



ReGrow

Rebuilding Growth in Agriculture in
Post-Conflict Ukraine & Transitioning Georgia

D7.1: Dissemination and Outreach Plan

Lead Author: [Tamar Gomiashvili (GFA)]

Co – authors: [Mariam Devrisashvili (GFA) & Nikoloz Meskhishvili (GFA)]



**Co-funded by
the European Union**





Document Information

Grant Agreement No.	101179755		
Project Acronym	ReGrow		
Project Title	Rebuilding Growth in Agriculture in Post-Conflict Ukraine & Transitioning Georgia		
Type of action	ERASMUS Lump Sum Grants		
Call Topic	ERASMUS-EDU-2024-CBHE-STRAND-2		
Project Start Date	01.11.2024	Project End Date	31.10.2027
Project Officer	Mr. Xavier Flament		
Project Coordinator	Prof. Anastasios Michailidis		
Work Package	WP7: Exploitation and Dissemination		
WP Leader	Georgian Farmers Association (GFA)		
Deliverable type ¹ Dissemination level ²	R -Document PU - Public		
Due Date	31 January 2025		
Deliverable Submission Date	31 January 2025		
Version	Final		
Reviewer(s)	Prof. Anastasios Michailidis (AUTH), Aikaterini Paltaki (AUTH), Smaragda Nikouli (AUTH). The deliverable was presented & reviewed by the consortium during Day 2 of the Kick off Meeting in Thessaloniki.		

Disclaimer

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them

Copyright message

This document contains unpublished original work unless clearly stated otherwise. Previously published material and the work of others has been acknowledged by appropriate citation or quotation, or both. Reproduction is authorised provided the source is acknowledged.

© ReGrow Consortium, 2025

¹ Please check DoA for the deliverable type. Available options are: R: Document, report; DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; DATA: Data sets, microdata, etc; DMP: Data management plan; ETHICS: Deliverables related to ethics issues; SECURITY: Deliverables related to security issues; OTHER: Software, technical diagram, algorithms, models, etc.

² Please check DoA for the dissemination level. Available options are: PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEN – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C - EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444



ReGrow Consortium

	Participant organisations	Contact
1	<p>ARISTOTELIO PANEPISTIMIO THESSALONIKIS (AUTH), Greece</p> 	<p>Michailidis Anastasios tassosm@auth.gr</p> <p>Smaragda Nikouli smaragda.nik@gmail.com</p>
2	<p>MITROPOLITIKO COLLEGE (MC), Greece</p> 	<p>Christina Ververidou ververidou@akmi-international.com</p>
3	<p>HOCHSCHULE WEIHENSTEPHAN - TRIESDORF (HSWT), DE</p> 	<p>Veriko Khomeriki veriko.khomeriki@hswt.de</p>
4	<p>BK CONSULT GMBH (BK CONSULT), DE</p> 	<p>Zuzanna Dzedzic dziedzic@bk-con.eu</p>
5	<p>GEORGIAN FARMERS ASSOCIATION (GFA), GE</p> 	<p>Tamar Gomiashvili tgomiashvili@gfa.org.ge</p>
6	<p>TRIESDORF AGROBUSINESS CONSULTING (TABCO), GE</p> 	<p>Giorgi Chezhia gchezhia@gmail.com</p>
7	<p>GEORGIAN TECHNICAL UNIVERSITY (GTU), GE</p> 	<p>Giorgi Mikiashvili giorgi.mikiashvili@gtu.ge</p>
8	<p>SAMTSKHE-JAVAKHETI STATE UNIVERSITY (SJSU), GE</p> 	<p>Zaira Tkebuchava zairatkebuchava@gmail.com</p>
9	<p>SHOTA MESKHIA STATE TEACHING UNIVERSITY OF ZUGDIDI (ZSSU), GE</p> 	<p>Natia Tsipuria natiatsipuria@zssu.edu.ge</p>
10	<p>MINISTRY OF EDUCATION, SCIENCE AND YOUTH OF GEORGIA (MOESYGE), GE</p> 	<p>Maia Shukhoshvili mshukhoshvili@mes.gov.ge</p>



11	NGO INTERNATIONAL AGRICULTURAL CLUSTER DNISTER (IACD), UA		Vitalii Merezhko dnisteragrocluster@gmail.com
12	SUMY NATIONAL AGRARIAN UNIVERSITY (SNAU), UA		Larysa Kalachevska larysa.kalachevska@snau.edu.ua
13	NGO "EUROREGION "DNIESTER" (NGOED), UA		Svitlana Pustovit euroregiondniester@gmail.com
14	POLISSIA NATIONAL UNIVERSITY (PU), UA		Karyna Razumna karyna.razumna@polissiauniver.edu.ua
15	KHMELNITSKY NATIONAL UNIVERSITY (KHNU), UA		Skyba Kateryna skybakm@khmnu.edu.ua



Executive Summary

The current document presents a detailed Dissemination and Communication Outreach Plan for the project titled “Rebuilding Growth in Precision Agriculture in Post-Conflict Ukraine & Transitioning Georgia” (REGROW), officially started in 1st November with a duration of 36 months. The primary goal of ReGrow is to modernize agricultural education and practices in Ukraine and Georgia by introducing precision agriculture, fostering sustainable development, and advancing digital transformation to align with EU standards and labour market demands with the involvement of two additional parties, sharing the experiences of Germany and Greece. The project focuses on rebuilding Ukraine's post-conflict agricultural sector and enhancing Georgia's alignment with EU agricultural practices. ReGrow through the development of a joint MSc program in Precision Agriculture, focusing on sustainability, advanced technologies & digital transformation aims to modernize the HE Systems in Georgia and Ukraine.

The Initial plan represents an early version of the plan for dissemination and exploitation, based on the project's activities to date. Its overarching goal is to maximize the impact of the project's innovative outcomes on the scientific and educational sectors of the European Union. This deliverable provides a detailed overview of the dissemination and communication strategies and activities undertaken by ReGrow.

The consortium has already planned various dissemination and communication activities, including engaging relevant stakeholders through targeted events. These efforts aim to maximize the adoption of project results among diverse audiences and interested entities while promoting the mission and objectives of ReGrow, particularly the importance of digital transformation in modern agriculture.

Additionally, the deliverable outlines the exploitation methodology for effectively utilizing and managing the innovations developed by ReGrow.



Glossary of terms and abbreviations used

List of Abbreviations and Description	
D&C	Dissemination and Communication
5W	Who, What, When, Where, and Why
EU	European Union
VLE	Virtual Learning Environment
KPIs	Key Performance Indicators



Table of Contents

1. Introduction	9
1.1. Project summary, aims and outcomes.....	9
1.2. Document scope	11
1.3. Document structure	11
2. Communication Team.....	13
3. Communication and Dissemination.....	15
3.1. Dissemination and Communication Objectives	15
3.2. Dissemination and Communication Methodology	18
3.3. Innovative Approaches to Dissemination and Communication.....	21
4. Target Audiences & Key Messages	23
4.1. Identification of the key target groups.....	23
4.2. Identification of the key target groups.....	24
4.3. Dissemination and Communication Activities and Target Group Alignment	25
5. Dissemination and Communication channels, tools and activities	27
5.1. Key Words and Hashtags	27
5.2. Innovative Aspects in Agriculture	27
5.3. Communication and Dissemination Channels	27
5.3.1. Digital Channels	27
5.3.2. Content in social media.....	28
5.3.3. Pre, During and Post Communication in Social Media	29
5.3.4. Content that must be published:	29
6. Key Performance Indicators	48
7. Visibility of EU Funding	51
7.1. Acknowledgment of EU Support	51
7.2. Incorporation into Quality Assurance.....	51
7.3. Project Disclaimer	51
7.4. Visual Materials Approval Process.....	52
7.5. EU Emblem Usage Guidelines.....	52
7.6. Integration Across Platforms.....	52
7.7. Visibility of EU Contribution.....	52
8. Visual Identity	53
8.1. Logo	53



List of Figures

Figure 1 – Communication & Dissemination differences.....	18
Figure 2 – SOSTAC Framework	19
Figure 3 – Target groups & key messages	25
Figure 4 – ReGrow’s Facebook page.....	30
Figure 5 – ReGrow’s LinkedIn page.....	31
Figure 6 – ReGrow’s Twitter page	32
Figure 7 – ReGrow’s YouTube page	33
Figure 8 – ReGrow’s Monitoring tool for KPIs	50
Figure 9 – ReGrow’s logo.....	53
Figure 10 – ReGrow’s palette.....	54

List of Tables

Table 1 – Communications representative from each organization.....	13
Table 2 – Dissemination and Communication Activities and Target Group Alignment	25
Table 3 – Digital channels, objectives and target groups.....	27



1. Introduction

1.1. Project summary, aims and outcomes

This section provides a detailed overview of the **ReGrow project**, including its foundational elements, strategic objectives, and anticipated outcomes. By highlighting the project's scope, main goals, and the consortium's collective capacity, this section establishes a shared understanding among all stakeholders, aligning their efforts toward achieving ReGrow's transformative vision. It also emphasizes the project's alignment with global priorities such as sustainability, digital transformation, and socio-economic development.

