inspire others to follow in their footsteps, thereby fostering a vibrant and supportive community of women innovators across the European Union.

4.2.3 BOOKLETS

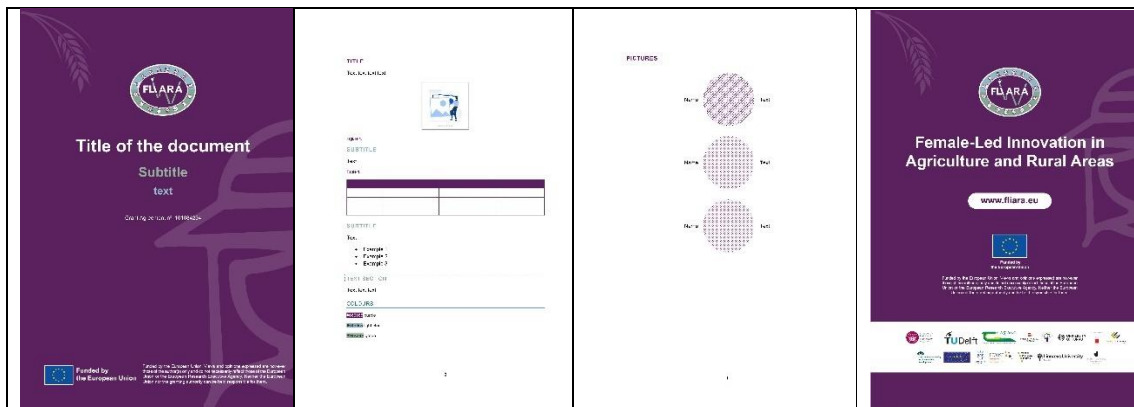
Objective: Produce high-quality, printable materials to disseminate at events and through partner networks.

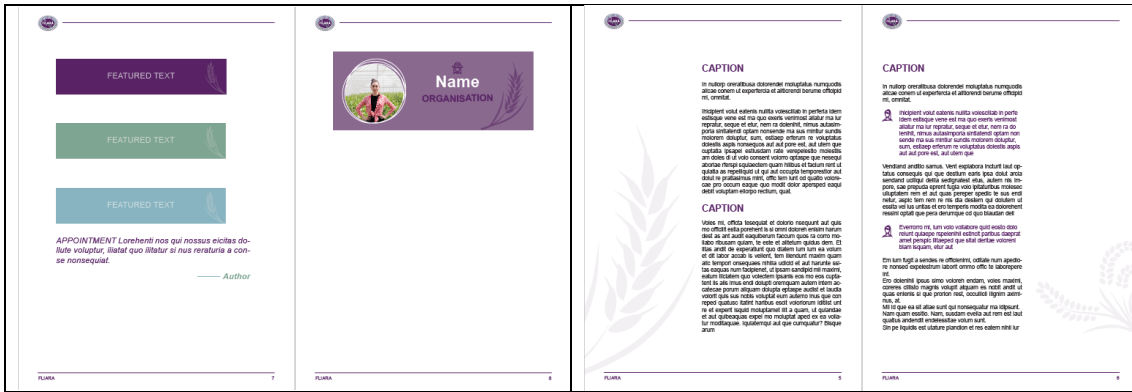
Actions:

- ✎ WP6 will create a booklet, highlighting key innovations and stories.
- ✎ Content will be collected and compiled from the fact sheets, case studies, and interviews.
- ✎ The booklets will be translated into the local languages of the 10 partnering countries for a broader reach.
- ✎ WP6 will distribute digital versions through the FLIARA website and physical copies at relevant events and through partner organisations.
- ✎ CE will incorporate a brief statement or watermark into the fact sheets and any related materials to indicate that they are in draft form and subject to potential changes pending approval by the EC. This will be removed once the materials are approved.

The figure below serves as a visual representation of the booklet:

Figure 28. Booklet preview





4.2.4 PRESS RELEASES

Objective: Leverage traditional media to increase public awareness and reach a broader audience.

Actions:

- WP6 will draft and distribute press releases to local, national, and international media outlets helped with partners.
- These press releases will highlight key milestones, such as the launch of the dedicated website section, the publication of booklets, and the successful completion of video interviews later in the project.
- WP6 will collaborate with partners to ensure translations and dissemination in their local languages.

Indications for partners have been already outlined in D4.1 by CE. WP6 will always provide templates of press releases to all partners in English ready to be translated and adapted to local media.

4.2.5 PAID ADVERTISING

Objective: Boost visibility and traffic to online materials through targeted advertising campaigns.

Actions:

- WP6 will develop targeted social media campaigns on LinkedIn, Twitter/X, and Instagram to promote the FLIARA project and its innovations.
- Paid ads will be used to highlight specific profiles, blog articles, and video content.
- WP6 will run Google Ads campaigns to increase traffic to the dedicated website section and other online materials.



Table 15. Segmentation

Segment	Description	Platforms
Geographic	Target specific regions in the 10 partnering countries	LinkedIn, Twitter/X, Google Ads
Demographic	Focus on specific age groups, genders, and professions	Facebook, Instagram
Behavioural	Target users based on their online behaviour and interests	Google Ads, LinkedIn
Contextual	Place ads on websites related to agriculture and innovation	Google Display Network
Remarketing	Target users who have previously visited the FLIARA website	Google Ads, Facebook

This way, WP6 aims to enhance visibility and engagement through targeted advertising, driving more traffic to the FLIARA website and its resources.

4.2.6 SOCIAL MEDIA POSTS

Objective: Utilise social media platforms to share updates and engage with a broader audience.

Actions:

- 🔗 WP6 will regularly post updates about the women-led innovations on FLIARA’s social media channels.
- 🔗 Dedicated hashtags (#FLIARACoP, #FLIARAImpires, #FLIARAEU, #WomenInAgri, #RuralWomen) will be used to increase visibility. More hashtags are mentioned in D4.1.
- 🔗 Relevant stakeholders and partners will be tagged to expand reach and encourage sharing.
- 🔗 WP6 will schedule posts to coincide with significant events and milestones for maximum impact.

4.2.7 BLOG ARTICLES

Objective: Provide in-depth stories and analyses to engage and inform the audience.

Actions:

- WP6 will write and publish blog articles that highlight the achievements and stories of women innovators.
- These articles will feature interviews, success stories, and case studies.
- Multimedia elements like photos and videos will be included to enhance the storytelling.

WP6 successfully piloted the Newsroom structure and blog creation for the project website in M14. This paved the way for a continuous stream of dedicated blog posts



derived from the fact sheets to commenced in M18 as part of the visibility campaign. Utilising these blog posts, FLIARA's social media platforms will be continuously fed with compelling information, as illustrated below:

Figure 29. Blog preview



4.2.8 VIDEO INTERVIEWS AND PODCASTS

Objective: Create dynamic and engaging content to highlight the voices and experiences of women innovators.

Actions:

- WP6 will conduct video interviews with the women innovators during the CoP events.
- Videos will be produced and edited to create engaging content for the website and social media.
- WP6 will record videos and podcasts during the Community of Practice events ensuring its dissemination on the social media networks of the project.



- For accessibility, WP6 will transcribe all videos and podcasts. Interviews in local languages will be translated with the help of project partners, ensuring the general public can access the content.

WP6 took the initiative to pre-design high-quality, engaging multimedia content that amplifies the voices of women innovators and enhances the visibility of their contributions. This ensures a smooth launch of the visibility campaign, seamlessly aligned with the project's established visual identity. Below is a storyboard that serves for WP6 as a template, which structures how the content will be visually processed during the edition of the videos and adapted with the real ambassadors of the FLIARA project.

Figure 30. Storyboard of the visibility campaign



In this sense, D6.5 of Innovation Women videos, podcasts, and video blogs will detailed the final version of the videos and stories of the 20 FLIARA ambassadors in M36. Guidelines to conduct the video interviews and the involvement of partners within this process on assisting with translations are outlined in Annex 4 of the present deliverable.

4.3 ONLINE OUTREACH GENERATION: CONTENT MARKETING

Nevertheless, following the principles of inbound marketing and leveraging the existing platforms established in accordance with D6.1, WP6 will maintain its content development structure. This decision is driven by the notable impact of FLIARA's results and the engaging interactions observed among FLIARA's audience across social media and the project website, as detailed in the previous chapter. In alignment with the



connected social media strategy outlined in D6.1, dedicated content will be crafted to resonate with the project's audience and enhance visibility.

Furthermore, WP6 will remain proactive in generating up-to-date content, anticipating emerging topics and developments stemming from the project's outcomes. In doing so, it aims to produce materials that align with the content descriptions outlined in the strategy table, ensuring a cohesive and impactful dissemination approach.

Table 16. Deliverable dissemination timetable.

Deliverable	Social Media Content Type	Content Description	End Month
D1.3	Infographic / Blog post	Highlight key findings on rural and farming policies	M17
D1.5	Blog post	Share initial policy benchmarking guidelines	M17
D2.4	Podcast / Blog post	Discuss women's contributions to sustainability	M18
D3.3	Blog post	Showcase women-led innovations in agriculture	M18
D3.4	Blog post	Provide insights from comparative analysis report	M24
D3.5	Blog Post	Summarize practice abstracts batch 1 findings	M24
D4.3	Broad Blog Article	Initial benchmarking findings: broad blog article	M24
D7.4	Broad Blog Article	Summarize practice abstracts batch 2 findings	M32
D5.3	Broad Blog Article	Discuss findings from gender benchmarking report	M35
D5.4	Broad Blog Article	Highlight policy workshop discussions	M35
D5.2	Instagram Story	Tease participatory scenario development report	M35
D4.5	Blog post / Guide	Share gender-specific guide highlights	M35
D6.5	Broad Blog Article / Video Blogs	Present insights from innovation women videos	M36
D5.1	Broad Blog Article	Share insights from policy booklet	M36

The above table outlines suggested types of social media content to promote and disseminate the results of each deliverable, providing a diverse range of formats to engage with various audiences across the different social media platforms of the project.

On the other hand, the project's activities, including events, workshops, and other key engagements, will be actively promoted across the project's social media channels and website, accompanied by relevant pictures and multimedia content. This promotional strategy aims to enhance the visibility and reach of FLIARA's initiatives, fostering broader awareness and engagement among stakeholders and the general public.

Partners are strongly encouraged to share materials from their activities with WP6 leaders to support these communication and dissemination efforts. This includes



photographs, videos, testimonials, and any other relevant content that can illustrate the project's impact and progress. Partners contribute to a richer, more dynamic portrayal of the project's achievements and disseminating efforts on social media and the website of the project by providing such materials.

This collaborative approach to content sharing and promotion is detailed in the Social Media Guidelines for Partners outlined in the annexes of the present update of the Plan for dissemination and exploitation including communication activities - V2. These guidelines offer comprehensive instructions on how partners can effectively participate in the project's communication strategy, ensuring a unified and coherent message across all platforms. Adherence to these guidelines will ensure that all promotional activities are aligned with the project's objectives and branding, maximising the impact of FLIARA's visibility campaign since the beginning of the project.

4.4 FLIARA LINKEDIN SPACE

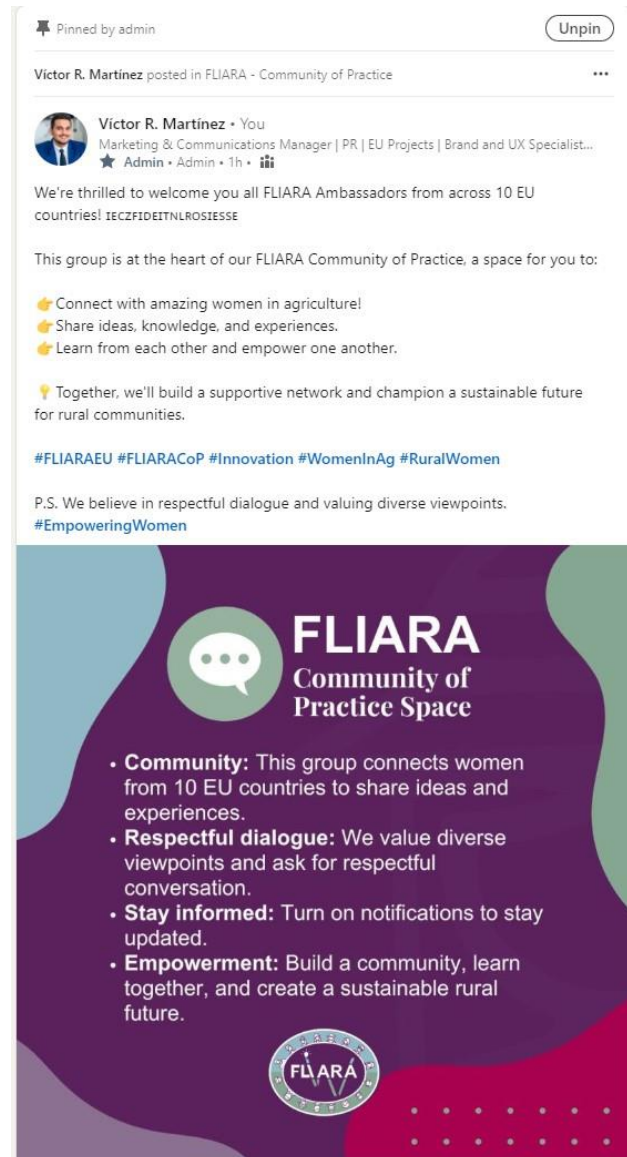
The FLIARA LinkedIn Space is a group that serves as a dedicated Community of Practice (CoP) space for sharing knowledge, insights, and updates based on the 20 ambassadors identified within the FLIARA project. Established under Task 6.2 and outlined in D4.1, this LinkedIn Group provides a centralised platform for project partners, innovators, and stakeholders to collaborate, exchange ideas, and stay informed about project developments.

Members of the FLIARA LinkedIn Group will have access to valuable resources derived from the project, engage in discussions, and connect with fellow innovators. Through this platform, participants also have the opportunity to share best practices, seek advice, and foster meaningful connections with like-minded women from diverse backgrounds and expertise in agriculture and rural development who share a common interest.

The LinkedIn Group offers a convenient space for partners to disseminate project updates, share success stories, and showcase the impact of FLIARA's initiatives as well. Additionally, it facilitates networking opportunities and collaboration among project stakeholders and innovators, helping to build a supportive and engaged community dedicated to advancing gender equality and innovation in agriculture. Below is a representation of the first post open by WP6:



Figure 31. WP6 LinkedIn post



With its user-friendly interface and robust features, the FLIARA LinkedIn Group encourages active participation and knowledge sharing among its members. The platform was officially presented on May 30th during the first CoP online meeting to partners and the project's ambassadors. FLIARA aims to amplify its visibility, broaden its reach, and catalyse positive change around the innovators. Members can visit the FLIARA LinkedIn Group at <https://www.linkedin.com/groups/9833161/>.



4.5 WEBSITE DEVELOPMENT FOR FLIARA INNOVATIONS AND AMBASSADORS' SECTIONS

As part of the visibility campaign, WP6 will also develop two dedicated sections on the FLIARA project's website to showcase the project's factsheets and highlight each of the 200 identified women-led innovations in Ireland, Czechia, Finland, Germany, Italy, the Netherlands, Romania, Slovenia, Spain, and Sweden. This development will take place from M18 to M30.