Project Summary

ReGrow is a **transformative initiative funded under the Erasmus+ program**, designed to address the pressing challenges in agricultural education and practice in **Georgia and Ukraine**. The project introduces an innovative **Master of Science (MSc) program in Precision Agriculture**, integrating **data-driven decision-making, resource efficiency, and sustainability** into agricultural education. This multidisciplinary approach ensures that graduates and professionals are equipped with the skills and knowledge needed to lead the sector's evolution.

ReGrow is not just about modernizing agricultural education; it's about fostering resilience, innovation, and environmental stewardship. By **enhancing the capacity of Higher Education Institutions (HEIs)** in Georgia and Ukraine and collaborating with European partners, the project ensures a systemic improvement in the quality of education. It addresses gaps in agricultural practices through technological integration, capacity-building activities, and international cooperation, all while contributing to the EU Green Deal priorities.

Key aspects of the project include:

- **Development of an Accredited MSc Program:** A cutting-edge curriculum tailored to local and global needs.
- **Establishment of ReGrow Labs:** State-of-the-art facilities for hands-on learning and research.
- **Capacity Building for Educators and Staff:** Training programs to ensure impactful education delivery.
- **Digital Transformation:** Innovative solutions to overcome connectivity challenges and enable remote learning.

Aims of the Project & Key Outcomes

The ReGrow project aims to:

1. **Modernize Agricultural Education:** Introduce contemporary practices and technologies into agricultural curricula, ensuring relevance and alignment with global standards.
2. **Enhance Institutional Capacity:** Equip HEIs with the resources and knowledge to deliver high-quality education.
3. **Foster Sustainability:** Promote climate-smart agricultural practices and sustainable development.
4. **Advance Digital Access:** Leverage digital tools to ensure inclusive and accessible education for rural and underprivileged communities.



5. **Strengthen Academia-Industry Collaboration:** Create synergies between educational institutions and industry to align education with labor market demands.

The project is expected to deliver tangible and sustainable outcomes that address critical gaps in agricultural education and practices. These outcomes include:

1. **Accredited MSc Program in Precision Agriculture:**
 - A flagship program integrating advanced technologies and sustainability principles.
 - Ensures relevance beyond the project's geographical scope by adhering to international accreditation standards.
2. **Establishment of ReGrow Labs:**
 - Practical facilities that foster innovation and hands-on learning.
 - Equipped with cutting-edge technologies like Geographic Information Systems (GIS) and data analytics tools.
3. **Capacity Building and Institutional Strengthening:**
 - Training for educators, researchers, and administrators to enhance their capabilities.
 - Enables HEIs to manage complex projects and deliver high-quality education effectively.
4. **Collaborative Research Initiatives:**
 - Facilitates knowledge exchange and innovation among partners.
 - Develops tailored solutions for local agricultural challenges.
5. **Digital Transformation:**
 - Bridges the digital divide by integrating digital tools and platforms into education.
 - Addresses connectivity challenges in rural and remote areas.
6. **Framework for Sustainability:**
 - Embeds environmental principles and sustainable farming practices into education.
 - Supports the transition to greener agricultural practices, aligning with the EU Green Deal and UN SDGs.

ReGrow's strategic framework revolves around three core pillars:

1. **Educational Modernization:** Building a resilient and future-ready agricultural education system.
2. **Collaborative Innovation:** Strengthening ties between academia, industry, and policymakers.
3. **Sustainable Development:** Addressing long-term challenges like climate change, food security, and resource efficiency.

To achieve these ambitions, effective dissemination and outreach are integral components of the ReGrow strategy. The success of the project hinges not only on the development of high-quality programs, tools, and resources but also on their adoption and impact across target audiences. The Deliverable D7.1: Dissemination and Outreach Plan plays a pivotal role in this process by establishing a comprehensive strategy for raising awareness, engaging stakeholders, and maximizing the visibility of the project's results.

This deliverable outlines targeted dissemination activities that include leveraging digital platforms, organizing events, producing promotional materials, and engaging with industry representatives and



policymakers. By ensuring the project's results are effectively communicated, D7.1 supports the broader goals of ReGrow, helping to attract new collaborations, foster knowledge exchange, and ensure the long-term sustainability of the project's outcomes. It serves as the bridge between ReGrow's strategic vision and its stakeholders, ensuring that the project's impact extends beyond its immediate consortium to create meaningful change at the local, regional, and international levels.

This introduction underscores the importance of aligning ReGrow's core objectives with a robust dissemination framework, setting the stage for the project's success and legacy.

1.2. Document scope

The scope of Deliverable D7.1: Dissemination and Outreach Plan outlines the comprehensive framework, methodologies, and strategies that will guide the ReGrow project's dissemination and communication (D&C) activities. This deliverable sets the foundation for achieving the project's strategic objectives by ensuring that its innovative outcomes, such as the MSc program in Precision Agriculture, the ReGrow Labs, and digital learning platforms, are effectively communicated to diverse stakeholders.

The scope of the document includes:

1. **Defining the Strategic Approach:** Establishing the guiding principles and methodologies for disseminating ReGrow's results.
2. **Target Audience Analysis:** Identifying the key groups—students, educators, policymakers, industry stakeholders, and NGOs—who will benefit from the project outcomes.
3. **Key Messaging Framework:** Developing impactful messages tailored to resonate with different audience segments.
4. **Channel Utilization:** Leveraging both traditional and digital communication platforms, including social media, websites, promotional materials, and high-level events, to maximize outreach.
5. **Alignment with EU Guidelines:** Ensuring compliance with the visibility requirements for EU-funded projects, including the use of the EU emblem and disclaimers.
6. **Measuring Effectiveness:** Introducing Key Performance Indicators (KPIs) to monitor the success of the dissemination activities and adjust strategies as needed.

This document acts as a blueprint, enabling all consortium members to align their communication efforts and ensuring that ReGrow's goals are understood and embraced by its target audiences.

1.3. Document structure

The D7.1: Dissemination and Outreach Plan is organized into the following sections, each addressing critical components of the dissemination strategy:

1. **Introduction:**
 - Overview of the ReGrow project, its objectives, and its alignment with EU priorities.
 - Importance of dissemination and communication in achieving project goals.
2. **Dissemination and Communication Methodology:**
 - Strategic approach inspired by the SOSTAC model (Situation, Objectives, Strategy, Tactics, Action, Control).
 - Innovative methods, including storytelling and multimedia content.



3. Target Audiences and Key Messages:

- Detailed analysis of target groups, their needs, and how ReGrow’s outcomes address those needs.
- Development of clear and impactful key messages tailored to each audience.

4. Dissemination and Communication Activities:

- Description of specific activities such as social media campaigns, events, publications, and workshops.
- Alignment of these activities with identified target groups.

5. Key Performance Indicators (KPIs):

- Metrics to evaluate the success of the dissemination strategy, such as social media engagement, event participation, and material distribution.

6. Visual Identity:

- Overview of the project’s branding elements, including the logo, color palette, and guidelines for consistent communication.
- Ensuring coherence across all materials and adherence to EU visibility rules.

7. Visibility of EU Funding:

- Guidelines for acknowledging EU support in all dissemination activities.
- Use of the EU emblem, funding acknowledgment, and disclaimers in line with Article 17 of the Grant Agreement.

8. Conclusion:

- Summary of the dissemination strategy’s role in achieving ReGrow’s objectives.
- Commitment to continuous improvement and stakeholder engagement throughout the project lifecycle.