The website will feature detailed profiles of each innovator, providing insights into the local context from which their innovative practices emerged, the constraints and favourable conditions related to their cases, lessons learned, the impact of their innovations on rural areas, and the crucial role that women can play in rural transitions. The content for these profiles will be based on the comprehensive fact sheets conducted under WP3, as detailed in Deliverable D3.3, "Women-led Innovations in Agriculture and Rural Areas: Lessons Learned Report and Fact Sheets on Female Innovations."

4.5.1 MAPPING AND DATABASE CREATION

To date, WP6 it is mapping of all fact sheets provided by the consortium. These fact sheets, which detail various aspects of women-led innovations in agriculture and rural areas, have been meticulously organised in the common WP3 folder on the project's Microsoft Teams platform. This systematic collection and categorisation effort by WP6 has resulted in the creation of a comprehensive database created by CE. This database will serve as a critical resource, providing the necessary elements to populate and structure the relevant sections of the project's website. By doing so, WP6 ensures that all the valuable information gathered is easily accessible and effectively utilised for broader dissemination and engagement.

Figure 32. Factsheets categorisation

	A	B	C	D	E
	Ambassador	Email	Innovation	Country	Website
1	Brianald Gallagher	brianald@gmail.com	Galway Wood Co-op	Ireland	https://galwaywood.ie/
2	Unaile Kelly	unaile@connectagging.ie	Connac Tagging	Ireland	https://www.connacagging.ie/
3	Anna Carková	annacarkova@kymirake-slovakia.com	Kymirake Slovakia	Czechia	https://www.kymirake-slovakia.com/
4	Alitiana Nuyssens	alitiana.nuyssens@farmabedriek.be	Farm Bedriek	Czechia	https://www.farmabedriek.be/
5	Rita Pirkka	rita@naturvet.fi	Naturvet	Finland	https://naturvet.fi/en/naturvet-home/
6	Sonja Jokinen	sonja@lunauderitaksi.com	Lunauderitaksi	Finland	https://www.lunauderitaksi.com/
7	Anja Fry	anja.fry@fuerkassener.de	Budenberg	Germany	https://forbes.com/de/forbes/budenberg/
8	Dieth Wolfram Stühsemer	info@lvs-undgarten.de	Landschaftsbetrieb	Germany	https://lvs-undgarten.de/
9	Sarah Khoulifa	sarah.khoulifa@gmail.com	Coccolato	Italy	https://coccolato.com/finanziarstudente-it/
10	Sofia De Mermis	deermis.sofia@gmail.com	Avanzato Agricolo Autonomo	Italy	No website
11	Micki Ettinger	Micki.ettinger@gmail.com	Libar Terra Glasstreuentechnik	Netherlands	https://glasstreuentechnik.beheerka.eu/
12	Annette Harberink	diectie@warmondhof.nl	Warmondshof	Netherlands	https://schiedamscheheren.nl/
13	Faustina Marina Toma	marinatoma@gmail.com	Mari Art	Romania	https://marart.ro/
14	Anca Veronica Marica	ancomarica@gmail.com	Comana Coppia	Romania	https://comanecoppia.ro/
15	Patra Matos	matos5ra@gmail.com	Pari Istra	Slovenia	https://pariistra.com/en/
16	Saba Kriz	sebah@mlkocenje.si	Milkočenje Sebeh	Slovenia	https://www.mlkocenje.si/
17	Isabel Sanchez Tejedo	isabel@selvancherchajido.com	Escuela De Turismo Geriatrico	Spain	https://www.selvancherchajido.com/la-escuela-de-turismo-geriatrico/
18	Natalia Diaz	ecolapipa@gmail.com	Ecolapipa	Spain	https://ecolapipa.com/
19	Alexandra Larsson	alex@rosalotteritalkola.se	Rosa Körtet	Sweden	https://www.rosalotteritalkola.se/
20	Maria Axelsson	Maria@colveta.se	Örneta Östet	Sweden	https://www.ornetagen.com/en/about
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4.5.2 COLLECTION AND ALIGNMENT OF VISUAL CONTENT

In addition to mapping the fact sheets, WP6 has proactively reached out to all project partners to gather the images used in the creation of these fact sheets. This step is crucial for maintaining consistency and cohesion between the visual content on the website and the fact sheets themselves. By collecting these images, WP6 aims to seamlessly integrate visual elements, thereby enhancing the user experience and ensuring that the online content accurately reflects the documented innovations. This alignment between textual and visual content not only makes the website more appealing but also helps in conveying the stories of women innovators more effectively.

As the project moves forward, this organised database and the collected images will be instrumental in developing a user-friendly and informative website that showcases the innovative contributions of women in agriculture and rural areas. This work not only supports the project's goal of increasing visibility and recognition for women-led innovations but also ensures that the information is presented in a cohesive and engaging manner, thereby reaching a wider audience and fostering greater impact.

4.5.3 PREVIEW OF WEBSITE SECTIONS

4.5.3.1 INNOVATIONS SECTION

This section will include profiles of the 200 women innovators, showcasing their contributions and the impact of their work on agriculture and rural areas. Each profile will feature:

- 📄 Full Name
- 📄 Organisation/Practice
- 📄 Country
- 📄 Website
- 📄 Social Media Links
- 📄 Learn More Button for Detailed Fact Sheets

4.5.3.2 AMBASSADORS SECTION

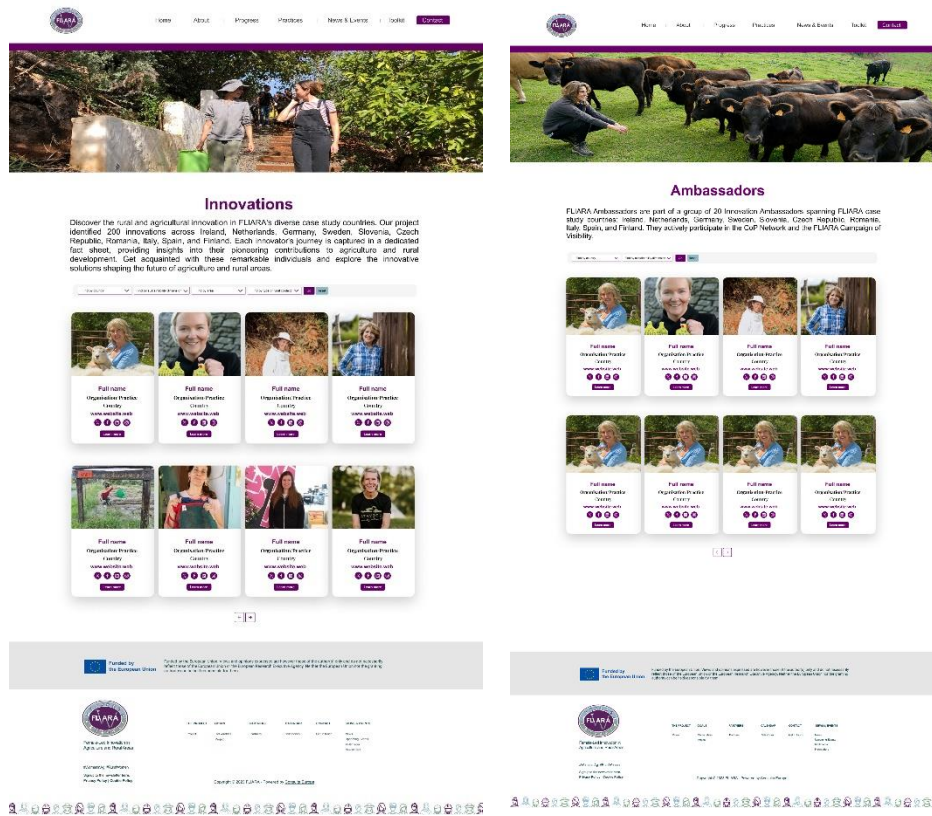
This section will highlight the 20 ambassadors involved in the project. Each ambassador will have a dedicated profile that includes:

- 📄 Full Name
- 📄 Innovation
- 📄 Country
- 📄 Website
- 📄 Social Media Links
- 📄 Learn More Button



All the aforementioned sections will lead to the innovator profiles, and the entire section will also contain a filter for countries, sustainability dimensions, areas, and types of rural context for easy navigation throughout all 200 women-led innovations of the project, as can be seen below:

Figure 33. Ambassador section on the website



4.5.4 TECHNOLOGY STACK

The new sections will be integrated to the project's using WordPress for content management, allowing for easy updates and maintenance by WP6. HTML, CSS, and JavaScript will be used for the front-end development to ensure a responsive and user-friendly interface.

The platform will be designed with SSL certificates to ensure secure browsing and data protection, in alignment with the FLIARA Project Website Privacy Policy and Ethics Management.

4.6 PREPARATION OF THE FINAL CONFERENCE

The FLIARA project under Task 6.4 Dissemination of Knowledge and Results aims to culminate its efforts with a significant event: the Final International Conference in Brussels, scheduled for the fourth quarter of 2025. This conference will serve as a



platform to disseminate the project's findings and discuss the future of women-led innovation in agriculture and rural areas.

4.6.1 STRATEGIC APPROACH

The present strategy will include continuous monitoring and adjustments as needed to address any emerging challenges or opportunities by engaging stakeholders early, leveraging partner expertise, and maintaining clear communication through a structured invitation process. The final conference will raise public awareness of the relevance of women-led initiatives in farming and rural areas to economic, social, environmental, cultural, and political life at the local, national, and European levels. Stakeholders, other EU-funded projects, and the Advisory Board will be also invited to the closing meeting to share essential project results.

The following strategy, thus, outlines the planning and execution phases to ensure the success of this event.

4.6.1.1 STAKEHOLDER ENGAGEMENT PROCESS

To achieve comprehensive stakeholder engagement, WP6 along with Project Co-Ordinators will request partners to provide relevant contacts associated with the project's target groups. This step is essential to ensure that diverse and pertinent perspectives are considered. Partners will be tasked with identifying key stakeholders in their respective regions who can contribute valuable insights and experiences.

4.6.1.2 PRE-EVENT ONLINE MEETING

An online meeting will be convened in M26 to gather perspectives from partners. This meeting will leverage the knowledge and expertise of all consortium members to develop a robust conference agenda. During this session, WP6 will conduct a poll to select the most relevant and pressing topics for discussion. Galway, in collaboration with CE, will then refine these topics and finalise the agenda based on the poll results and input from the partners.

4.6.1.3 VENUE SELECTION

The selection of an appropriate venue in Brussels will be discussed and finalised with Galway in M28. The venue will be chosen based on its accessibility, capacity, and suitability to host a hybrid international conference if WP6 along with Galway foresees it. Ensuring a high-quality venue is key to accommodate the anticipated number of participants and to facilitate a conducive environment for discussions and networking.

To ensure cost-effectiveness, WP6 is exploring options for hosting the activity in Brussels. Potential venues are currently under consideration:



Table 16. Mapped venues in Brussels

Venue	Website	Address
The European Committee of the Regions	https://cor.europa.eu/en/events/Pages/how-to-organise-an-event.aspx	Batiment Jacques Delors, Rue Belliard 99/101, 1040 Bruxelles, Belgium
Residence Palace – International Press Center	https://www.residencepalace.be/en/rooms	Rue de la Loi/Wetstraat, 155 1040 Bruxelles. Belgium
De Kluizerij	https://www.dekluizerij.be/	Aalstersedreef 1 1790 Affligem Bruxelles. Belgium
Dolce La Hulpe Brussels (hotel)	https://www.dolcelahulpe.com/events/inspiring-gatherings	135, Chaussée de Bruxelles B-1310 La Hulpe Bruxelles. Belgium

4.6.1.4 DATABASE DEVELOPMENT

In M28, a comprehensive database of potential attendees and stakeholders will be developed collecting all the stakeholders suggested by the consortium. This database will include contact details and relevant information about individuals and organisations suggested to attend the conference. The database will be instrumental in managing invitations and ensuring that all potential participants are accounted for.

4.6.2 INVITATION PROCESS

The invitation process will commence six months prior to the event. Invitations will be issued based on the availability of seats, and a waiting list will be created to manage additional interest. This approach will ensure that the event is well-attended by the most relevant and interested parties. The waiting list will allow WP6 to accommodate as many stakeholders as possible while maintaining a fair and transparent registration process.

4.6.2.1 MAILING CAMPAIGN



To promote the event effectively, a robust mailing campaign will be launched. This campaign will include:

- 📧 **Register Your Interest:** WP6 will encourage suggested stakeholders and other interested parties to register their interest through targeted social media promotions. All interested contacts will be added to a waiting list, ensuring they have a chance to secure their spots for the event.
- 📧 **Confirmation Emails:** Once registered, participants will receive confirmation emails, followed by three reminder emails to ensure they remain informed and committed to attending. This process will help in maintaining an updated and accurate list of attendees.

4.6.2.2 EMAIL FLOW PROCESS

The email flow process for the FLIARA Final International Conference aims to ensure effective communication with all potential attendees in both formats, online and in-person, from initial notification through post-event follow-up. This structured approach maximises engagement and attendance by providing timely and relevant information at each stage. Below is an explanation of each phase in the email flow process:

1. **Save the Date Notification (6 Months Prior):**

- 📧 Purpose: To inform potential attendees about the event date and encourage them to mark their calendars.
- 📧 Action: Save the date.

2. **Early Registration (5 Months Prior):**

- 📧 Purpose: To open early registration, allowing interested individuals to secure their spots for the in-person event.
- 📧 Action: Register interest and provide preliminary attendee information.

3. **Early Registration for the Online Streaming (5 Months Prior, if feasible):**

- 📧 Purpose: Open registrations to secure online attendants.
- 📧 Action: Register interest for online streaming.

4. **Confirmation of Attendance (4 Months Prior):**

- 📧 Purpose: To confirm the registration and ensure commitment.
- 📧 Action: Confirm attendance through a provided link.

5. **Agenda Announcement (3 Months Prior):**

- 📧 Purpose: To share the event agenda and highlight key sessions and speakers.
- 📧 Action: Review the agenda and confirm attendance if not already done.



6. Final Call for Registration (2 Months Prior):

- 🕒 Purpose: To remind potential attendees to register if they haven't already.
- 🕒 Action: Register or reconfirm participation.

7. First Reminder (1 Month Prior):

- 🕒 Purpose: To remind attendees about the upcoming event and provide logistical information.
- 🕒 Action: Confirm any last-minute details.

8. Second Reminder (2 Weeks Prior):

- 🕒 Purpose: To provide a final logistical update and remind attendees of the event.
- 🕒 Action: Review travel and accommodation details; finalise plans.

9. Third Reminder (1 Week Prior):

- 🕒 Purpose: To provide a final confirmation and any last-minute updates.
- 🕒 Action: Review the final agenda and prepare for the event.

10. Final Confirmation (3 Days Prior):

- 🕒 Purpose: To ensure that all attendees are confirmed and ready to attend.
- 🕒 Action: Reconfirm attendance and address any last-minute issues.

11. Post-Event Follow-Up:

- 🕒 Purpose: To thank attendees, gather feedback, and provide post-event materials.
- 🕒 Action: Complete a feedback survey and review post-event resources. These results will be included in the final version of the present deliverable (D6.3).

4.7 TOOLKIT DEVELOPMENT AND RESPONSIBILITIES

D6.4 – FLIARA Project Websites outlines the technologies used for the development of the website. WP4, under Task 4.4, co-led by CE, ECOLISE, and Galway, along with all partners, expects to house a comprehensive project Toolkit on the FLIARA website. This toolkit will initially consist of a series of training and knowledge-related tools such as the Innovation Fact Sheets, Podcasts, Video Blogs, and a Gender-Specific Guide to Innovation.

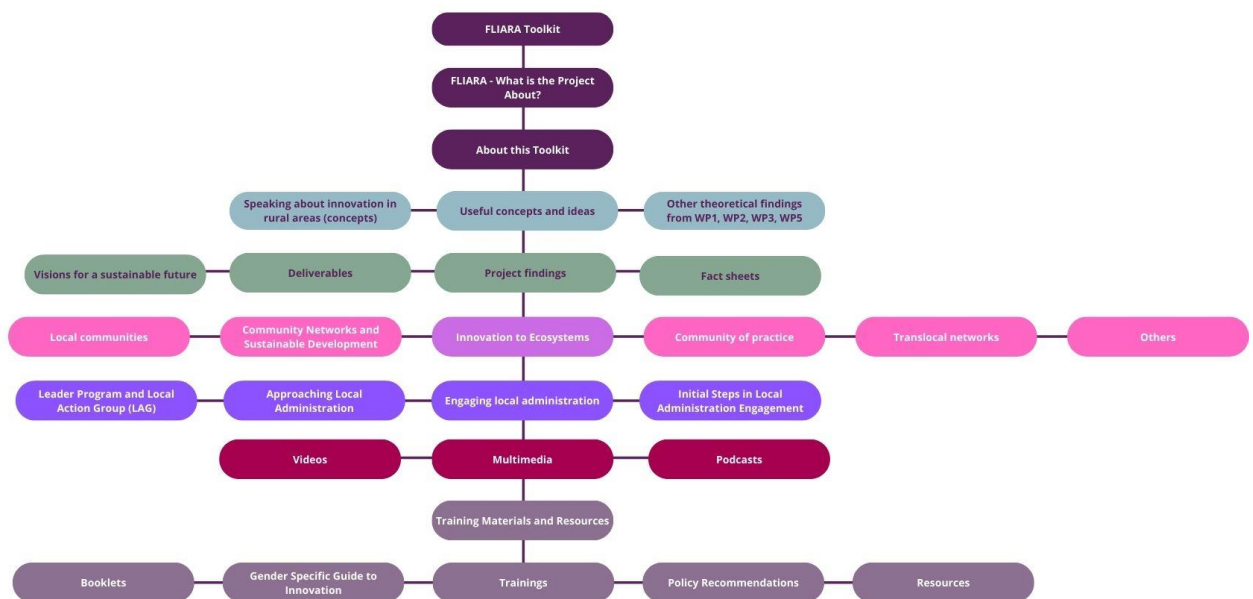
Given the collaborative nature of this process and the relationship between the development of this platform and T6.4 of Dissemination of Knowledge and Results in WP6, the co-leaders of this task will leverage their expertise to build a robust platform that includes the results of FLIARA and enhances the participation of all partners.



4.7.1 RESPONSIBILITIES

- 🏠 **ECOLISE:** ECOLISE will gather all the knowledge to be included in the platform and will elaborate on the contents and documents supported by WP6 templates outlined in D6.1.
- 🏠 **Galway:** Galway will ensure the alignment and structure of the toolkit with the project's goals, overseeing that all components fit within the broader objectives of FLIARA.
- 🏠 **CE:** CE will design and maintain the platform based on its expertise and as hosts of the FLIARA website, ensuring a user-friendly and visually appealing interface.

Figure 34. FLIARA Toolkit's web map



D4.1 established a structure for the development of the toolkit. This structure will include, not only the aforementioned topics but also the following sections:

This toolkit will be a dynamic, living document, and its structure may evolve according to the project's outcomes and feedback from partners and users. The collaborative effort will ensure that the toolkit remains relevant and valuable throughout the project's duration and beyond.

4.7.2 INTEGRATION

The integration of the toolkit into the website will include the development of a comprehensible tool that allows partners involved in this task to access and create content for the corresponding sections. This tool will enable partners to upload files, include pictures, and add videos relevant to each material created. This approach



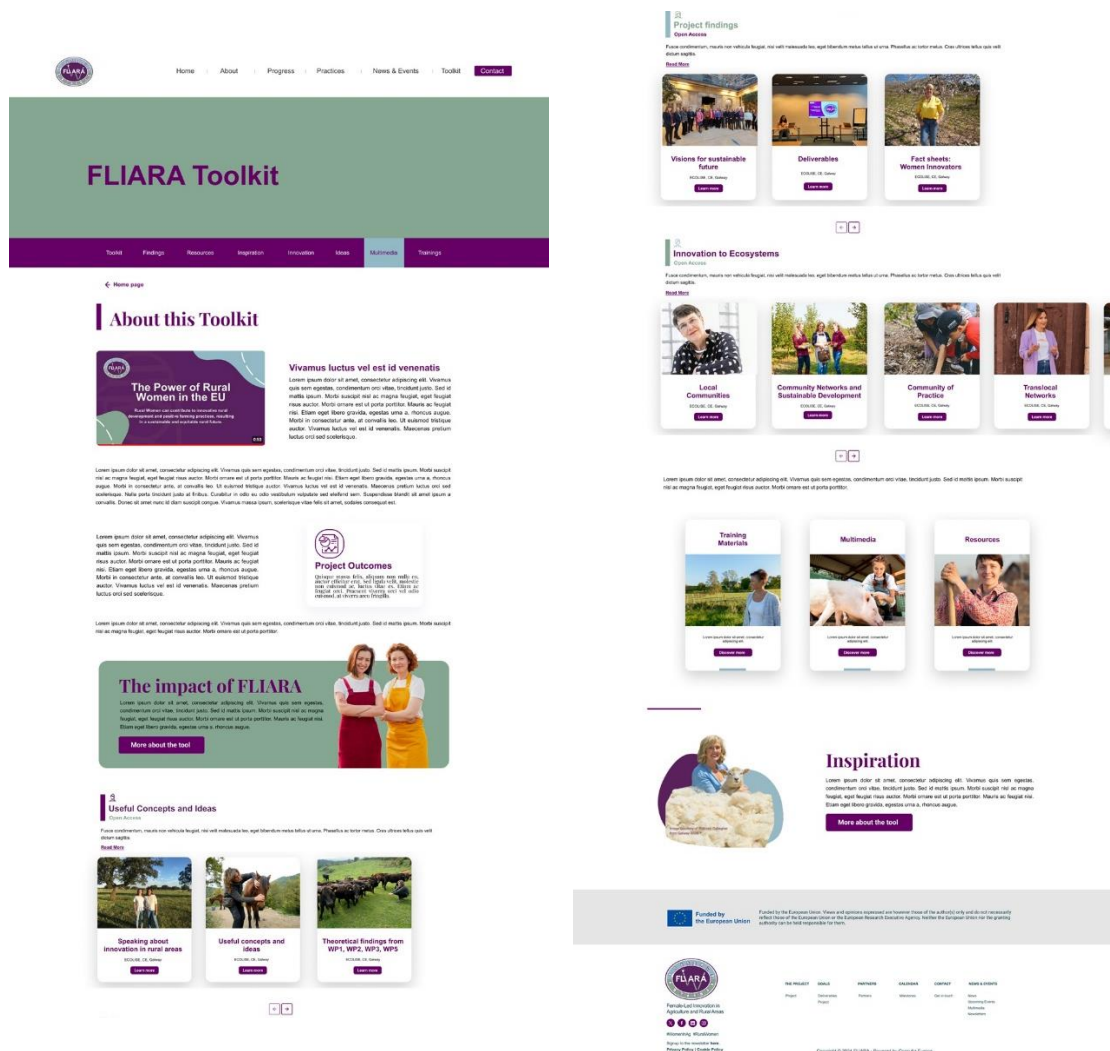
Funded by
the European Union

ensures that all contributions are seamlessly integrated into the website, maintaining consistency and quality across the platform.

The toolkit will be developed using HTML, JavaScript, and CSS, with WordPress serving as the content management system (CMS). The website will also include a Secure Sockets Layer (SSL) certificate to ensure secure data transmission and will align with the FLIARA Project Website Privacy Policy and the Ethics Management of the project. All data transmitted between the web server and browser will remain private and integral.

Below is a sample of how the structure of the toolkit will be integrated into the website:

Figure 35. Toolkit sample preview (not final version)



The multimedia section on the project’s website, as outlined in D6.4, will be an integral part of the newly developed toolkit. This section will ensure that all features, including

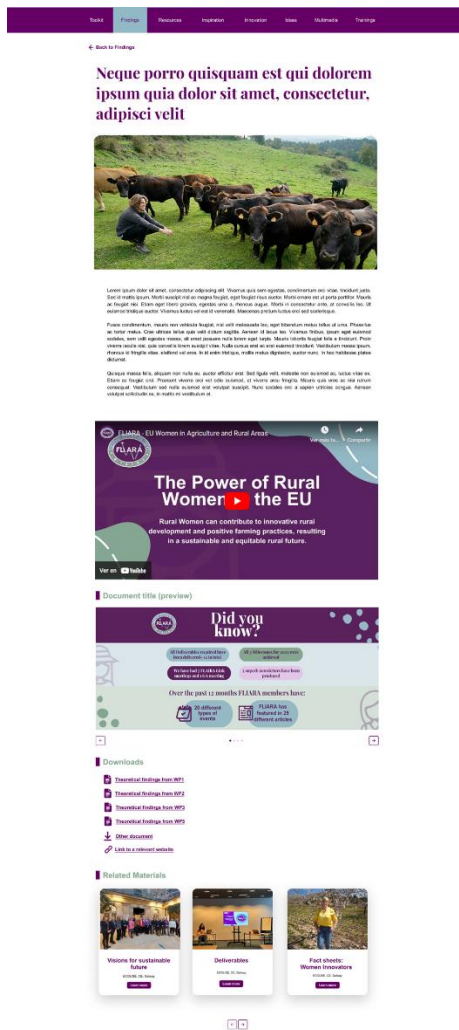


trainings, new video interviews, podcasts, and resources, have consistent capabilities for publishing and accessibility.

CE will develop a comprehensive tool not only for users but also for project partners. This tool will enable collaboration on the publication of all materials through the implementation of custom post types.

A custom post type in WordPress is a feature that allows users to define their own content types beyond the default posts and pages, creating unique content structures tailored to specific needs.

Figure 36. Custom type example with applied FLIARA's Visual Identity



CE will handle the design and coding of the entire platform, ensuring it meets the project's requirements. ECOLISE and Galway will collaborate on creating the content, with ECOLISE gathering the knowledge and developing the materials, supported by the WP6 templates outlined in D6.1. Galway will ensure the alignment and structure of the toolkit with the project's goals.



4.7.2.1 MEETINGS AND COLLABORATION

Periodic meetings will be held from M18 until M36 to facilitate the development and publication of the toolkit. FLIARA expects to continuously work on the toolkit as the project progresses, aligning publication with European Commission approvals. If partners foresee that the content cannot be published immediately, they will prepare the resources and wait for approval, ensuring compliance with project timelines.

By M30, the majority of the content will be developed by ECOLISE and reviewed by Galway. This content will then be transferred to CE for implementation and testing, as website protocols require thorough testing and codification.

4.7.2.2 INTEGRATION AND PARTNER ACCESS

The integration into the website will include the development of a tool allowing partners involved in this task to access and create relevant content for various sections. This tool will enable uploading files, including pictures and videos, ensuring that all materials are accurately and effectively represented. CE with expertise on development of platform will propose ECOLISE and Galway the below the structure to integrate the toolkit into the website:

Table 17. Integration of Toolkit

Activity	Type of Integration	Responsibility
Toolkit	Trainings, video interviews, podcasts, resources, etc.	CE (design and coding), ECOLISE and Galway (content)
Custom Post Types	Unique content structures tailored to project needs	CE
Content Creation	Knowledge gathering, content development, alignment with project goals	ECOLISE, Galway
Meetings	Periodic reviews, feedback, and collaboration	CE, Galway, ECOLISE
SSL and Compliance and integration to the website	Security, privacy policy alignment, and ethics management	CE

This structure will ensure a collaborative and systematic approach to developing and maintaining the FLIARA toolkit among coleaders of T4.4, fostering accessibility, usability, and secure dissemination of project results in line with T6.4.



5. EXPLOITATION PLAN AND OPPORTUNITIES

5.1. EXPLOITABLE RESULTS AND ROADMAP

The FLIARA project will produce several exploitable results. The following table outlines each one of them:

Table 18. Results to be exploited.

WPs	Result to be exploited	Comment
WP1	Conceptual framework; Case Study Assessment and Selection Framework; Assessment of policy and legal frameworks to support policy benchmarking.	Dedicated activities, encompassing tasks 1.1 to 1.5, will be carried out as part of the Contextual Concepts and Assessment Frameworks in WP1. These activities will seek to enhance the current conceptual and practical understanding of women-led innovations in agriculture and rural areas. To achieve this, a roadmap has been developed, outlining the actions necessary to foster synergies and networking.
WP2	Envisioning Process, Innovation Process and the Assessment Process.	An Envisioning Process has been undertaken in WP2, fostering collaboration and synergies with a wide range of stakeholders who possess the capacity to plan and shape the future. These stakeholders include local farmers, entrepreneurs, policy makers, active citizens, representatives of NGOs, development, and advisory organisations, as well as research and educational institutions who possess intimate knowledge of agricultural and rural areas in the different national contexts of the project. The aim is to capture insights, perspectives, and expertise from various sectors and regions to form a solid foundation for the project's exploitation of results, as it ensures that the developed innovations and strategies are relevant, practical, and scalable across different national contexts within the European Union.
WP3	The Research Guidelines and Thematic Selection Methodology and the Comparative Analysis of the Case Studies by Country and Sustainability Innovation Dimension.	In WP3, the FLIARA project will undertake a comprehensive analysis of women-led and gendered innovations in farming and rural communities. Under tasks 3.1 and 3.4, the project will engage directly with 200 female innovators and entrepreneurs across ten different EU countries to uncover valuable insights, lessons, and success stories from these innovative women, which can then serve as a pathway to enhance the capacity of other rural and farm women to engage in similar innovative practices. The insights gathered from this analysis will inform future policies, initiatives, and capacity-building efforts.
WP4	Community of Practice Network and Toolkit.	In WP4, the FLIARA project will implement a multi-actor approach through the establishment of the FLIARA Community of Practice Network. In particular, Task 4.2 will focus on the execution of the four networking events, which will bring together relevant stakeholders, including the selected 20 innovation ambassadors, serving as platforms to engage with



		key actors currently involved in rural and farming innovation. Task 4.3 is closely linked to this, as it involves all partners in benchmarking EU and National policy and Legal Framework during the events. This will be achieved through focus groups and workshops where the findings will be discussed, and key issues will be identified to be brought forward to policy design and assessment workshops. Furthermore, Tasks T4.4 and T4.5 will result in the creation of the FLIARA Toolkit, a user-friendly digital repository for transferring project generated knowledge to inspire both current innovative practitioners and future generations of innovative rural women.
WP5	Policy Booklet (Policy Recommendations).	In WP5, the FLIARA project aims to design more effective policy, legal, and governance knowledge and innovation systems, that will support and promote women-led innovation in farming and rural areas. Task 5.2 plays a crucial role in this process by engaging users and experts to explore the lessons learned and outcomes achieved throughout the FLIARA project. Task 5.3 is also relevant for exploitation purposes as it focuses on the development of new policy proposals based on the project's results. A supportive and inclusive policy framework will be created for replication to facilitate women-led innovation in farming and rural areas.