This structure ensures clarity, coherence, and strategic alignment, providing a comprehensive guide for the consortium to execute the dissemination and outreach plan effectively.



2. Communication Team

Effective communication plays a vital role in the success of any consortium. A well-structured communication team ensures that information flows seamlessly among member organizations, stakeholders, and the broader public. This team acts as a bridge, fostering collaboration, alignment, and a unified voice, which are essential for achieving the consortium's goals.

Having one representative from each organization within the communication team is equally important. This approach ensures:

1. **Diverse Perspectives:** Each organization brings unique insights, experiences, and expertise, enriching the communication strategy.
2. **Consistency Across Organizations:** A representative from each partner ensures that messaging is consistent while respecting the individuality and branding of every organization.
3. **Efficient Information Sharing:** With direct points of contact, information can be disseminated swiftly and accurately, avoiding miscommunication.
4. **Enhanced Engagement:** Representatives act as ambassadors, promoting active participation and fostering a sense of ownership within their respective organizations.
5. **Faster Coordination / Internal communication:** Having a designated representative from each organization streamlines decision-making and ensures rapid responses to time-sensitive issues, saving valuable time and maintaining momentum.

By integrating a dedicated communication team with representatives from each member organization, the consortium can ensure transparency, inclusivity, and impactful outreach, ultimately contributing to its overall success.

Table 1 – Communications representative from each organization

Organization	Name, Surname	Mail	Whatsapp number
Georgian Farmers' Association	Mariam Devrisashvili	mdevrisashvili@gfa.org.ge	+995 595 36 99 98
Georgian Technical University	Giorgi Mikiashvili	giorgi.mikiashvili@gtu.gr	+995 599 99 99 47
Shota Meskhia State Teaching University of Zugdidi	Natia Tsipuria	natiatsipuria@zssu.edu.ge	+995 577111442
BK Consult GmbH	Sadullah Altuntas	altuntas@bk-con.eu	
Polissia National University	Karyna Razumna	karyna.razumna@polissiauniver.edu.ua	+380933697057
AUTH	Smaragda Nikouli	smaragda.nik@gmail.com	+6976954874
MC	Christina Ververidou	ververidou@akmi-international.com	+0030 6977481926



International Agricultural Cluster "Dnister"	Vitalii Merezhko	dnisteragrocluster@gmail.com	+380637690903
Sumy National agrarian university	Vladyslav Zubko	v.zubko@snau.edu.ua	+380997355585
Khmelnyskyi National University	Kateryna Skyba	skybakm@khnmu.edu.ua	+380979079130
Polissia Nation University	Mykola Kravchuk	ekosoil@ukr.net	+380939314477



3. Communication and Dissemination

Further within this chapter, the purposes of the strategy, the difference between communication and dissemination, objectives are presented.

3.1. Dissemination and Communication Objectives

The ReGrow project employs a dual strategy of dissemination and communication to achieve its overarching goal of transforming agricultural education and practices in Georgia and Ukraine. Dissemination focuses on effectively transferring knowledge, innovations, and results to key stakeholders who can utilize them for broader impact. Communication emphasizes engaging and informing the wider public, creating a two-way dialogue to foster understanding and collaboration. Together, these objectives ensure that the project's outcomes reach the right audiences, drive adoption, and create a lasting legacy. The project's core objectives are the following:

1. Promote ReGrow and Its Mission

- Create widespread awareness about the project's objectives, activities, and achievements among stakeholders, the public, and the agricultural community.
- Highlight the importance of ReGrow's alignment with global priorities such as the EU Green Deal, digital transformation, and sustainable agricultural practices.
- Establish ReGrow as a leading initiative in agricultural modernization and post-conflict recovery.

2. Showcase Project Activities and Milestones

- Provide consistent updates on the progress of ReGrow, ensuring transparency and engagement across all stages of the project lifecycle.
- Highlight key milestones, such as the development of the MSc program in Precision Agriculture, the establishment of ReGrow Labs, and the implementation of digital tools like the Virtual Learning Environment (VLE).

3. Strengthen Connections with Stakeholders

- Build and maintain robust relationships with key audiences, including consortium members, policymakers, educators, students, farmers, and the public.
- Foster a collaborative network that bridges academia, industry, and policymaking for the adoption of innovative agricultural practices.

4. Enhance Visibility and Brand Recognition

- Position ReGrow as a thought leader in precision agriculture, sustainability, and agricultural education.
- Use visual identity, storytelling, and impactful communication strategies to increase the project's visibility and reinforce its credibility.

5. Maximize Impact through Strategic Dissemination

- Ensure that ReGrow's outcomes, results, and tools reach the intended audiences, driving adoption and inspiring change across partner countries and beyond.



- Engage policymakers, educators, and agricultural professionals in integrating project outcomes into local and international frameworks.

To achieve the above goals, ReGrow’s dissemination and communication objectives are structured across three timeframes—short-term, medium-term, and long-term—aligning with the 36-month project duration.

Operational Objectives (Short Term)

- Develop ReGrow’s visual identity to establish brand recognition and create professional communication materials.
- Ensure a regular flow of accessible and relevant information tailored to diverse audiences, emphasizing project alignment with the Green Deal, digital transformation, and sustainable growth.
- Engage stakeholders early through targeted communication strategies, promoting collaboration and support.
- Highlight immediate benefits such as enhanced digital competencies, tailored educational programs, and sustainable agricultural practices.

Specific Objectives (Medium Term)

- Promote ReGrow’s role in aligning agricultural education with global sustainability and innovation goals using relatable and engaging language.
- Foster digital literacy among agricultural stakeholders, ensuring they are equipped to address modern challenges.
- Facilitate collaboration between universities, agricultural institutions, and policymakers to create sustainable and innovative educational frameworks.
- Showcase the MSc in Precision Agriculture’s relevance to labor market needs and societal priorities, ensuring its successful adoption.
- Leverage the consortium’s diverse expertise to build a collaborative network for knowledge sharing and dissemination.

General Objectives (Long Term)

- Support the digital transformation of agricultural education and practices in Georgia and Ukraine, creating a resilient digital education ecosystem.
- Advance sustainable and efficient agricultural methodologies, contributing to global efforts like the EU Green Deal.
- Enhance the relevance of higher education curricula to labor market demands, fostering job creation and economic growth.
- Promote precision agriculture to students, policymakers, and farmers, ensuring long-term environmental and economic benefits.
- Ensure inclusivity and accessibility in agricultural education through online platforms, reaching rural and underrepresented communities.
- Establish a framework for regional cooperation and knowledge exchange, promoting sustainable collaboration between EU and partner countries.

ReGrow’s dissemination and communication objectives are interconnected, ensuring that knowledge transfer and public engagement efforts complement one another. The approach answers key questions:



- **What:** The project outcomes, innovations, and tools, including the MSc curriculum, ReGrow Labs, and digital platforms.
- **Who:** Target groups, such as HEIs, policymakers, students, agricultural professionals, and the general public.
- **How:** Using tailored messages, accessible language, and diverse channels like social media, newsletters, events, and stakeholder workshops.
- **When:** Dissemination and communication activities are strategically scheduled throughout the project's lifecycle to maximize impact.
- **By Whom:** The consortium partners, each leveraging their expertise and networks to deliver targeted communication efforts.

Although ReGrow's dissemination and communication objectives are interconnected, there are still some differences between the two terms.

- ***Communication: the whole project*** : Communication is a two-way dialogue with the target audience(s) and beyond. The aim is to reach out to society while demonstrating how EU funding contributes to tackling societal challenges. By going beyond the project's community, it is important to communicate the research in a way understood by non-specialists, e.g., the media and the public.
- ***Dissemination: the project results***: Dissemination is the public disclosure of the results to audiences interested in using them. This means that each project needs to transfer the knowledge and results produced along the research process to the ones that can best use it (e.g., research peers, industry, other commercial actors, professional organizations, policymakers, etc.).




 COMMUNICATION & DISSEMINATION WHY THEY ALL MATTER AND WHAT IS THE DIFFERENCE?	
COMMUNICATION - INFORM, PROMOTE AND COMMUNICATE ACTIVITIES AND RESULTS TWO-WAY COMMUNICATION - EXCHANGE INFORMATION	DISSEMINATION: MAKE PROJECTS KNOWLEDGE AND RESULTS PUBLICLY AVAILIABLE ONE-WAY:SHARING OR DISTRIBUTING INFORMATION WIDELY
FOR WHOM CIZITENS, STAKEHOLDERS AND THE MEDIA	FOR WHOM FOR THOSE WHO CAN LEARN AND BENEFIT FROM THE RESULTS, SUCH AS: PUBLIC AUTHORITIES, CIVIL SOCIETY, POLICYMAKERS, INDUSTRY, SCIENTISTS
HOW <ul style="list-style-type: none"> ● HAVING A WELL-DESIGNED STRATEGY ● CONVEYING CLEAR MESSAGES ● USING RIGHT CHANNELS 	HOW SCIENTIFIC MAGAZINES SCIENTIFIC AND/OR TARGET CONFERENCES DATABASES
WHEN FROM THE START UNTIL THE END OF ACTION	WHEN ANYTIME, AS SOON AS RESULTS BECOME AVAILABLE
WHY <ul style="list-style-type: none"> ● ENGAGE WITH STAKEHOLDERS ● ATTRACT THE BEST EXPERTS ● RAISE AWARENESS OF HOW PUBLIC MONEY IS SPENT ● SHOW THE SUCCESS OF EUROPEAN COLLABORATION 	WHY <ul style="list-style-type: none"> ● MAXIMISE THE IMPACT OF THE ACTION ● ALLOW OTHER RESEARCHES TO GO A STEP FORWARD ● CONTRIBUTE TO THE ADVANCEMENT OF A WORLD CLASS KNOWLEDGE ● MAKE SCIENTIFIC RESULTS A COMMON GOOD

Figure 1 – Communication & Dissemination differences

The main point is to define a dissemination and communication methodology in order to deliver proper messages to the right audience. The questions of WHAT? WHO? and WHEN? are answered to identify a) what will be disseminated, b) who will most benefit from the project results, c) how to reach the target audience, d) when dissemination will take place, and e) who is responsible for disseminating and how the consortium will comply with the EC disseminating policies and rules for the achievement of best practices.

The Deliverable D7.1: Dissemination and Outreach Plan serves as the blueprint for achieving these objectives. It outlines strategies, tools, and timelines for engaging stakeholders and sharing ReGrow’s outcomes. By aligning dissemination and communication efforts with the project's strategic goals, D7.1 ensures that ReGrow’s impact is both measurable and sustainable, reaching the widest possible audience and fostering meaningful change in agricultural education and practices.

3.2. Dissemination and Communication Methodology

A robust Dissemination and Communication (D&C) methodology is essential for ensuring that the ReGrow project achieves its objectives, engages stakeholders effectively, and leaves a lasting impact. The



methodology provides a comprehensive framework for defining, executing, and evaluating D&C activities, offering a structured approach that maximizes visibility, awareness, and uptake of project outcomes.

Framework for D&C Methodology

The ReGrow D&C plan draws inspiration from well-established strategic models, particularly the **SOSTAC framework**, which emphasizes **Situation Analysis, Objectives, Stakeholders & Strategy, Tactics, Actions, and Control**. Each of these components is detailed below to ensure a clear understanding of how the D&C methodology will guide ReGrow's efforts to engage its target audiences and disseminate its results effectively.

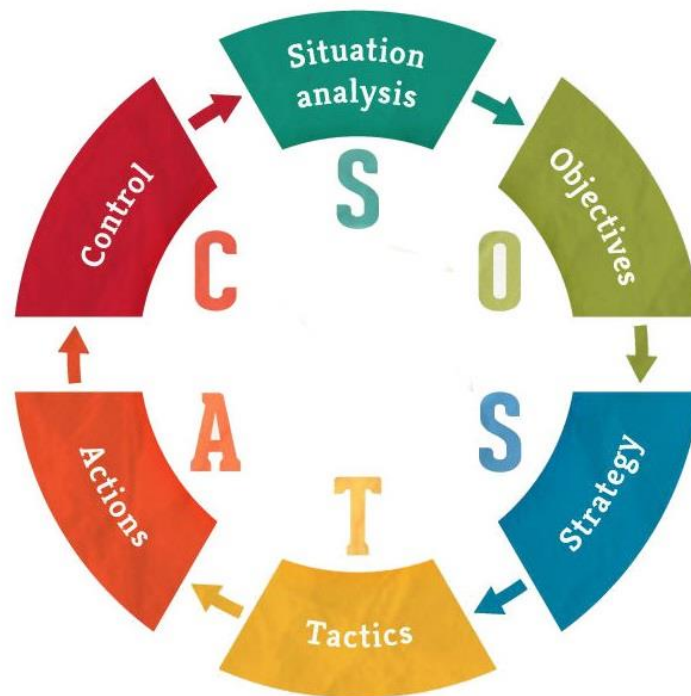


Figure 2 – SOSTAC Framework

1. Situation Analysis

This component establishes the foundation for the D&C methodology by assessing the project's starting point and context. The situation analysis for ReGrow includes:

- **Current Challenges:** Identifies the key challenges in modern agricultural education and practices in Georgia and Ukraine, including outdated curricula, lack of digital literacy, and insufficient collaboration between academia and industry.
- **Consortium Expertise:** Highlights the diverse capabilities of the ReGrow consortium, which includes Higher Education Institutions (HEIs), agricultural associations, and policymakers from Greece, Germany, Ukraine, and Georgia. Their combined expertise ensures a multidisciplinary approach to addressing project challenges.
- **Impact Analysis:** Explores the potential scientific, societal, and economic impacts of the project, both during its implementation and beyond. This includes fostering sustainability, enhancing digital transformation in education, and promoting precision agriculture practices.
- **Alignment with Global Priorities:** ReGrow aligns with EU priorities such as the Green Deal, digital transformation, and sustainable development goals (SDGs). This alignment enhances the project's credibility and relevance to broader policy and societal goals.

2. Objectives



The D&C plan defines clear and measurable objectives aligned with ReGrow’s goals. These objectives are divided into **short-term, medium-term, and long-term goals**, as outlined in Section 2.1. Key focus areas include:

- Raising awareness of ReGrow’s mission, activities, and outcomes.
- Building strong relationships with stakeholders and fostering collaboration.
- Maximizing the visibility and impact of project results to inspire change and adoption.

3. Stakeholders and Strategy

Effective dissemination and communication depend on a clear understanding of the target audiences and tailored messaging strategies.

- **Target Audiences:** ReGrow identifies multiple stakeholder groups, including HEIs, policymakers, students, agricultural professionals, and the general public. Each group is approached with customized messages that address their specific needs and interests.
- **Key Messages:** The D&C strategy focuses on delivering impactful messages, such as the relevance of precision agriculture to modern challenges, the importance of digital transformation, and the project’s contributions to sustainability and economic growth.
- **Strategic Approach:** The strategy combines awareness-building, engagement, and knowledge transfer to ensure that project outcomes are widely disseminated and adopted. This involves leveraging diverse channels, including social media, events, newsletters, and online platforms.

4. Methods and Activities

ReGrow’s D&C methodology is operationalized through a detailed plan of activities, tools, and channels, ensuring systematic and efficient implementation. Key elements include:

- **Communication Channels:**
 - **Website:** Acts as the primary hub for all project-related information, including updates, resources, and results.
 - **Social Media:** Engages stakeholders in real time, fosters community building, and amplifies the project’s reach through platforms like LinkedIn, Facebook, and Twitter.
 - **Newsletters:** Keeps stakeholders informed about project milestones, events, and achievements.
 - **Media Kit:** Includes professionally designed materials such as logos, infographics, and promotional videos to enhance visibility and engagement.
- **Dissemination Activities:**
 - **Workshops and Events:** Facilitate direct interaction with stakeholders, providing opportunities for feedback and collaboration.
 - **Publications:** Peer-reviewed articles and technical reports disseminate scientific knowledge to academic and professional audiences.
 - **Digital Deliverables:** Open-access resources, reports which ensure that project results are widely accessible.