All the outcomes mentioned above will be made available to stakeholders at no cost, ensuring wide accessibility. The distribution of these results will be coordinated by the project partners and overseen by WP6, responsible for Communication, Dissemination, and Exploitation. Various digital channels will be utilised, including the project website and open-access platforms, social media platforms, direct emails to regional stakeholders, targeted promotion to female innovators in agriculture and rural areas across the European Union, scientific papers, abstracts, organised events, and newsletters.

The FLIARA consortium will regularly evaluate the project's outcomes to determine if additional results should be exploited, ensuring their inclusion in future updates of this deliverable. More concrete actions for long-term sustainability of FLIARA results will be agreed among the consortium towards the end of the project.

5.2. TARGET USERS FOR EXPLOITATION

The successful exploitation of FLIARA's research work hinges on the identification and engagement of target users. To ensure effective communication and interest in project developments, the consortium has devised a comprehensive plan that establishes clear target audiences for dissemination defined in Section 2.2 of this deliverable.

Throughout the project's duration, dissemination activities will lay the foundation for exploitation by fostering a robust network of stakeholders and maintaining their involvement in FLIARA's initiatives. Consequently, the identified target audiences will



also serve as prime targets for exploitation efforts, as they are the most likely to exhibit interest in and derive value from the project's results.

FLIARA aims to maximise the impact and reach of its outcomes through:

- 🏛️ **Governments and policy makers:** Collaboration with governmental bodies and decision makers / policy makers will facilitate the integration of FLIARA's findings into policy frameworks, driving positive change in agricultural and rural sectors while also considering gender-based perspectives. An active involvement of policy makers in several actions of the project will facilitate the alignment of FLIARA's recommendations with existing policies, strengthening their implementation and impact.
- 🏛️ **Innovation Support Services:** Close cooperation with innovation support services will enable the translation of research into practical applications and promote the adoption of innovative practices.
- 🏛️ **Academia and scientific communities:** Engagement of academic institutions will foster knowledge exchange, scholarly contributions, and the incorporation of FLIARA's research outcomes into educational curricula. Collaboration with the scientific community will foster peer-reviewed publications, research collaborations, and the validation of FLIARA's findings.
- 🏛️ **Civil Society:** Engaging civil society organisations will help disseminate the project's results to wider audiences, raising awareness and promoting inclusive dialogue on gender equality in agriculture and rural areas.
- 🏛️ **Farming Community and Rural Society at Large:** The farming community and rural society are at the heart of FLIARA's mission. By directly engaging with farmers, rural entrepreneurs, and local communities, the project aims to empower and support their innovative initiatives, ensuring the practical applicability of its outcomes.

Through targeted dissemination and exploitation strategies, FLIARA seeks to harness the collective potential of these key user groups, driving sustainable and inclusive development in agriculture and rural areas across the European Union.

5.3. SYNERGIES AND NETWORKING WITH SIMILAR PROJECTS AND INITIATIVES

The FLIARA project recognises the importance of establishing connections with other initiatives and proposals that are directly related to or connected with this call topic. Initiatives such as 'Smart Solutions for Smart Rural Communities' (HORIZON-CL6-2022-COMMUNITIES-02-01-two-stage) and 'Deepening the Functioning of Innovation Support' (HORIZON-CL6-2021-GOVERNANCE-01-24) serve as valuable resources for knowledge exchange and collaboration. Through engaging with these initiatives, as well as existing and future Common Agricultural Policy (CAP) networks like the EIP-AGRI Support Facility and the European Network for Rural Development, the FLIARA Project's Community of Practice Network (WP4), Policy Design and Assessment (WP5), and



Communication, Dissemination, and Exploitation (WP6) will contribute to the enhancement of national and international research and innovation activities.

Through these collaborative efforts, the FLIARA project will establish networks and facilitate knowledge flows among key actors involved in the call topic. This collaboration will have a broader impact on the implementation of the Horizon Europe strategic plan for 2021-2024, particularly in areas such as 'Climate change mitigation and adaptation', 'Sustainable food systems from farm to fork', and 'Inclusive growth and new job opportunities'.

It is necessary for the project to identify possible synergies and networking opportunities which will help to achieve dissemination, exploitation and communication purposes and build a solid reputation and raise awareness around the project's objectives, activities and expected outcomes. To achieve this, a mapping exercise using results from Task 1.2 has identified some initial projects with connections and similarities with FLIARA. See table 17 below. This list will be periodically updated based on new projects and new collaborations forged. At this stage of the project links with the following projects have been already established through communication activities such as, the FLIARA online forum held in M06, FLIARA Link Meetings and participation in conferences:

Table 19. Liaison with EU-funded projects

Project	Website
GRASS CEILING	http://www.grassceiling.eu/
SWIFT	https://swiftproject.eu/
SafeHabitus	https://www.safehabitus.eu/
ATHENA	https://cordis.europa.eu/project/id/101006416
DEMETER Project	https://h2020-demeter.eu/
EU-FARMBOOK	https://cordis.europa.eu/project/id/101060382
COEVOLVERS	https://co-evolvers.eu/
AURORAL	https://www.auroral.eu/#/
PREMIERE Project	https://cordis.europa.eu/project/id/101086531
GENDERACTION+	https://genderaction.eu/
Tools4Cap	https://cordis.europa.eu/project/id/101086311
DESIRA	https://desira2020.agr.unipi.it/
RURACTIVE	https://www.ruractive.eu/
BEATLES	https://beatles-project.eu/

4.3.1. EU FARMBOOK

Among similar projects and initiatives, it is worth highlighting that to ensure a seamless integration of its efforts, the FLIARA project will establish close collaboration with the Horizon Europe multi-actor project, EU FarmBook, which encompasses all 27 Member States. EU FarmBook serves as a centralised repository of vetted best practices for farmers and foresters, with its content contributed by Horizon-funded projects. FLIARA recognizes the immense potential of this powerful platform and intends to leverage it for effective dissemination purposes.

FLIARA positions itself to broaden the scope of its research outputs and ensure their accessibility to a broader audience through strategic engagement with EU FarmBook,



available at <https://eufarmbook.eu/>. The existing user base of the platform represents a valuable community of stakeholders who can benefit from and contribute to FLIARA's activities. FLIARA not only improves its dissemination efforts by actively participating in EU FarmBook, but it also maximises the possibility for knowledge sharing, collaboration, and further use of its research products.

4.3.2 ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)

The FLIARA project has established valuable synergies with esteemed institutions such as the OECD, specifically within the Centre for Entrepreneurship, Regions, and Cities in the Regional and Rural Unit. This collaboration paves the way for future events, joint articles, and virtual policy discussions with stakeholders, enhancing the project's impact and outreach. FLIARA aims to amplify its efforts to foster innovation and sustainability in rural areas, leveraging the expertise and networks of both organisations to drive meaningful change.

5.4. INTELLECTUAL PROPERTY RIGHTS STRATEGY

The FLIARA project recognises the importance of managing Intellectual Property Rights (IPR) in accordance with the guidelines outlined in the Grant Agreement and Consortium Agreement, adhering to Horizon Europe principles. The rules for the utilisation of foreground and background knowledge, as well as for the handling of sensitive and confidential information are defined in the FLIARA Grant Agreement and the Consortium Agreement. FLIARA will assess the results over the lifespan of the project and their potential for exploitation, incorporating them into the project's exploitation plan outlined in the final version of the present deliverable (D6.3) in Month 36.

On the other hand, one of the key objectives of the FLIARA project is to create a freely accessible Toolkit on the project's website, aimed at promoting and supporting women-led innovation in agriculture and rural areas without any IPR restrictions. To ensure future sustainability, an IPR checklist will be implemented, requiring publishing partners to confirm that their publications do not contain exploitable content. Furthermore, there will be no IPR barriers to the continued use of project materials by end-users after the project's completion. It can be anticipated that the website and associated materials may be transferred to the European Commission or to a follow-on project supporting women-led innovation in farming and rural areas, such as the case of the EU FarmBook project, to facilitate their continued availability and support.

5.5. OPEN SCIENCE

FLIARA is committed to adhering to the principles and practices of Open Science and Open Access throughout the project's lifecycle, from its inception to completion. This



includes depositing FLIARA public data in trusted open-access repositories, in compliance with HE rules on open access, and under open licences. Article 17 of the HORIZON Europe Model Grant Agreement and its Annex 5 outline the Open Science principles that FLIARA will follow. The project will share anonymised scientific data and knowledge in a transparent and non-discriminatory manner to relevant knowledge actors, including project partners and the wider stakeholder community, as early and openly as possible in the research process. This will be achieved through pre-registration, registered reports, and preprints.

By implementing Open Science practices as part of the project's methodology, FLIARA will provide key stakeholders with an opportunity to co-design and contribute to the research effort. This transparency throughout the research process not only facilitates valuable feedback and increased collaboration opportunities but also increases the validity and community confidence in the resulting outreach activities. The accumulation of knowledge resulting from the project's Open Science practices will not only increase the uptake of scientific research results and reproducibility of research outputs but will also help avoid duplication of research efforts and funding streams, ultimately enhancing the overall impact of the project on society.

On the other hand, FLIARA is committed to making peer-reviewed publications openly accessible through trusted repositories, whether the publication is free of charge or not. To achieve this goal, immediate open access will be ensured through a trusted repository. The publications will subsequently be published in **Open Research Europe** and/or other open access peer-reviewed scientific journals, with the content licensed for reuse. This will not only enhance the accessibility and visibility of FLIARA's research outcomes but also increase the potential for broader knowledge sharing, collaboration, and impact. The following platforms are initially suggested to disseminate the FLIARA project and will be reviewed throughout the project duration:

- 🔍 **CORDIS**: Known as well as the Community Research and Development Information Service, is the European Commission's primary public repository for information on all EU-funded research projects and their outcomes. CORDIS provides a wide range of information about research funding opportunities, project results, policy developments, and news related to research and innovation in the European Union. Researchers can use CORDIS to find information about past and ongoing EU-funded projects, search for partners and collaborators, and access research results and publications. The European Commission's primary repository for information on EU-funded research projects and their outcomes. FLIARA's approved public deliverables will be made available on this platform once approved by the EC.

- 🔍 **The Horizon Results Platform**: This is a portal where participants of the Framework Programme can share their research outcomes with policy makers, investors, entrepreneurs, researchers, and interested citizens. FLIARA can also publish their results on this platform to reach a broader audience.



- 🏠 **EUROPEAN OPEN SCIENCE CLOUD (EOSC)**: It is an initiative of the European Commission that aims to create a trusted and secure space where researchers and scientists can store, manage, curate, and share their data and results with others. The establishment of a globally accessible communication channel with the EOSC portal will enable FLIARA to store, curate, and share their scientific data and results under well-defined and trusted conditions. This will make FLIARA's research more accessible to knowledge sources and knowledge actors across disciplines and countries, enabling collaboration and the creation of new knowledge and insights. The accessibility and openness of the EOSC portal will enhance the visibility and impact of FLIARA's research, while also facilitating collaboration with other researchers and institutions.

- 🏠 **ZENODO**: Zenodo is an open-access digital repository that allows researchers, scientists, and scholars to share and preserve their research outputs, such as datasets, software, images, videos, and publications. Zenodo is operated by CERN (the European Organization for Nuclear Research) and is funded by the European Commission, which ensures its sustainability and long-term preservation. Zenodo assigns a Digital Object Identifier (DOI) to every deposit, making it easy to cite and share research outputs. CE suggests uploading outputs and approved deliverables to this platform.

- 🏠 **ARAN**: Access to Research at University of Galway, a digital collection of open access scholarly publications. ARAN's purpose is to collect, preserve and make freely available scholarly communication, including peer-reviewed articles, working papers, and conference papers created by researchers affiliated with the University of Galway. FLIARA recognises the potential of ARAN as a valuable platform for disseminating its project outputs.

Providing open access to project outputs through collaborative dissemination platforms will be an effective means of improving the accessibility and reusability of research outputs. In the case of the FLIARA project, this will increase the visibility and impact of its research by enabling a wider audience to access and use its results.



6. WP6 ACTIVITY PROGRESS REPORT

The FLIARA project website has undergone significant enhancements since its initial launch in M4 of the project with Deliverable 6.4. The following updates have been made:

- 🔧 **Visual Structure:** The website has been modified to improve accessibility and readability, ensuring that visitors can easily navigate and understand the content presented.
- 🔧 **Events Section:** The events section has been enhanced to improve its indexability and provide a comprehensive listing of relevant project events. Additional events have been included to keep visitors informed about upcoming activities and engagement opportunities with the FLIARA project.
- 🔧 **Google Analytics Integration:** A Google Analytics tag (Global site tag UA-254936396-1, gtag.js) has been installed to track and analyse website visits throughout the project's duration. This integration provides insights into website traffic and visitor behaviour, aiding data-driven decision-making.
- 🔧 **Compliance and User Preferences:** To comply with GDPR regulations and prioritise user privacy, a Cookies Policy has been added to the footer section of the website. Additionally, a pop-up window has been implemented to inform visitors about GDPR compliance and seek their consent regarding their preferences.
- 🔧 **Newsletter Section:** A dedicated newsletter section is now accessible at <https://fliara.eu/newsletters/>. This section includes both project newsletters and external features where the FLIARA project has been highlighted.
- 🔧 **Multimedia Section:** A new multimedia section has been created to share knowledge and relevant information for women in agriculture and rural areas. It can be accessed at <https://fliara.eu/multimedia/>. This section includes dissemination materials, galleries, podcasts, and videos and has been developed using custom post types on the project's WordPress CMS.
- 🔧 **General Updates:** General look and feel improvements have been implemented, along with the publication of blog posts and news by WP6. The server is also being maintained to ensure the platform functions correctly.

As an evolving platform, the FLIARA project website will be regularly updated to reflect new developments, emerging needs, and relevant information throughout the project's progression. It serves as a central hub for sharing and distributing project-related content on an ongoing basis. For more information, please visit the FLIARA project website at <https://fliara.eu/>.

6.1 NEWSLETTER AND MAILINGS

Since the inception of the project, FLIARA has released three newsletters, each serving as a comprehensive update on project activities, milestones, and achievements. These newsletters play a crucial role in disseminating information to stakeholders and keeping them informed about the project's progress.

Newsletter Timeline

- **First Newsletter (M6):** The inaugural newsletter, titled "Empowering Rural Change: Welcome to the 1st FLIARA newsletter!," was launched in Month 6 of



the project. It provided an introduction to FLIARA's goals, objectives, and initial activities, setting the stage for ongoing engagement and collaboration.

- **Second Newsletter (M12):** Building on the momentum of the first newsletter, FLIARA released its second edition, titled "Breaking Ground: FLIARA's Second Newsletter is Here," in Month 12. This newsletter delved deeper into project developments, highlighting key achievements and upcoming initiatives.
- **Third Newsletter (M18):** The most recent addition to FLIARA's newsletter series released in Month 18 of the project. This edition updates stakeholders on project advancements, introduces the FLIARA ambassadors as part of the visibility campaign and the community of practice, showcasing the progress made since the previous newsletter on Foresight and Trend Analysis, Assessment of Rural and Farming Policy and Legal Frameworks in Relation to Women-led Innovation and Case Study activities of the project.

Subscriber Base

Thanks to FLIARA's robust communication and dissemination efforts across social media channels and the project website, the project has successfully amassed a subscriber base of 365 individuals. This signifies the growing interest and engagement surrounding FLIARA's initiatives and underscores the effectiveness of our outreach strategies.

Status	Total
Any	366
Confirmed	365
Not confirmed	0
Unsubscribed	1
Bounced	0
Complained	0



Accessing the Newsletters

- **First Newsletter:** 🟦 "Empowering Rural Change: Welcome to the 1st FLIARA newsletter! 🌱" <https://fliara.eu/?na=view&id=8>
- **Second Newsletter:** 📧 "Breaking Ground: FLIARA's Second Newsletter is Here" <https://fliara.eu/?na=view&id=13>
- **Third Newsletter:** 🌱 "Empowering Rural Women: FLIARA's Third Newsletter - Innovation, Impact, and Inspiration" <https://fliara.eu/?na=view&id=66>

6.2 SOCIAL MEDIA PLATFORMS

FLIARA maintains an active online presence across various social media platforms, including Twitter/X, Instagram, Facebook, and LinkedIn. These accounts were established at the inception of the project and will be consistently updated throughout its duration to provide timely information on project outcomes, partners, organised events, interviews, noteworthy project-related events, as well as relevant updates and findings. As of June 2024, the following social media accounts have been created for FLIARA along with their corresponding posts and follower statistics:



- Facebook: <https://www.facebook.com/fliara.project>
 - Followers: 157
 - Posts: 86
- Instagram: https://www.instagram.com/fliara_project/
 - Followers: 301
 - Posts: 59
 - Stories: 70
- Twitter/X: https://twitter.com/FLIARA_Project
 - Followers: 615
 - Tweets: 276
- LinkedIn: <https://www.linkedin.com/company/fliara-project/>
 - Followers: 465
 - Posts: 128

These social media accounts are key communication channels through which FLIARA ensures transparency, widespread dissemination of project outcomes, and engagement with stakeholders and the wider public. Through leveraging the power of social media, the project aims to create a vibrant online community, foster dialogue, and raise awareness about the importance of women's role in agriculture and rural areas across the European Union.

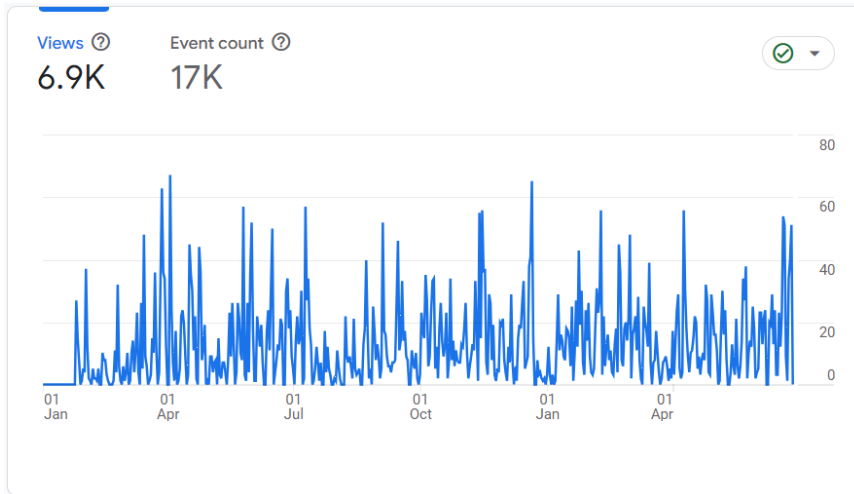
6.3. INSIGHTS

WP6 will monitor and track every communication and dissemination activity throughout the project, not only on the internet but as well on traditional press. At the submission of the present deliverable, FLIARA has reached the following performance on media and the Internet:

6.3.1. GOOGLE ANALYTICS



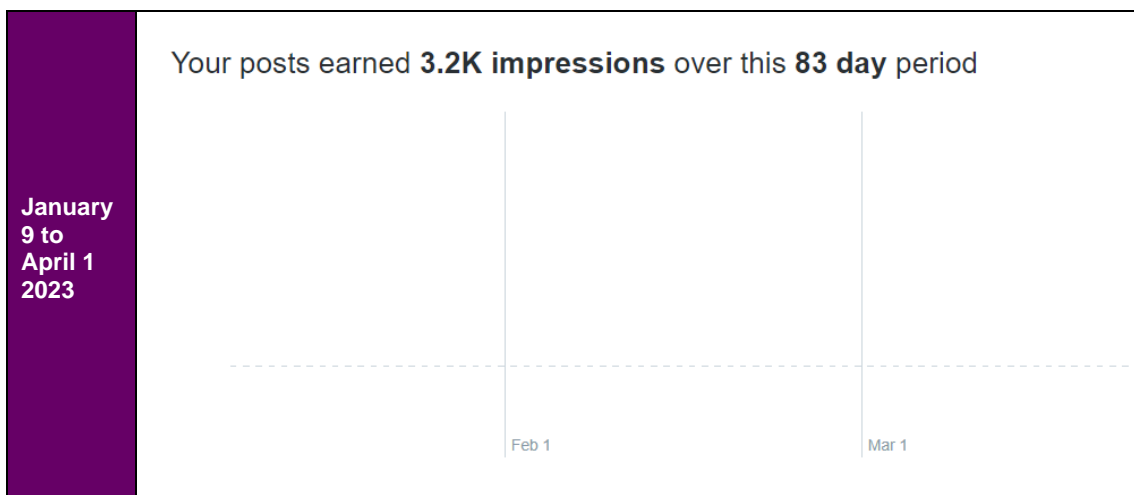
Figure 37. Google Analytics

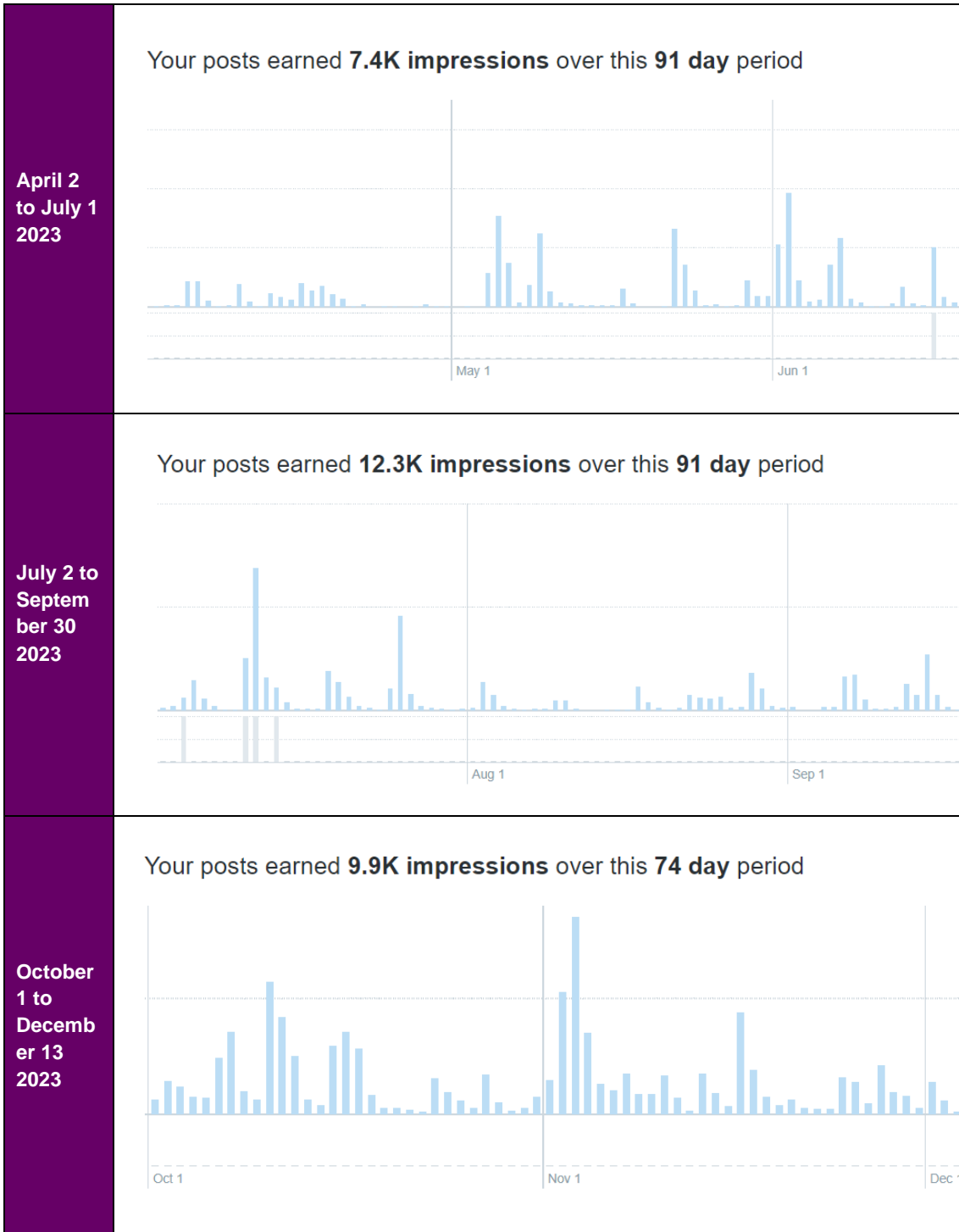


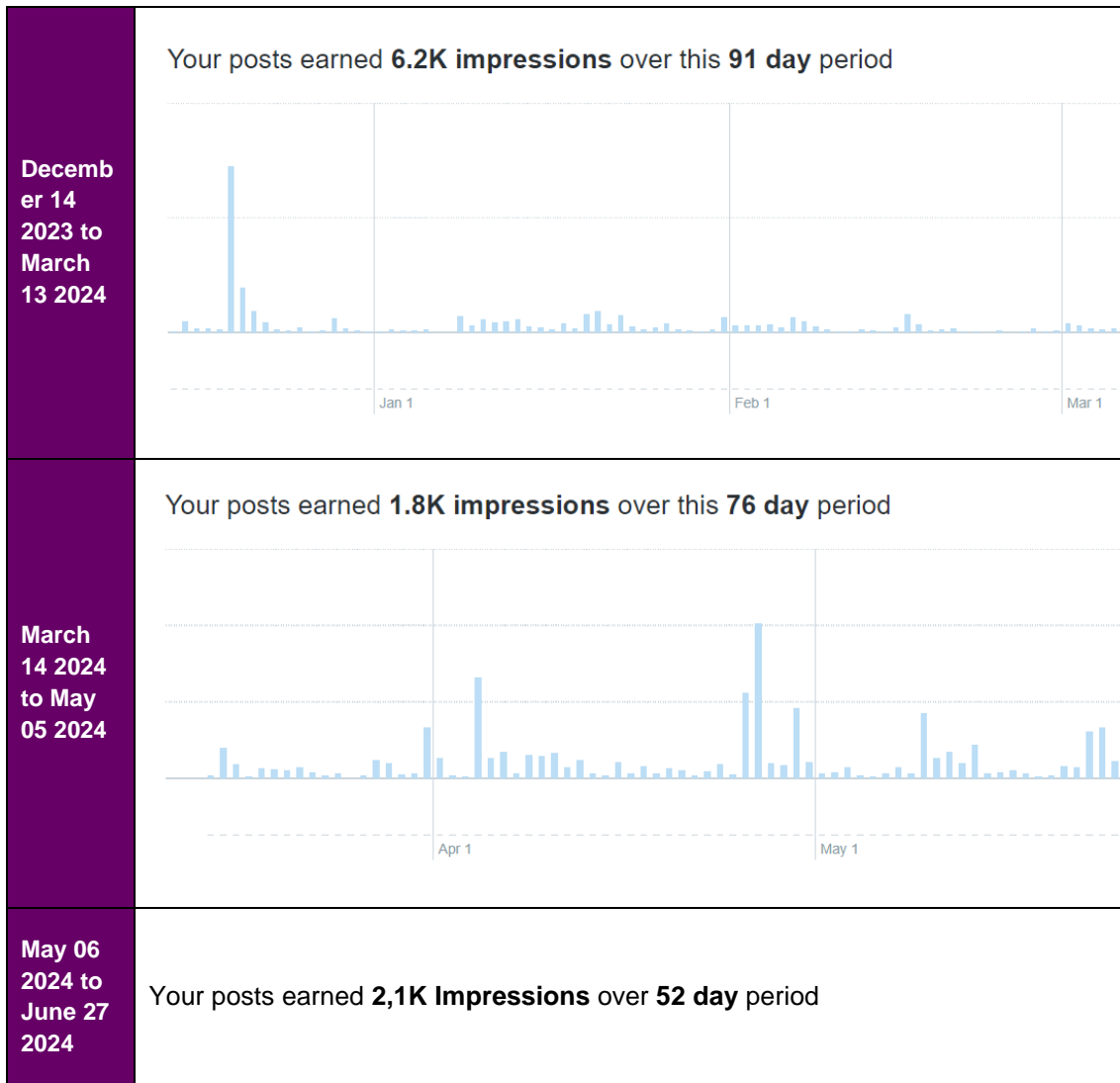
Since January 1st, 2023, the FLIARA website has recorded a total of 6,884 visitors, as measured via Google Analytics. Within the last 14 months alone since the launch of the website in M04, 1,593 of these visitors were unique users, indicating a growing interest in the project and its initiatives. The website has also recorded 17,360 events, which refer to user interactions with content, such as clicks on links, downloads, or video plays. These analytics reflect a positive trend in user engagement, demonstrating that the FLIARA website is not only attracting visitors but also retaining their attention and encouraging active participation with the site's content.

6.3.2. TWITTER/X IMPRESSIONS

Figure 38. Twitter impressions







Over the last 18 months, FLIARA's social media strategy has proven highly effective, particularly on Twitter (now X). During this period, FLIARA's posts garnered an impressive 42.9K impressions, reflecting the project's significant outreach and engagement.

With a total of 276 posts, the FLIARA Project's Twitter/X account has successfully captured the attention of a broad audience, indicating a positive reception and active participation. This level of engagement demonstrates the project's ability to disseminate its message effectively, fostering increased visibility and potential impact within the community and among relevant stakeholders.

The substantial number of impressions highlights the project's successful communication efforts, ensuring that FLIARA's objectives, actions, and outcomes reach a wide and diverse audience. This enhanced visibility is crucial for promoting women-led innovations in agriculture and rural areas, aligning with FLIARA's mission to create a supportive and inclusive innovation ecosystem across Europe.