5. Tactics and Actions

To implement the D&C strategy effectively, ReGrow employs specific tactics and actions:

- **Visual Identity Development:** Ensures consistent branding across all communication materials, reinforcing ReGrow’s credibility and professional image.
- **Stakeholder Mapping:** Identifies and prioritizes stakeholders based on their influence and interest, ensuring targeted outreach efforts.
- **Open Science Practices:** Promotes transparency and accessibility by making project results publicly available whenever possible.
- **Capacity-Building Efforts:** Engages stakeholders through training sessions, workshops, and hands-on activities to build awareness and expertise in precision agriculture.

6. Control and Evaluation



To ensure the effectiveness of the D&C plan, ReGrow integrates a robust evaluation mechanism:

- **Key Performance Indicators (KPIs):** Concrete metrics, such as website traffic, social media engagement, and event attendance, are used to monitor progress and measure success.
- **Tracking Tools:** Digital tools enable real-time monitoring of dissemination and communication activities, ensuring timely reporting and course corrections.
- **Partner Reporting:** Templates and guidelines facilitate consistent reporting across consortium members, promoting accountability and transparency.

3.3. Innovative Approaches to Dissemination and Communication

ReGrow's Dissemination and Communication (D&C) plan goes beyond conventional methodologies by incorporating innovative practices that amplify its outreach, enhance audience engagement, and ensure the sustainability of its impact. These approaches are designed to adapt to modern communication trends and address the diverse needs of its stakeholders. Below is an in-depth analysis of each innovative approach:

1. Storytelling

Storytelling is a powerful tool for making complex ideas and technical outcomes relatable and emotionally engaging. In the context of ReGrow, storytelling achieves the following:

- **Humanizing the Project:** By presenting real-life narratives about the project's beneficiaries, such as students, educators, and farmers, storytelling creates an emotional connection with the audience. This human element ensures that the project's mission resonates with both technical and non-technical stakeholders. This will be able to achieved through the success stories.
- **Demonstrating Impact:** Sharing success stories, illustrates tangible outcomes. These stories highlight ReGrow's relevance and reinforce its credibility.
- **Enhancing Retention:** Stories are more memorable than data alone. By weaving project results into engaging narratives, ReGrow ensures that key messages stick with its audience.
- **Application in Diverse Formats:** Storytelling is integrated across multiple channels, such as newsletters, social media, and videos, ensuring broad reach and versatility.

2. Data-Driven Insights

ReGrow leverages data analytics to optimize its D&C efforts, ensuring precision and adaptability. The use of data-driven insights includes the following benefits:

- **Targeted Outreach:** Analytics tools help identify the demographics, preferences, and behaviors of the target audience, allowing for customized messaging and channel selection. For example, younger audiences might prefer social media platforms like Instagram, while policymakers may engage more with detailed reports.
- **Measuring Effectiveness:** By tracking metrics such as website traffic, social media engagement, and downloads of public deliverables, ReGrow can evaluate the success of its D&C strategies. This ensures a focus on activities that deliver the highest impact.
- **Real-Time Adjustments:** Data-driven insights enable the consortium to make real-time adjustments to their approach. For example, if certain content types or channels are underperforming, strategies can be refined promptly.
- **Anticipating Needs:** Predictive analytics allow ReGrow to anticipate stakeholder needs and trends, ensuring proactive engagement and relevance.

Multimedia Content

Multimedia content is at the heart of ReGrow's strategy to reach diverse audiences through engaging and accessible formats. The use of multimedia involves:

- **Dynamic Visuals:** Infographics, videos, and animations make complex project outcomes, such as precision agriculture practices, easier to understand. For example, an animated photo can illustrate how Geographic Information Systems and remote sensing work in agriculture.



- **Increased Accessibility:** Visual and interactive content is more accessible to non-specialist audiences, including the general public and media. This ensures that ReGrow's mission is communicated effectively across all stakeholder groups.
- **Higher Engagement Rates:** Multimedia content tends to generate more engagement on digital platforms compared to text-heavy materials. Videos and infographics shared on social media can attract clicks, shares, and comments, driving greater visibility for the project.
- **Cross-Platform Compatibility:** ReGrow ensures that multimedia content is compatible across various devices and platforms, enhancing its reach and usability.

3. Cross-Promotion

Cross-promotion allows ReGrow to amplify its impact by collaborating with other projects, initiatives and networks. This approach involves:

- **Leveraging Existing Networks:** Partnering with EU-funded projects, agricultural associations, and academic networks helps expand ReGrow's reach and visibility. Shared audiences increase the likelihood of widespread dissemination.
- **Avoiding Duplication:** Collaboration with similar initiatives ensures that resources and efforts are optimized. For example, insights from other precision agriculture projects can complement ReGrow's strategies, avoiding redundant activities.
- **Creating Synergies:** Joint events, webinars, and publications with other projects create opportunities for knowledge exchange and innovation. This enhances ReGrow's credibility and positions it as a thought leader in agricultural modernization.
- **Expanding Geographic and Sectoral Reach:** Through cross-promotion, ReGrow can engage stakeholders beyond its core regions of Georgia and Ukraine. For instance, partnerships with European agricultural bodies can highlight the project's relevance to broader international audiences.

In total, the Dissemination and Communication methodology and innovative approaches provide a structured and dynamic framework for achieving ReGrow's D&C objectives. By combining strategic planning, innovative practices and robust evaluation mechanisms, the methodology ensures that ReGrow's outcomes are effectively communicated, widely disseminated, and sustainably adopted. This comprehensive approach lays the foundation for creating a lasting legacy in agricultural education and practice, aligning with the project's vision and goals.



4. Target Audiences & Key Messages

4.1. Identification of the key target groups

The success of the project's D&C strategy lies in its ability to accurately identify and engage with a diverse range of target groups. By understanding the unique characteristics, needs, and priorities of each group, the project can ensure that its efforts resonate and deliver tangible impacts. This section outlines the key target groups and highlights their critical role in supporting ReGrow's objectives. Target groups represent the backbone of ReGrow's D&C activities. By tailoring communication and dissemination efforts to these stakeholders, the project ensures its outcomes are effectively adopted, implemented, and sustained. Each group plays a distinct role, from directly participating in the project (e.g., students and educators) to influencing its broader adoption and impact (e.g., policymakers and industry leaders). Engaging with these groups not only fosters awareness but also builds trust, enhances collaboration, and strengthens the long-term sustainability of the project. The ReGrow's key target groups are the following:

1. Students and Learners

- **Importance:** They represent the next generation of agricultural leaders, directly benefiting from the MSc program and Virtual Learning Environment (VLE). Their involvement ensures the adoption of cutting-edge knowledge and practices in the sector.
- **Engagement Approach:** Through tailored academic programs, internships, and hands-on learning opportunities in ReGrow Labs.

2. Academic Staff and Researchers

- **Importance:** Educators and researchers are pivotal in delivering the MSc curriculum, conducting innovative research, and mentoring students. They ensure the academic rigor and quality of ReGrow's outcomes.
- **Engagement Approach:** Capacity-building workshops, collaborative research projects, and participation in curriculum development.

3. Higher Education Institutions (HEIs)

- **Importance:** As the primary institutions implementing the project, HEIs ensure the MSc program's integration into academic frameworks and contribute to the modernization of agricultural education.
- **Engagement Approach:** Institutional strengthening, infrastructure support, and alignment with EU standards.

4. Industry and Private Sector

- **Importance:** The private sector provides real-world application opportunities for ReGrow graduates, contributing to internships, innovation, and the practical adoption of precision agriculture technologies.
- **Engagement Approach:** Partnerships for internships, knowledge-sharing events, and collaborative solution development.

5. Government and Policymakers



- **Importance:** They play a vital role in shaping policies that support the integration of ReGrow's outcomes into national and regional strategies. Their backing ensures regulatory alignment and wider adoption of project goals.
- **Engagement Approach:** Participation in dissemination events, policy alignment workshops, and accreditation processes.

6. NGOs and Civil Society Organizations

- **Importance:** NGOs advocate for social inclusion, rural development, and sustainability, amplifying ReGrow's outcomes to underserved and marginalized communities.
- **Engagement Approach:** Dissemination partnerships, advocacy campaigns, and collaborative projects.

While identifying target groups is essential, understanding their socio-economic and political context is equally critical. Tailoring communication to the specific needs and circumstances of each country ensures relevance and effectiveness. For example:

- In **Ukraine**, communication strategies must account for the ongoing war, ensuring that messages are sensitive, relevant, and adapted to the current socio-political climate.
- In **Georgia**, the focus may center on leveraging agricultural practices to drive economic growth and modernization, given the sector's untapped potential.