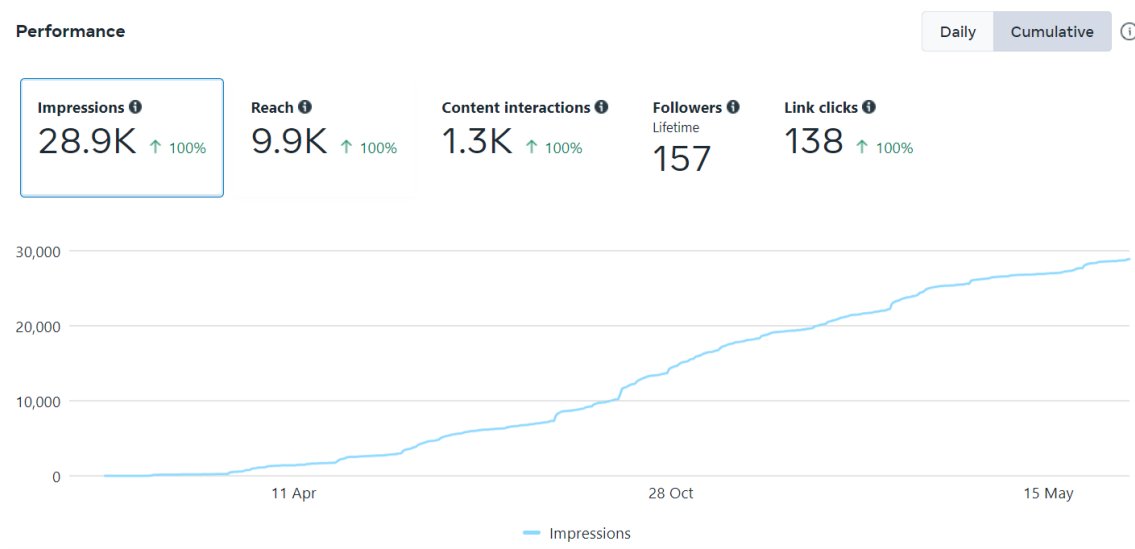


6.3.3. FACEBOOK AND INSTAGRAM REACH

6.3.3.1 FACEBOOK PERFORMANCE

Since the inception of the project, FLIARA's Facebook page has achieved a total of 29.9K impressions. This substantial number of impressions indicates the successful dissemination of our content, capturing the attention of a broad audience. Additionally, the platform has reached an outreach of 9.9K, demonstrating the extensive spread of our posts among users. The engagement on Facebook is further highlighted by 1.3K content interactions, showcasing active participation and interest from our followers. These interactions include likes, shares, comments, and other forms of user engagement, indicating a strong connection with our audience.

Figure 39. Facebook

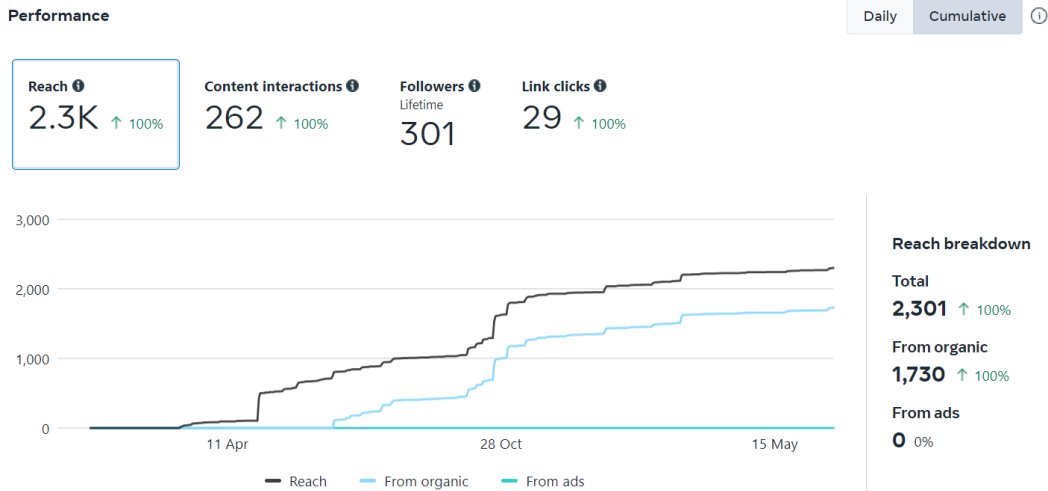


6.3.3.2 INSTAGRAM PERFORMANCE

Since its launch in Month 3 of the project, FLIARA's Instagram account has also made significant strides. The platform has achieved an outreach of 2,303, reflecting growing interest and engagement from the Instagram community. This outreach highlights the effectiveness of our visual content strategy in appealing to and engaging a diverse audience.



Figure 39. Insights

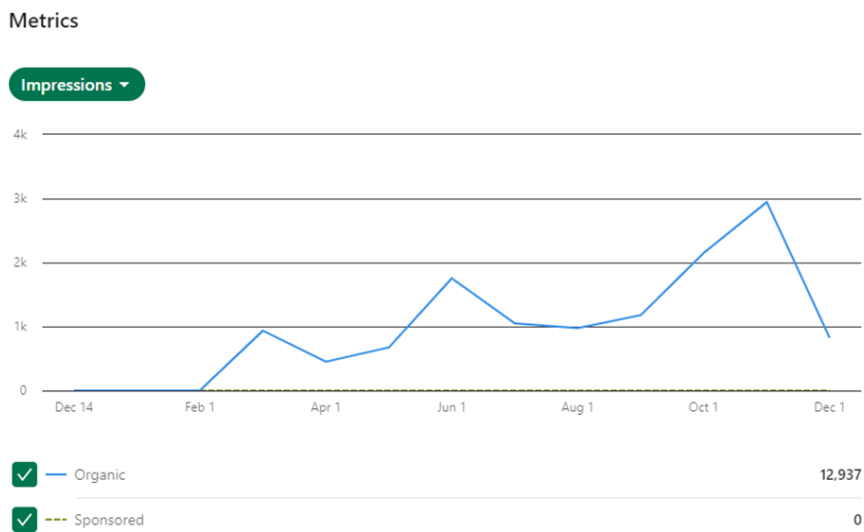


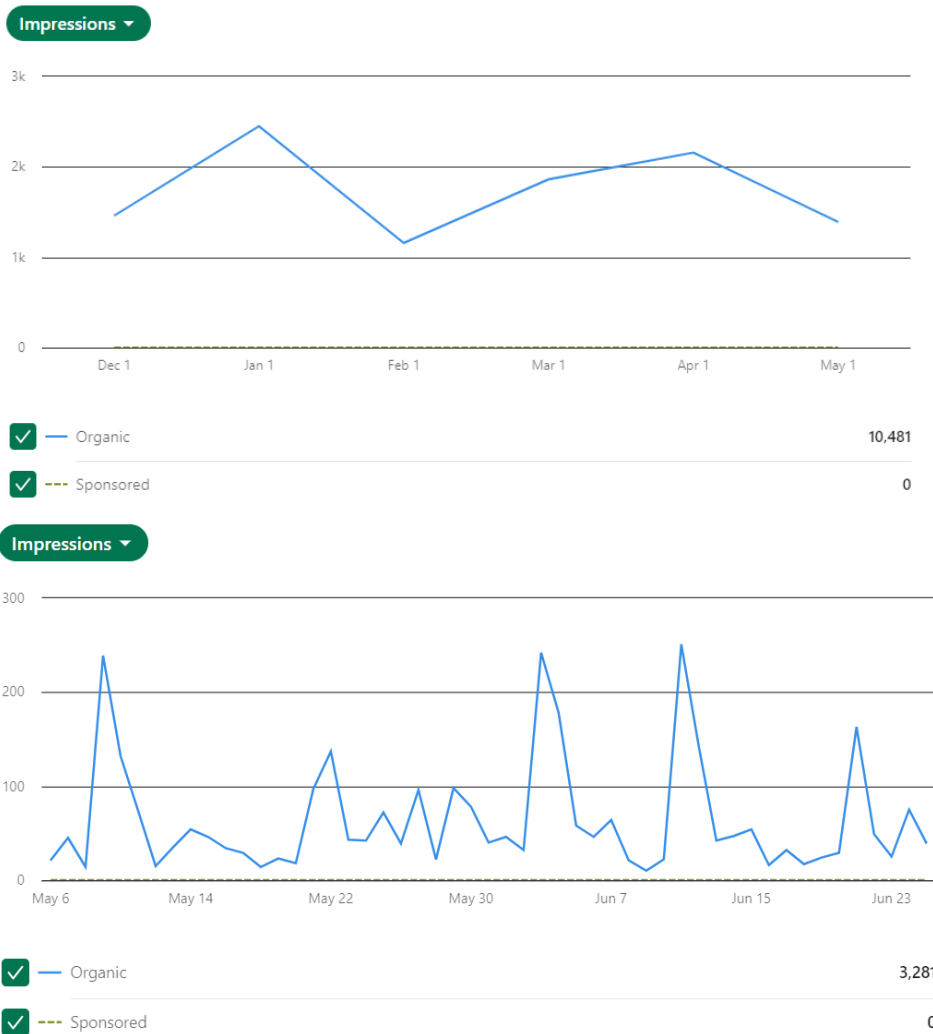
6.3.4 LINKEDIN IMPRESSIONS

The following insights provide a detailed analysis of FLIARA's LinkedIn performance over two distinct periods: the first 14 months (February to December 2023) and the subsequent 5 months (December 2023 to April 2024) followed by the next 2 months (May 2024 to June 2024). These metrics offer valuable insights into the project's reach and engagement on the professional networking platform.

Over the specified periods, FLIARA's LinkedIn presence has garnered a total of 26,699 impressions. These impressions represent the cumulative visibility of our content among LinkedIn users and serve as a key indicator of our reach and impact on the platform.

Figure 40. LinkedIn Impressions





6.3.5 MEDIA PRESENCE

Thanks to the concerted dissemination efforts by all consortium members, FLIARA has garnered significant attention and interest from relevant stakeholders and audiences across various social media channels, websites, and other online platforms. This increased visibility has effectively promoted the project's objectives and fostered engagement and collaboration with other initiatives in the field. By continuing to work together in this coordinated manner, the project is better positioned to achieve its goals and make a lasting impact on women-led innovations in agriculture and rural areas. Table 18 below lists all the press impacts of FLIARA, with 84 actions identified to date through WP6's continuous efforts in media clipping.

Table 20. Media Presence

Featured	Title	Type of Conte	Link
SuperScien ceme	EU Horizon Europe Project: Female-Led	Factsheet	https://www.superscienceme.it/corner-progetto/fliara-female-



	Innovation in Agriculture and Rural Areas "FLIARA"		led-innovation-in-agriculture-and-rural-areas/
University of Ljubljana - Univerza v Ljubljani	Projekt FLIARA vzpostavlja podporno okolje za inovativnost žensk v kmetijstvu in na podeželju	Factsheet	http://www.drustvo-podezelje.si/images/drustvo/aktualno/2023/LAS_novice/%C5%A1tevilka_2/Fliara_izjava_za_javnost.pdf
Madam Business Prosperita	Role žen v zemědělství a venkovském životě	Magazine	https://www.iprosperita.cz/images/pdf_mb/madam_business_2023-03.pdf
Directorate-General for Agriculture and Rural Development	FLIARA, GRASS CEILING and SWIFT: Supporting women-led innovation in rural areas	News	https://ec.europa.eu/newsroom/agri/items/782608/en
Iberian Press	incia FLIARA el proyecto europeo que apoyará las prácticas rurales innovadoras lideradas por mujeres	News	https://www.iberianpress.es/noticia/inicia-fliara-el-proyecto-europeo-que-apoyara-las-practicas-rurales-innovadoras-lideradas-por-mujeres/44569
Canarias 7	Mujeres de toda Europa liderarán la innovación rural a través del proyecto FLIARA	News	https://www.canarias7.es/economia/mujeres-europa-lideraran-20230127210835-nt.html
Desarrollo Local	Proyecto europeo FLIARA	News	https://desarrollolocal.emprenmjunts.es/?op=8&n=29228
Demeter	FLIARA: FEMALE LED INNOVATION IN AGRICULTURE AND RURAL AREAS	News	https://h2020-demeter.eu/fliara-female-led-innovation-in-agriculture-and-rural-areas/
Galway Pulse	University of Galway receives €3 million to enhance female innovation in agriculture and rural areas	News	https://galwaypulse.com/2023/02/18/agriculture-fliara/amp/
National Rural Network	European Project to Enhance Women's Role in Rural Life Launched	News	https://www.nationalruralnetwork.ie/farm-viability/farm-viability-news/european-project-to-enhance-womens-role-in-rural-life-launched/
CYSNEWS. CZ	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	https://www.cysnews.cz/veda/vedecky-tym-z-mendelu-bude-zkoumat-rolu-zen-ve-venkovskem-zivote/
Red Rural Nacional	El proyecto europeo "FLIARA" saca a la luz las prácticas en innovación ejercidas por las mujeres rurales	News	https://www.redruralnacional.es/noticia/el-proyecto-europeo-fliara-saca-la-luz-las-practicas-en-innovacion-ejercidas-por-las
TU Delf	FLIARA - De rol van vrouwen in een	News	https://www.tudelft.nl/2023/bk/fliara-de-rol-van-vrouwen-in-



	duurzamere toekomst voor het platteland		een-duurzamere-toekomst-voor-het-platteland
Hochschule für nachhaltige Entwicklung Eberswalde (HNEE)	Start für Verbundprojekt „FLIARA“ – Frauengeführte Innovationsprozesse in Landwirtschaft und ländlichem Raum	News	https://www.hnee.de/de/Aktuelles/Hochschulkommunikation/Pressemitteilungen/Start-fr-Verbundprojekt-FLIARA-Frauengeführte-Innovationsprozesse-in-Landwirtschaft-und-ländlichem-Raum-E11716.htm
OpenAIRE Research Graph	FLIARA: Female-Led Innovation in Agriculture and Rural Areas	News	https://beopen.openaire.eu/search/project?projectId=cordahe::312ece601a4933e1b85d0a9447adc49e
EUROPAPRESS	Una pyme canaria gestionará un proyecto de investigación sobre la innovación de mujeres en agricultura y zonas rurales	News	https://www.europapress.es/islas-canarias/noticia-pyme-canaria-gestionara-proyecto-investigacion-innovacion-mujeres-agricultura-zonas-rurales-20230131131649.html
TEAGSC	Horizon Europe project FLIARA to enhance women’s role in rural life, agriculture and rural affairs	News	https://www.teagasc.ie/rural-economy/rural-economy/agricultural-economics/research/fliara/
Linnaeus University	FLIARA Kick-off meeting marks the beginning of the project	News	https://lnu.se/en/meet-linnaeus-university/current/news/2023/fliara-kick-off-meeting-marks-the-beginning-of-the-project/
Linnaeus University	Project: FLIARA – Female-Led Innovation in Agriculture and Rural Areas	News	https://lnu.se/en/research/research-projects/project-fliara-female-led-innovation-in-agriculture-and-rural-areas/
Galway Daily	University of Galway launches project to enhance women’s role in rural life	News	https://www.galwaydaily.com/news/university-of-galway-launches-project-to-enhance-womens-role-in-rural-life/
Društvo za razvoj slovenskega podeželja	Projekt FLIARA vzpostavlja podporno okolje za inovativnost žensk v kmetijstvu in na podeželju	News	http://www.drustvo-podezelje.si/index.php?option=com_k2&view=item&id=1428:projekt-fliara-vzpostavlja-podporno-okolje-za-inovativnost-zensk-v-kmetijstvu-in-na-podezelju&Itemid=888&acm=89
Društvo za razvoj slovenskega podeželja	Projekt FLIARA - kakšno podeželje želimo?	News	http://www.drustvo-podezelje.si/novice/item/1469-ohranimo-travniske-sadovnjake
Društvo za razvoj slovenskega podeželja	Projekt FLIARA vzpostavlja podporno okolje za inovativnost žensk v kmetijstvu in na podeželju	News	http://www.drustvo-podezelje.si/novice/item/1428-projekt-fliara-vzpostavlja-podporno-okolje-za