By addressing the distinct priorities and challenges of each target group, ReGrow ensures its messages resonate deeply, fostering trust and engagement. This tailored approach maximizes the project's reach, strengthens stakeholder relationships, and ensures the sustainable adoption of its outcomes.

4.2. Identification of the key target groups

Key messages are the foundation of ReGrow's D&C efforts. They serve as concise, impactful statements that communicate the core objectives, significance, and outcomes of the project. These messages are tailored to resonate with specific audiences, ensuring clarity, engagement, and alignment with the project's overarching goals. An effective key message is:

- **Clear and Precise:** Avoids jargon and uses simple language to convey the core idea succinctly.
- **Impactful and Memorable:** Crafted to leave a lasting impression on the audience, driving action and engagement.
- **Tailored to the Audience:** Adapts to the socio-economic, cultural, and political context of the target group for maximum relevance.

For instance, when referencing the MSc program's alignment with the **Bologna Process** and **ECTS standards**, it is critical to ensure the audience understands these terms and their implications. This avoids alienating non-specialist audiences while maintaining academic rigor.

Key messages must also reflect the socio-political realities of the regions involved. For example:

- In **Ukraine**, the war factor necessitates messages that emphasize resilience, recovery, and the role of precision agriculture in rebuilding rural communities.
- In **Georgia**, key messages might focus on leveraging ReGrow's initiatives to enhance agricultural productivity and integrate sustainable practices.

Messages must be periodically reviewed and refined to remain relevant, particularly as socio-political landscapes evolve.



Furthermore, the key messages form the foundation for:

- **Consortium Member Communications:** Ensuring alignment and consistency across partner institutions.
- **Social Media Outreach:** Engaging broader audiences with relatable, impactful content.
- **Policy Advocacy:** Framing discussions with policymakers to emphasize ReGrow’s alignment with national and EU priorities.

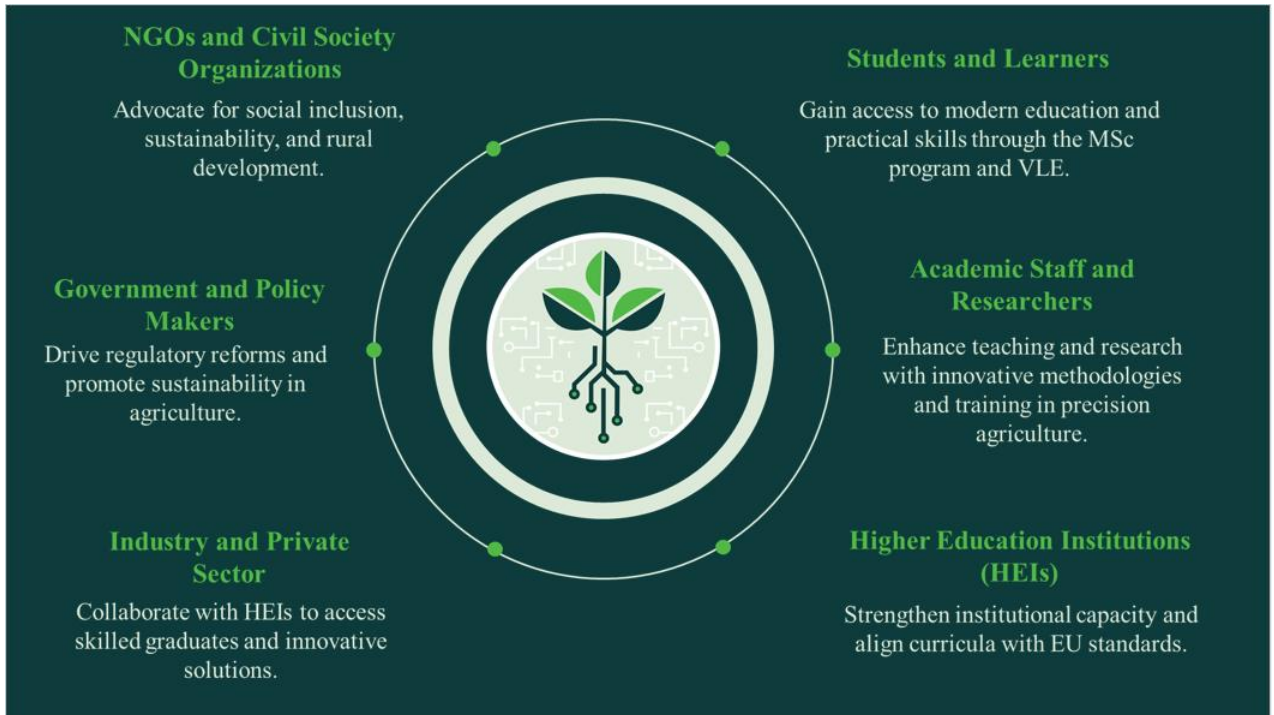


Figure 3 – Target groups & key messages

Key messages are more than just statements—they are strategic tools that shape perception, drive engagement, and align stakeholders with ReGrow’s vision. By crafting messages that are clear, impactful, and contextually sensitive, the project ensures its communication resonates with diverse audiences, fostering collaboration, adoption, and lasting impact.

4.3. Dissemination and Communication Activities and Target Group Alignment

To ensure that dissemination and communication efforts are effectively tailored and impactful, the ReGrow project employs a diverse range of activities and channels. These activities are strategically aligned with the needs and characteristics of the identified target groups, maximizing engagement and the dissemination of project outcomes. The table below outlines the key D&C activities, their associated channels and the target groups they aim to reach.

Table 2 – Dissemination and Communication Activities and Target Group Alignment

DC Activities and channels	Target Groups					
	Students & Learners	Academic Staff and Researchers	Higher Education Institutions	Industry and Private Sector	Government and Policymakers	NGOs and Civil Society Organizations



Digital & Social Media	✓	✓	✓	✓	✓	✓
Full Branding & Web Design	✓	✓	✓	✓	✓	✓
Promotional material	✓	✓	✓	✓	✓	✓
High-level events	✓	✓	✓	✓	✓	✓
Publications	✓	✓	✓	✓	✓	✓



5. Dissemination and Communication channels, tools and activities

5.1. Key Words and Hashtags

#ErasmusPlus #consortium #EUErasmusPlus #ReGrow – Those hashtags are essential for visibility of the ErasmusPlus program.

Post content should be accompanied by the project's key hashtags, selected based on the specific topic of the post, to enhance visibility and engagement;

#GreenDeal #DigitalTransformation #Innovative #Precision #Agriculture #VLE #BolognaStandards #MSc #HEIs #Accreditation

The essence of a hashtag lies in its ability to categorize and index content, enabling users to easily discover and engage with relevant posts on a specific topic. Hashtags serve as a tool for organizing digital content, making it searchable and increasing its visibility to a broader audience. By linking content to a particular theme or conversation, hashtags facilitate participation in online discussions and amplify the reach of messages across platforms.

5.2. Innovative Aspects in Agriculture

The development of agriculture is impossible without innovation, and one of the core focuses of the **ReGrow** project is precisely the introduction of cutting-edge technologies and modern approaches. When communicating with the target audience, it is essential to emphasize the innovative aspects of ReGrow in a clear and compelling way.

Virtual Learning Environment (VLE)

One of the key outcomes of the project is the creation of a **Virtual Learning Environment (VLE)**, making it essential to actively engage the academic community in discussions about its significance. The **ReGrow VLE** will serve as a comprehensive digital platform that supports the MSc program while also extending learning opportunities to a broader audience through online vocational education and training (VET) courses. By fostering lifelong learning and professional development in precision agriculture, the platform will enable users to enhance their knowledge of modern technologies and sustainable farming practices.

As part of its communication strategy, ReGrow will ensure that stakeholders understand what VLE is, why it is important, and how it will impact agricultural education and professional growth. The ultimate goal is to position the VLE as a leading platform for knowledge dissemination and innovative learning in the region.