			inovativnost-zensk-v-kmetijstvu-in-na-podezelju
IndustriAmbiente	Comienza el proyecto europeo FLIARA que apoyará las prácticas rurales innovadoras lideradas por mujeres	News	https://www.industriambiente.com/noticias/20230127/comienza-el-proyecto-europeo-fliar-a-que-apoyara-las-practicas-rurales-innovadoras-lideradas-por-mujeres#.Y9PQEsmZNPY
LaVanguardia	Una pyme canaria gestionará un proyecto de investigación sobre la innovación de mujeres en agricultura y zonas rurales	News	https://www.lavanguardia.com/local/canarias/20230131/8722164/pyme-canaria-gestionara-proyecto-investigacion-sobre-innovacion-mujeres-agricultura-zonas-rurales.html
That's Farming	University of Galway launches European-wide women in ag project	News	https://thatsfarming.com/farming-news/womens-role-in-rural-life/
AgriLand	University of Galway project to enhance women's role in rural life	News	https://www.agriland.ie/farming-news/university-of-galway-project-to-enhance-womens-role-in-rural-life/
Irish America Magazine	University of Galway Launches EU Project to Enhance Women's Role in Rural Life	News	https://www.irishamerica.com/2023/01/news-roundup-january-14/
Irish Farmers Journal	University of Galway launches project for women in agriculture	News	https://www.farmersjournal.ie/university-of-galway-launches-project-for-women-in-agriculture-744347
MENDELU	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	https://mendelu.cz/vedecky-tym-z-mendelu-bude-zkoumat-rol-i-zen-ve-venkovskem-zivote/?psn=200
Galway Advertiser	University of Galway launches European project to enhance women's role in rural life	News	https://www.advertiser.ie/galway/article/133459/university-of-galway-launches-european-project-to-enhance-womens-role-in-rural-life
Radio Faro del Noroeste	Mujeres de toda Europa liderarán la innovación rural a través del proyecto FLIARA	News	https://www.radiofarodelnoroeste.es/secciones/sociedad/item/13663-mujeres-de-toda-europa-lideraran-la-innovacion-rural-a-traves-del-proyecto-fliar-a
El Blog de Anna Conte	Mujeres de toda Europa liderarán la innovación rural a través del proyecto FLIARA	News	https://elblogdeannaconte.com/mujeres-toda-europa-lideraran-innovacion-rural-a-traves-proyecto-fliar-a/
MENDELU	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	https://af.mendelu.cz/vedecky-tym-z-mendelu-bude-zkoumat-rol-i-zen-ve-venkovskem-zivote/



Društvo za razvoj slovenskega a podeželja	Projekt FLIARA - kakšno podeželje želimo?	News	http://www.drustvo-podezelje.si/novice/item/1469-ohranimo-travniske-sadovnjake
ProfiPress	Vědci z Mendelovy univerzity budou zkoumat roli žen v zemědělství	News	https://zemedelec.cz/vedci-z-mendelovy-univerzity-budou-zkoumat-rolu-zen-v-zemedelstvi/
Envi Web	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	https://www.enviweb.cz/rss/305917
AGRÁRNÍ WWW PORTÁL	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	http://www.agris.cz/clanek/221934
ZAHRADNIC TVI	Vědecký tým z MENDELU bude zkoumat roli žen ve venkovském životě	News	https://zahradaweb.cz/vedecky-tym-z-mendelu-bude-zkoumat-rolu-zen-ve-venkovskem-zivote/
ECOLISE & Communities for Future	Creating a regenerative and gender equal world	Newsletter	https://communitiesforfuture.org/civicrm/ mailing/view/?id=137
Geografska širina	Projekt FLIARA - delavnica snovanja vizij za podeželje LAS Srce Slovenije	Newsletter	https://sites.google.com/view/geografskasirina/starej%C5%A1e-%C5%A1tevilke/2023/april-junij#h.emilgal4gasu
DEMETER Project	Empowering Farmers - Demeter	Newsletter	https://mailchi.mp/a04532685a1d/demeter-newsletter-issue-8-march-16856757
EU Rural vision	Rural Pact Community Newsletter - March 2023	Newsletter	https://ec.europa.eu/newsroom/agri/newsletter-archives/44644
Directorate-General for Agriculture and Rural Development	EU Rural vision - Rural Pact Community Newsletter	Newsletter	https://ec.europa.eu/newsroom/agri/newsletter-archives/44644
Red Rural Nacional	Boletín RRN - ENERO 2023	Newsletter	https://www.redruralnacional.es/boletines/enero-2023
EFEAGRO	Mundo Rural	Podcast	https://www.rtve.es/play/audios/mundo-rural/mundo-rural-desperdicio-alimentario/6811188/
PROMĚNY ZEMĚDĚLSKÝCH TVÍ	Venkov se mění v konzum, role hospodáře se vytrácí. Projekt EU chce posílit úlohu žen	Podcast	https://zpravy.aktualne.cz/ekonomika/promeny-zemedelstvi/podcast-promeny-zemedelstvi-s-miladou-stastnou-z-mendelovy-u/r~6d55d326ca4811edba63ac1f6b220ee8/?fbclid=IwAR1-Hnp7R7eyDEHnv71iPp0HIIVPx80y7N3S-Vge3kVFzyUmp92FWx7TZLc



Agri-Insider	In Her Field, Episode 1: Professor Maura Farrell, University of Galway, 19.03.23	Video	https://agriinsider.tv/programs/in-her-field-episode-1-ad553e?offset=278
EUCAPNET WORK	Establishing Synergies with EU Funded Projects - FLIARA	Social Media Post	https://www.linkedin.com/feed/update/urn:li:activity:7095737273417117696?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A7095737273417117696%29
EUCAPNET WORK	Social innovation – Solutions for thriving agriculture, forestry and rural areas	Joint Article	https://eu-cap-network.ec.europa.eu/publications/brochure-social-innovation-solutions-thriving-agriculture-forestry-and-rural-areas_en
Directorate-General for Agriculture and Rural Development (European Commission)	Solutions leading to thriving agriculture, forestry and rural areas	Joint Article	https://op.europa.eu/en/publication-detail/-/publication/971c87e4-3a53-11ee-bbad-01aa75ed71a1/language-en/format-PDF/source-291163364
RED PAC (Rural Pact) Spain	AGOSTO 2023 - RED PAC	Newsletter	https://redpac.es/boletines/agosto-2023
LEADER	Leader April-June 2023 Newsletter	Newsletter	https://leaderfrance.fr/wp-content/uploads/2023/07/ELARD-Newsletter-April-June.pdf
ECOLISE & Communities for Future	September 2023 Newsletter	Newsletter	https://communitiesforfuture.org/civCRM/mailling/view/?reset=1&id=188&cid=51&cs=38392bf513c36e39a818c5eef028ddc81694525447_168&fbclid=IwAR2UNMPjDgRjZopjT9G0_8TYrznRWXRgu_9kWmdy-T_Xz_Ft3RJKrz4Fol
Red Española de Desarrollo Rural	Víctor Ricardo Martínez, proyecto FLIARA: «En el centro de las políticas rurales debería estar el espíritu de innovación»	News	http://www.redr.es/es/cargarAplicacionNoticia.do?identificador=35222
Rural Pact	Rural Pact Community Newsletter - October 2023	Newsletter	https://ec.europa.eu/newsroom/agri/newsletter-archives/48703
Rural Pact	Policy Forum Report back from the thematic group discussions & stakeholder reactions (28/09/2023)	Video	https://www.youtube.com/watch?v=0-juyGgJGMc
REDPAC	Convocatoria para mujeres innovadoras en la agricultura y las	Post	https://redpac.es/anuncio/convocatoria-para-mujeres-innovadoras-en-la-agricultura-



	zonas rurales - Proyecto FLIARA		y-las-zonas-rurales-proyecto-fliara
ECOLISE & Communities for Future	November 2023 Newsletter	Newsletter	https://communitiesforfuture.org/civCRM/mailling/view/?id=223
MUNDO RURAL EN POSITIVO (youtube)	Podcast MUNDO RURAL EN POSITIVO - ENTREVISTA FLIARA Michelle Perello - CEO de Consulta Europa	Podcast	https://www.youtube.com/watch?v=xw4P-8Wrpi0
Fedesiba	Dos convocatorias europeas abiertas para la selección de proyectos innovadores de mujeres y jóvenes.	News	https://www.fedesiba.com/noticias/portada/1282-dos-convocatorias-europeas-abiertas-para-la-seleccion-de-proyectos-innovadores-de-mujeres-y-jovenes.html
Teagasc	Project FLIARA: Teagasc and lead coordinator University of Galway join a range of partners across the EU to bolster female-led innovation in rural areas	News	https://www.teagasc.ie/about/research--innovation/research-publications/tresearch-articles/2023/project-fliara.php
Tresearch V18	Project FLIARA	Magazine	https://www.teagasc.ie/media/website/publications/2023/TResearch-Winter-2023.pdf
Mundo RURAL EN POSITIVO	Innovación femenina en la agricultura y las zonas rurales con Michelle Perello de Consulta Europa	PR piece	https://mundoruralenpositivo.com/consulta-europa/?fbclid=IwAR0RixWPV Sao08u1RKIQNI fVOND t5J5 KQPeYRR58cpg7f1e3xuS5FrcmQ
EU-FarmBook	Celebrating Women in Agriculture: EU-FarmBook wishes Happy International Women's Day	Joint Article	https://welcome.eufarmbook.eu/celebrating-women-in-agriculture-eu-farmbook-wishes-happy-international-womens-day/
transilvania business.ro	Proiectul FLIARA – Inovația Condusă de Femei în Agricultură și în Zonele Rurale	News	https://www.transilvaniabusines.ro/2024/03/04/proiectul-fliara-inovatie-condusa-de-femei-in-agricultura-si-in-zonele-rurale/
BUSINESS PRESS AGRICOL	FLIARA: Inovația Condusă de Femei în Agricultură și în Zonele Rurale	News	https://www.businessagricol.ro/fliara-inovatie-condusa-de-femei-in-agricultura-si-in-zonele-rurale/
Gazeta de Agricultura	Proiect european FLIARA: Inovația Condusă de Femei în Agricultură și în Zonele Rurale	News	https://www.gazetadeagricultura.info/dezvoltare-rurala/24512-proiect-european-fliara-inovatie-condusa-de-femei-in-agricultura-si-in-zonele-rurale.html
Cotidianul Agricol	FLIARA: Inovația Condusă de Femei în	News	https://www.cotidianulagricol.ro/fliara-inovatie-condusa-de-



	Agricultură și în Zonele Rurale		femei-in-agricultura-si-in-zonele-rurale/
Rețeaua Rurală Națională - RRN	FLIARA – Inovația condusă de femei în agricultura și în mediul rural, finanțat prin programul Horizon Europe pentru perioada 2023-2025	News	https://m.facebook.com/story.php?story_fbid=pfbid0JiUPvoKFtmxV5uT1XtxLJP4cBeYy4dauwU3dh7aeFunMmPkpT1AQFnHhbcu96gTVI&id=100080457996606
The Mary Robinson Centre	Dr. Maura Farrell: Women in Rural Ireland by Ailbhe Doyle	News	http://www.maryrobinsoncentre.ie/blog/dr-maura-farrell-women-in-rural-ireland-by-ailbhe-doyle
Rural Pact	EU Rural vision - Rural Pact Community Newsletter - June 2024	Newsletter	https://ruralpact.rural-vision.europa.eu/news/rural-innovation-gets-gender-boost-through-new-community-practice_en
Rural Pact	Rural innovation gets a gender boost through a new Community of Practice	News	https://ruralpact.rural-vision.europa.eu/news/rural-innovation-gets-gender-boost-through-new-community-practice_en

6.3.6 ATTENDED EVENTS

Significant efforts were made during the first 18 months of the FLIARA project to actively participate in 25 events, effectively promoting the project and building valuable relationships with stakeholders as in the below table. These events provided a platform to showcase FLIARA's objectives, actions, and anticipated outcomes, facilitating meaningful interactions and knowledge sharing.

Table 19. Attended events

Reporting period	Who attended	Type of event	Title of the event	Date	Location
	Maura Farrell	Conference	Food Vision 2030 - A World Leader in Sustainable Food Systems	2/1/2023	Ireland
	Maura Farrell	Meeting	The 2nd Meeting of the 6th Mandate of SCAR AKIS	12-13/04/2023	Prague, Czech Republic



RP1	Maura Farrell	Forum	The European Startup Village Forum	2/28/2023	Brussels, Belgium
	Annie Roos	Conference	Rural Pact Conference	4/5 2023	Uppsala, Sweden
	Maura Farrell	Event	President of Ireland's Summer Garden Party	6/21/2023	Galway, Ireland
	Maura Farrell, Louise Weir, Elena Herrera, Víctor Martínez	Webinar	Tools4CAP first Info Session	6/26/2026	Online
	Maura Farrell - Louise Weir	Webinar	Gender and Agroecology Webinar	7/5/2023	Online
	Maura Farrell - Louise Weir	Congress	XXIXth European Society for Rural Sociology Congress Crises and the futures of rural areas. WG Sessions WG 7: Rural Quality of Life: Gender and other perspectives	7/9/2023	L'Institut Agro Rennes-Angers, Rennes, France
	Anastasia Oprea	Event	2023 European Ecovillage Gathering	12-17/07/2023	Germany
	Maura Farrell	Sister Project Event	GRASS CEILING - Show case event in Brussels 2023	12-14/09/2023	Brussels



	Hannu I. Heikkinen, Élise Lépy	Sister Project Event	RURACTIVE KICK OFF MEETING	13-15/09/2023	Bologna
	Niamh Nolan	Fair	Ireland's National Ploughing Championships	19 -21/09/2023	Ireland
	Maura Farrell - Louise Weir	Forum	Shaping the future of rural areas	27-29/09/2023	Guadalajara, Spain
	Louise Weir	Webinar	Presentation at INSITU Webinar Series	10/30/2023	online
	Maura Farrell	Online Conference	RENOVITY - Conference	10/31/2023	online
	Annie Roos and Helene Ahl	Conference	Rural areas and regions in transition: A conference for rural and regional researchers in Sweden	08-09/11/2023	Stockholm, Sweden
	Víctor Ricardo Martínez, Beatrice Avagnina	Workshops	Erasmus+ EUROPE Project: Addressing challenges experienced by communities in remote and rural areas.	22-23/11/2023	Gran Canaria, Spain
	Maura Farrell	Conference	Duhallow Farming for Blue Dot Catchments EIP – End of Project Conference	12/7/2023	Cork, Ireland
	Louise Weir, Maura Farrell, Tuomas Kuhmone n, Belyta Tembo	Conference	2023 European LEADER Congress in brussels	18-19/12/2023	Brussels, Belgium



	Susanne von Münchhausen	Conference	BIOFACH & VIVANESS 2024	13-16/02/2024	Nuremberg , Germany
	Anastasia Oprea	CfF session	Women's leadership in regenerative intentional communities	7/3/2024	Online
	Louise Weir, Maura Farrell	Conference	EU CAP Network workshop 'Women-led innovations in agriculture and rural areas'	17/04/2024	Krakow, Poland
	Silvia Sivini, Irene Leonardelli	Conference	VII AGROMIG International Seminar "Migrations, Agrifood and Rural Change"	23-24/05/2024	Rende, Calabria, Italy
	Maura Farrell	Conference	A Shared Response To A Shared Responsibility - Mary Robinson Climate Conference	05-06/06/2024	Ballina, Ireland
	Maura Farrell, Aisling Murtagh and Louise Weir	Conference	North Atlantic Forum Conference	20/06/2024	Letterfrack, Connemara, Ireland



7. CONCLUSIONS

The FLIARA project's Plan for dissemination and exploitation, encompassing communication activities, presents a comprehensive and strategic approach to raise awareness and promote the project's objectives as well as the promotion of a visibility campaign around women in agriculture and rural areas. The plan outlines various channels to promote the project, including print and digital media, social media platforms, and different methods for disseminating the project, for example engaging target groups through both online and offline activities, over the 36 months duration of the project.