5.3. Communication and Dissemination Channels

5.3.1. Digital Channels

Table 3 – Digital channels, objectives and target groups

	<u>Website</u>	<u>Facebook</u>	<u>LinkedIn</u>	<u>Twitter (New X)</u>	<u>Youtube</u>
Objectives	To provide up-to-date	To bring attention to the	To bring attention to the broader	To bring attention to the broader community	To bring attention to the broader



	information about ReGrow activities and results, and provide direct access, when needed and allowed, to key documents and resources	broader community about ReGrow activities, outputs and key results	community, especially professional community, about ReGrow activities, outputs and key results	about Regrow general activities and updates	community, concentrate dly about Regrow videos and updates
Main Targets	all external and internal audiences	all external and internal audiences	all external and internal audiences, Professional community	Researchers, academics, key stakeholders (internal and external), media, etc.	all external and internal audiences

Internal – HEIs, students, Academic Staff

External – General public, NGOs, Policy Makers

ReGrow establish a social media presence on three of the most well-known social media platforms: Facebook, LinkedIn, and Twitter (New X). Project also has YouTube channel for video content and website for web presence. These platforms allow real-time interaction with the public, other organizations, and stakeholders, aiming to reach a broader audience and disseminate project updates and results.

The social media channels enable the project to rapidly communicate its updates, research outcomes, and results to a broader range of people, including non-scientific audiences, such as academic staff, policymakers, NGOs and general public. By sharing relevant content, such as posts, videos, images, and infographics, the ReGrow project can engage with the public and raise awareness about the project’s objectives and outcomes. Additionally, social media accounts can help establish and strengthen relationships with key stakeholders and foster engagement in the project.

Like the project website, it is also essential to assess the social media analytics to determine the effectiveness of the project’s social media strategy. The metrics, such as the total number of followers, impressions, reach, engagement, and click-through rates, can help evaluate the performance of social media content and the project’s communication strategy. This information can then be used to refine and improve the project’s social media strategy, ensuring that it reaches the intended target audiences and achieves its dissemination objectives.

Content on the project's Facebook page will be published in English. However, when posts are shared on the Facebook pages of participating organizations, they may be translated into the respective national languages. This ensures broader accessibility and comprehension of the content.

5.3.2. Content in social media

The use of the 5W principle in content creation is essential, as it encompasses questions such as who is the main figure or whom the topic concerns, what the central issue or action is, when it is happening or has



happened, where the events are unfolding, and why it is important or what the reasoning behind it is, enabling us to convey our message to the audience clearly and precisely.

The **5W questions in media** —Who, What, When, Where, and Why — are fundamental tools used to gather and present information clearly and comprehensively. They form the foundation of storytelling, reporting, and effective communication.

Content may be developed in the same way for all three platforms; however, adaptation will clearly be required based on the platform on which the content is posted. For instance, while a more direct tone may be used on Facebook, the language on LinkedIn is comparatively more professional and formal.

In general, with this new approach, if we aim to communicate our message effectively to the end user, it is essential to speak in their language, meaning we should strive to convey the message in a simple and accessible manner. This, of course, excludes familiarity in tone.

Social media engagement should maintain consistency and align with the project's planned activities and their respective stages. To enhance user comprehension and diversify the page's content while expanding the audience base, supplementary posts featuring informative and thematic materials can be integrated.

5.3.3. Pre, During and Post Communication in Social Media

There are three distinct types of communication stages that are critical to the success of any project or event: pre-communication, during-communication, and post-communication. Each stage plays an important role in ensuring that messages are effectively conveyed, stakeholders are engaged, and the overall communication strategy is aligned with the project's objectives.

The implementation of the project across various locations on the European continent will primarily allow for post-communication. However, it is also crucial to periodically engage in pre- and during-communication for planned events and activities.

Breaking communication into stages helps make our messages more memorable. This is based on the 'Rule of 7,' which says that a potential customer should see a brand's message at least seven times before deciding to buy. The same idea applies to communication; when we want someone to remember a new message, we need to share it multiple times through different channels. This approach is particularly effective in the process of disseminating information on VLE, as it introduces a novelty that has not been previously encountered.

5.3.4. Content that must be published:

1. **Project meetings, events, symposiums** (Kick-off meeting in Thessaloniki, Study Visit in Germany and Greece, Facilitate Information Sessions and Roundtables, symposiums)
2. **What is the ReGrow project?** (Goals, activities, results)
3. **Launching the ReGrow website**
4. **Members of Consortium and their roles into project**
5. **What is VLE platform?**
6. **Highlights and storytelling from MSc Programme**
 - Mapping of Existing Precision Agriculture Courses in UA and GE (3.2.1)
 - Best Practices in precision agriculture (3.2.2)



educational materials, Labs Infrastructure & Capacity Building (5.1)

Setup of Equipment and Establishment of 'ReGrow Labs' in Ukraine and Georgia (5.2)

Each organization responsible for the listed activities must provide information in accordance with the principles outlined above (5W Principle) and include relevant visual materials (authentic photos, posters, infographics).

It is essential that the published content on social media aligns with the activity timelines, and in the case of post-communication, the delay should be no more than one or, at most, two weeks. This means that timely sharing of updates is crucial.

For content dissemination, the designated contact emails include GFA team members responsible for communication and outreach. Additionally, the project manager must be informed.

1. nmeskhishvili@gfa.org.ge
2. tgomiasvili@gfa.org.ge
3. mdevrisashvili@gfa.org.ge
4. smaragda.nik@gmail.com

Additional Content for Dissemination:

1. What is sustainable, affordable, and safe food, and why is it important for the EU?
2. What is the Green Deal and digital transformation?
3. Why is their implementation important in agricultural higher education?
4. What is Bologna Standards?
5. Innovations in VET education

Facebook

The project's Facebook page was created on December 23, 2024



Figure 4 – ReGrow's Facebook page



In order to enhance visibility on Facebook and ensure that information is easily comprehensible for the user, it is essential that each aspect of the page is properly organized:

1. The project's website should be properly linked
2. The description should include a biography of the project
3. Activities should be categorized into folders for easy tracking and navigation
4. When uploading videos, a cross-posting tool should be used on the pages of other organizations involved in the consortium
5. It is important to invite as many people as possible to like the page, even though the project specifies a goal of 1000 followers
6. Ideally, there should be at least one post per week; however, posting once every two weeks is necessary to maintain visibility
7. It is essential for **all consortium member organizations to share posts from the Regrow Facebook page on their own pages** and repost them on LinkedIn.

Facebook Metrics

When discussing social media metrics, the main indicator for Facebook is Engagement, which encompasses likes, comments, shares, clicks, reactions, mentions.

LinkedIn



Figure 5 – ReGrow’s LinkedIn page

To maximize the project's reach and ensure effective engagement on LinkedIn, it is important to implement the following strategies:

1. **Optimize the Project Page** – Ensure the project’s LinkedIn page is fully completed, including a clear description, relevant keywords, and a properly linked website.
2. **Use a Professional and Engaging Description** – The page should include a well-structured biography highlighting the project's objectives, key activities, and impact.
3. **Leverage Hashtags and Keywords** – Posts should incorporate relevant industry hashtags and keywords to increase discoverability.



4. **Encourage Engagement from Consortium Members** – All consortium member organizations should actively engage by reposting updates, commenting, and sharing posts from the project page.
5. **Utilize Rich Media** – Posts should include images and videos to make content more engaging and shareable.
6. **Maintain a Consistent Posting Schedule** – Ideally, at least one post per week should be published, but posting at least twice a month is necessary to maintain visibility.
7. **Tag Relevant Organizations and Stakeholders** – Tagging partner organizations, funders, and key stakeholders in posts can increase reach and engagement.
8. **Encourage Network Growth** – Consortium members should actively invite their connections to follow the project page to expand its audience and reach.

LinkedIn Metrics

On LinkedIn, the key social media metric is also **Engagement**, which includes reactions, comments, shares, clicks, and mentions. These indicators reflect audience interaction and content performance.