One of the primary goals of the plan is to inform the public about this European Commission-funded initiative and its mission to advance female-led innovations in agriculture and rural areas across the European Union. The approach intends to instil trust and promote collaboration among stakeholders by efficiently communicating information about consortium members and the overall objective of the project. Furthermore, it seeks to create opportunities for active participation from end users and interested parties, facilitating their engagement, collaboration and involvement.

To ensure a consistent and recognisable public image for the project, various communication tools such as leaflets, banners, and roll-ups have been designed, contributing to a cohesive visual identity, and reinforcing the project's message. The plan also incorporates a comprehensive set of monitoring and evaluation indicators to assess the effectiveness of the dissemination and communication efforts, enabling continuous improvement and adaptation as needed.

An essential aspect of the plan is the establishment of partnerships with complementary projects and initiatives. The FLIARA project intends to use collective expertise and resources by connecting with like-minded endeavours, facilitating collaboration and knowledge sharing. This approach maximises the impact and sustainability of the project's outcomes, facilitates the successful dissemination and exploitation of project results while also enhancing the visibility of female-led innovations in the agricultural and rural areas.



ANNEXES

ANNEX 1 – CONSORTIUM GUIDELINES FOR SOCIAL MEDIA

Nowadays, being active on social media is essential. Social media will play an active role in achieving dissemination and communication aims. Please follow the steps outlined in this brief tutorial to achieve effectiveness while sharing key information with stakeholders/followers in a general way.

WHO MANAGES THE PUBLICATIONS?

CE will handle publications on the project's social media accounts. Please communicate every important activity or event that can be shared on every platform by emailing socialmedia@fliara.eu.

Every time you have news, or you have found relevant information that relates to the project, please inform CE so that we can post it. We will post your ideas as well throughout the project. You will find on TEAMS as well an Excel File to fill out with publications (papers, scientific publications, articles, radio/tv interviews) you have done.

FOLLOW AND INVITE TO FOLLOW

Please follow all project accounts, invite your friends and networks on Social Media to give a like on FLIARA Facebook page, connect/follow on LinkedIn and follow on Instagram and Twitter/X.

- Facebook: /fliara.project
- Instagram: /fliara.project
- Twitte/X: /fliara_project
- LinkedIn: /fliara-project

RELATED HASHTAGS

Hashtags are a way to disseminate information on most social media platforms. Please consider the following hashtags to convey the message of the project to a wide audience:

#WomenInAg	#FLIARA
#WomenInspiringWomen	#FLIARAEU
#GenderInEquality	#CommunityOfPractice
#RuralInnovation	#Women
#RuralWomen	#GenderEquality



#RuralCommunity	#FemaleLed
#Sustainability	#RuralWomen
#HorizonEU	#Innovation
#Enviroment	#WomenLedInnovation

WHEN ATTENDING EVENTS

Dissemination WP will be monitoring attended events and upcoming events as part of the Plan for Dissemination and Exploitation, including communication activities. Please inform us about every event when FLIARA Project will be participating, and if there is already attended events, let us know as well for reporting purposes. You will find on TEAMS an Excel File to inform us your attended events and upcoming events you would like to participate.

ABOUT CONTENT

When there is something to show to stakeholders and when you are attending events. Please, consider recording videos to post on Stories (Facebook and Instagram), Moments (Twitter/X), LinkedIn Stories. It will create a visual narrative of all the activities related to the project.

IDEAS OF CONTENT

Here is a list of examples of what you can share with WP6 leader:

- Personal experiences - anything you do as part of the project that surprised you.
- General information - a publication that contains pertinent information on the project's topic.
- Quotations - a phrase that you heard at a conference or read in a publication that you found inspirational and relevant to the project theme.
- A funny fact - this might lend a little of levity to the situation.
- Link to a relevant website with a brief description.
- The project results, newspapers and publications, events, conferences, breaking news, and other hashtags related to our project that you may found interesting.

If partners would like to share a message on social media: write only two or three sentences and include a good photograph. Members of the consortium can hazard writing a long narrative if you wish, but it must be a true story that captures the reader's interest, not just a long message.



Finally, we will adapt all the materials you may send us to include it in WP6 regular calendar posts. For further information, please do not hesitate to contact us. We will be more than happy to get your thoughts or help you with ideas.

TAG FLIARA ON YOUR OWN SOCIAL MEDIA

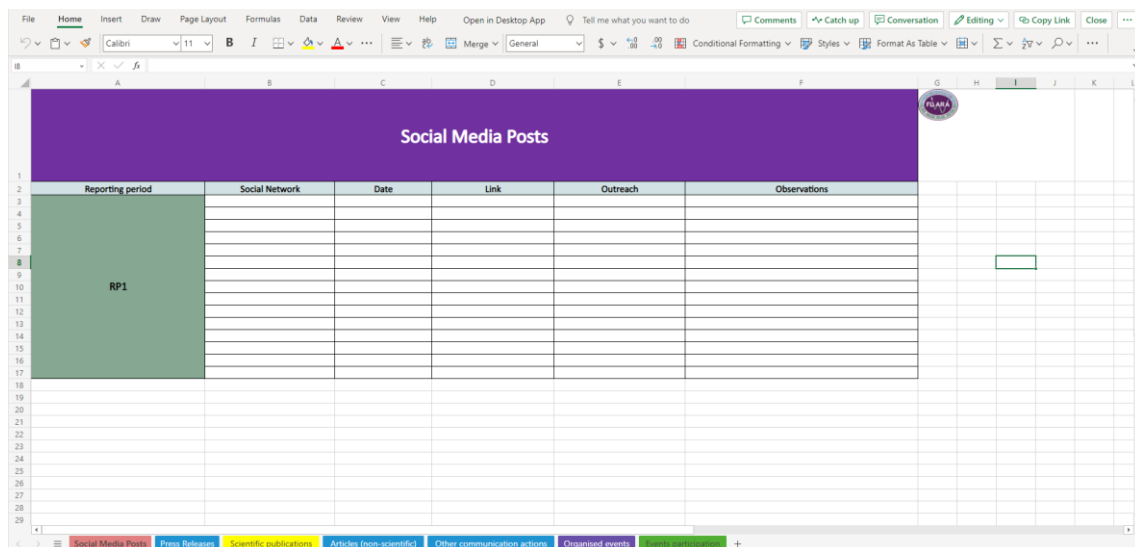
Please do not forget to tag FLIARA social media accounts on your own social media when you post something about the project and also include the hashtag #FLIARAEU or #FLIARA. So that we can repost or share all of your posts and also to track them for reporting purposes.

ANNEX 2 – DISSEMINATION AND COMMUNICATION MEDIA MONITORING SHEET

To properly track and analyse all media, events, and actions held by the consortium during the project, a D&C media monitoring sheet has been created and managed by CE, so that partners can assist the communication team in staying aware about project-related activities. The template contains the following tabs distribution with the intention that partners can fill out related achievements on:

- Social Media Posts
- Press Releases
- Scientific Publications
- Articles (non-scientific)
- Organised Events
- Events Participation
- Other Communication Actions

Figure 42. Dissemination and Communication media Monitoring Sheet Screenshot





ANNEX 3 – SOCIAL MEDIA NETWORKS FROM PARTNERS

Table 21. Social Media Networks from Partners

Short name	Twitter/X	Instagram	Facebook	LinkedIn	Others
Galway	twitter.com/UniGalwayRural		https://www.facebook.com/universityofgalwayruralstudies/	-	YouTube Channel: https://www.youtube.com/channel/UC6deHbBiRcWvuYdNafrFaaw
TU Delft	@BKTUDelft	https://www.instagram.com/bk.tudelft/	https://www.facebook.com/BKTUDelft	https://www.linkedin.com/company/bktudelft	https://www.youtube.com/channel/UCY-kUhbrVu6akhkj9T7Y6A?
Teagasc	-	instagram.com/teagasc	https://www.facebook.com/Teagasc	-	-
UNICAL	-	instagram.com/unicalofficial	-	-	-
LWL	twitter.com/LWLLongford		www.facebook.com/LongfordWomensLink	www.linkedin.com/in/teefarrell www.linkedin.com/in/lwl-longford-97034ba1	@lwllongford3468
UTU	-	instagram.com/uniturku	-	-	-
UL	twitter.com/FFLjubljana	instagram.com/geoffuni	https://www.facebook.com/geofful	https://www.linkedin.com/school/university-of-ljubljana-arts	YouTube: https://www.youtube.com/@oddelekzageografijofful9337
CE	twitter.com/ConsultaEuropa	instagram.com/consultaeuropa	https://www.facebook.com/ConsultaEuropa	https://es.linkedin.com/company/consulta-europa?original_referer=https%3A%2F%2Fwww.google.com%2F	-



HNEE	twitter.com/hneeberswalde ; @Frvmue nchhause n; @liaison2 020	instagram.com/hneeberswalde/	https://www.facebook.com/hneeberswalde/	https://www.linkedin.com/school/hneeberswalde/	https://www.youtube.com/watch?v=hBo3XgseqMU
ELARD			https://www.facebook.com/ELARDaisb/		http://elard.eu/
UOULU	twitter.com/OuluArchAnth	instagram.com/oulu.archaeology anthropology	-	-	https://www.youtube.com/user/UniversityOfOulu
HLK	twitter.com/JonkopiongUni		https://www.facebook.com/hlk.jonkopiong	https://www.linkedin.com/company/h-gskolan-f-r-l-rande-och-kommunikation/?viewAsMember=true	-
ECOLISE	twitter.com/ECOLISE		https://www.facebook.com/ecolise.eu	https://www.linkedin.com/company/ecolise/	-
MENDEL LU	twitter.com/MENDELUCz	https://www.instagram.com/mendelu.cz/?hl=cs	https://www.facebook.com/mendelova.univerzita/	https://cz.linkedin.com/school/mendeluniversityinbrno/	YouTube Channel: https://www.youtube.com/c/mendeluniv
LNU	@linneuni	https://www.instagram.com/linneuniversitetet/	https://www.facebook.com/linneuniversitetet?fref=ts	https://www.linkedin.com/school/linnaeus-university/	-



ANNEX 4 - VIDEO INTERVIEW APPROACH

The purpose of this guideline is to ensure ambassadors are briefed on the questions beforehand to provide concise and focused answers according to the breakdown below for each interview and for partners (“Buddys”) to understand the process of the video interview and its implications.

In the event that a partner does not have the possibility of attending the in-person events, CE will print the translated questions during the filming, ensuring that the ambassador is comfortable and guided throughout the interview process.

It is worth noting that, CE will prioritise a conversational approach to create a truly engaging interview, putting the ambassadors at ease and fostering a natural flow to encourage genuine responses. By steering the conversation towards personal anecdotes, CE aims to capture the audience's imagination through the power of narrative. The focus will not be on the specific content of the responses but rather on fostering a conversational flow that encourages compelling narratives.

TIME ALLOCATION PER AMBASSADOR:

- **Interview Time:** 7 minutes per ambassador

BREAKDOWN FOR EACH INTERVIEW:

1. **Introduction and Background:** 1 minute
2. **Inspiration and Motivation:** 1 minute
3. **Innovative Practices and Impact:** 1.5 minutes
4. **Challenges and Solutions:** 1 minute
5. **Role of FLIARA:** 1 minute
6. **Future Goals:** 1 minute
7. **Advice for Aspiring Innovators:** 0.5 minutes
8. **Closing Thoughts:** 1 minute

INTERVIEW LANGUAGE AND SUPPORT

The video interviews will be primarily filmed in English, the common language of the project, but also in the ambassador's local language, when needed. For local language interviews, CE will require the assistance of local partners to translate the pre-determined interview questions and help read the interview questions during the filming, there are 8 questions.

BUDDY RESPONSIBILITIES

- Local partners will translate interview questions into the ambassador's local language.



- Local partners will share the interview questions in advance for the video interview to be held at each in-person CoP event.
- If the video has been filmed in another language that is not English, during video production, CE will request buddies, with enough time, to review and correct the auto-generated closed captions (subtitles) in their local language, ensuring accuracy and synchronicity with the audio.
- Buddies will translate the corrected captions into English using a designated template provided by CE with the reviewed closed captions.

PROJECT BENEFITS FOR AMBASSADORS

It is important to clearly communicate to each ambassador the value of their participation. The videos will serve to:

- Increase their visibility at the EU level.
- Inspire other women pursuing careers in farming and rural development.
- Integrate them into the wider FLIARA toolkit—a resource for women in these fields.

VIDEO PRODUCTION TECHNIQUES

- **B-roll Footage:** To enhance the interview segments, a series of additional scenes will be captured:
 - **Ambassador Interactions:** filming informal interactions between ambassadors during the event.
 - **"I Am FLIARA" Montage:** Each ambassador will be recorded with phrases in English, expressing themes like "I am FLIARA," "I am innovation," "I am sustainability," and "I am empowerment." These statements will be stitched together for a powerful montage. (Specific instructions will be provided by CE during filming.)
 - **Active Participation:** Capturing ambassador participation in workshops or networking events, ensuring minimal disruption to their activities.

ADDITIONAL SCENE TYPES

- **Close-up Shots:** Framing personal statements and impactful messages for emphasis. CE has specific questions for this; they are detailed below.
- **Group Shots:** Capturing interaction between ambassadors and stakeholders during the CoP in-person event.
- **Environment Shots:** Wide-angle visuals of the rural areas and agricultural settings where the ambassadors work. Partners are encouraged to request short videos or pictures of these settings to enrich the final video after the CoP in-person event.



INTERVIEW QUESTIONS

The following interview questions, designed to encourage a conversational approach and facilitate post-production editing, will guide the interviews. It is important to note that individual responses may be tailored during editing to create a cohesive final video.

- **Introduction and Background:**
 - "Can you briefly introduce yourself and share a bit about your background?"
- **Inspiration and Motivation:**
 - "What inspired you to become involved in innovation within agriculture and rural areas?"
- **Innovative Practices and Impact:**
 - "Could you describe your innovative practice and what impact it has had in your community or field? Also, could you briefly explain its benefits and how it can be adopted by other women in farming and rural areas?"
- **Challenges and Solutions:**
 - "What are some of the biggest challenges you have faced as a woman innovator in rural areas or farming, and how have you overcome them?"
- **Role of FLIARA:**
 - "What impact do you hope FLIARA will have on demonstrating the innovative capacity of women in farming and in rural areas?"
- **Future Goals:**
 - "What are your future goals for your innovative practices, and how do you see the FLIARA project contributing to these goals?"
- **Advice for Aspiring Innovators:**
 - "What advice would you give to other women looking to innovate in agriculture and rural areas?"
- **Closing Thoughts:**
 - "Is there anything else you would like to share about your experience with FLIARA or your vision for the future of women-led innovation in rural areas?"



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