New X (Twitter)



Figure 6 – ReGrow’s Twitter page

New X (Twitter) Metrics

To enhance the project’s visibility and engagement on New X (Twitter), the following strategies should be implemented:

1. **Optimize the Project Profile** – Ensure the project’s Twitter profile is fully completed, including a concise and impactful bio, relevant keywords, a high-quality profile picture, a banner, and a properly linked website.
2. **Use Clear and Concise Messaging** – Due to Twitter’s character limit, posts should be direct, engaging, and informative, ensuring key messages are effectively communicated.
3. **Use Hashtags Strategically** – Incorporate relevant industry hashtags to increase discoverability. A mix of trending, niche, and branded hashtags should be used.
4. **Engage with Consortium Members and Stakeholders** – Consortium members should like, retweet, and comment on project-related tweets to boost visibility.
5. **Utilize Rich Media** – Tweets should include engaging images, infographics, GIFs, or short videos to increase engagement and shareability.



6. **Maintain a Consistent Posting Schedule** – Ideally, at least three to five tweets per week should be published to maintain visibility, but at minimum, one tweet per week is necessary.
7. **Tag Key Organizations and Individuals** – Tagging relevant stakeholders, funders, consortium members, and influencers can help amplify reach.
8. **Use Polls** – Engaging with the audience through questions, polls, and Twitter threads can drive discussions and increase interaction.
9. **Monitor and Respond Promptly** – Actively respond to mentions, replies, and direct messages to foster engagement and visibility.
10. **Encourage Network Growth** – Consortium members should follow the project account, retweet key updates, and encourage their followers to engage with the content.

New X(twitter) Metrics

On Twitter, the primary engagement metrics include **likes, retweets, quote tweets, replies, clicks, and mentions**. These indicators help measure audience interaction and content performance. Tracking impressions and follower growth is also essential to evaluate reach and overall impact.

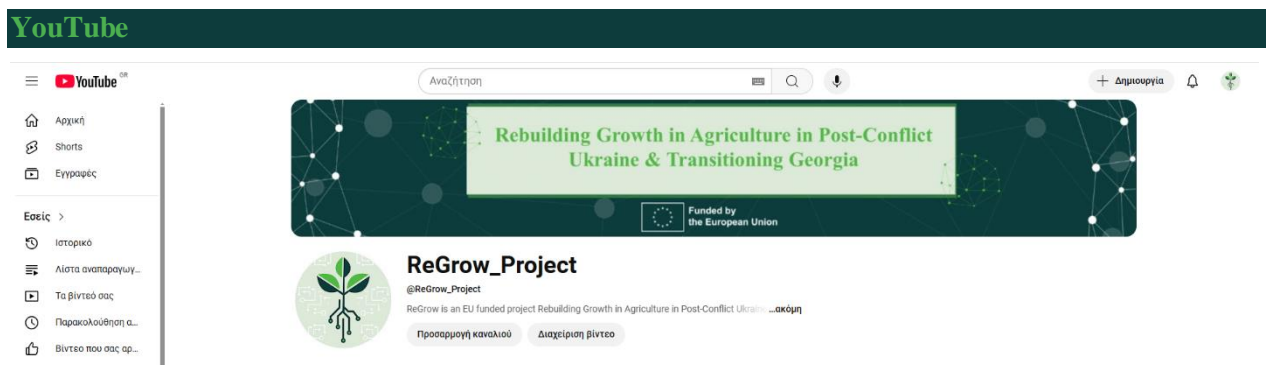


Figure 7 – ReGrow’s YouTube page

The ReGrow project’s YouTube channel is a vital platform for disseminating visual content and engaging with a broader audience. It serves as a hub for hosting promotional videos, tutorials, recorded webinars, and other multimedia content related to the project.

1. Strategies for Effective YouTube Channel Management:

i. Channel Optimization:

- Ensure the YouTube channel profile is fully completed with a high-quality profile picture and banner that align with the ReGrow visual identity.
- Add a clear and concise channel description outlining the project’s goals, mission, and activities.
- Include links to the ReGrow website and social media accounts in the “About” section.

ii. Content Organization:

- Group videos into thematic playlists, such as *MSc Program Highlights*, *Webinars and Events*, *Success Stories*, and *ReGrow Labs in Action*. This improves navigation and enhances viewer experience.



- Add compelling thumbnails and descriptive titles to each video to attract clicks and engagement.
- iii. **Engaging Video Content:**
 - Produce a variety of content types
 - Ensure all videos are captioned in English to reach a wider audience.
- iv. **Cross-Promotion and Collaboration:**
 - Share YouTube videos across ReGrow’s social media platforms, website, and newsletters.
 - Collaborate with consortium members to promote videos on their channels and social media accounts.
 - Tag relevant organizations and stakeholders in video descriptions to increase visibility.
- v. **Community Engagement:**
 - Respond to comments on videos promptly to foster interaction and build a sense of community.
 - Use YouTube’s community tab to share updates, polls, and engage with subscribers directly.
- vi. **SEO and Discoverability:**
 - Optimize video titles, descriptions, and tags with relevant keywords like *precision agriculture, sustainability, EU Erasmus+ project, post-conflict Ukraine, and Georgia agriculture education.*
 - Use hashtags in video descriptions to improve discoverability, such as #ReGrowProject, #PrecisionAgriculture, #EUErasmusPlus.
- vii. **Performance Monitoring:**
 - Regularly analyze YouTube metrics, including views, watch time, likes, shares, and comments, to assess engagement.
 - Track the growth in subscribers and adjust the content strategy based on viewer preferences and performance.

YouTube Metrics

On YouTube, the key performance indicators include:

- **Views:** Measure the reach of each video.
- **Watch Time:** Tracks the total time viewers spend watching the videos, reflecting content relevance.
- **Engagement:** Includes likes, comments, shares, and clicks on video descriptions.
- **Subscriber Growth:** Monitors the increase in followers over time.

Web Presence

The ReGrow website is designed as an informational, educational, and communication platform that supports the project's goals by spreading awareness, facilitating learning, and engaging stakeholders.

Key Functionalities:

Home Page



The "Home" section of the ReGrow project website serves as a welcoming and engaging entry point, providing visitors with an insightful overview of the project's mission, vision, and objectives. It introduces the project's commitment to modernizing higher education and fostering sustainable agricultural practices in Ukraine and Georgia while emphasizing collaboration, digital inclusion, and socio-economic growth.

More specifically the Home page will build upon the following:

- **Welcome Message:** A warm and inviting introduction to the ReGrow project, creating a strong first impression and setting the tone for visitor engagement.
- **Brief Project Overview:** A concise summary of the project's priorities, values, and significance, emphasizing its role in modernizing agriculture and higher education.
- **Partner Logos and EU Support Banner:** Strategically placed visuals to highlight the project's credibility, showcase its collaborative nature, and reinforce its alignment with EU initiatives

More specifically in order to achieve the above mentioned it will include:

1. ReGrow Mission and Vision

At the heart of the "Home" section is a clear presentation of ReGrow's mission and vision, offering visitors a concise yet impactful understanding of the project's purpose and aspirations:

- **Mission Statement:** ReGrow is dedicated to rebuilding growth in agriculture in Ukraine and Georgia by modernizing higher education, fostering sustainability, and promoting international collaboration. Through the development of a joint MSc program in Precision Agriculture, ReGrow equips students and educators with cutting-edge knowledge and tools to address pressing agricultural challenges, ensuring resilience and socio-economic advancement.
- **Vision Statement:** ReGrow envisions a future where agriculture in Ukraine and Georgia thrives as a driver of sustainability, resilience, and socio-economic growth. This vision is powered by cutting-edge education, equitable opportunities, and the adoption of climate-smart practices.

2. Core Objectives

The "Home" section prominently displays the project's three core objectives, offering a snapshot of ReGrow's strategic focus areas:

- **Modernize and Internationalize Higher Education:** ReGrow focuses on the development of a joint Master of Science (MSc) in Precision Agriculture. This program is designed to integrate innovative agricultural practices and address the evolving challenges of the agricultural sector, ultimately fostering socio-economic growth in post-conflict Ukraine and transitioning Georgia.
- **Empower Learners Through Digital Access:** To bridge the digital divide, ReGrow establishes a Virtual Learning Environment (VLE), ensuring interactive, accessible, and inclusive education. This initiative guarantees equal opportunities for students and educators, particularly in rural and remote areas.
- **Foster Sustainability and Resilience:** ReGrow promotes climate-smart agricultural practices and knowledge sharing, enabling the rebuilding of agriculture in regions impacted by conflict and economic transition. By embedding sustainability into its activities, the project supports long-term environmental stewardship and resilience.

3. Latest News

This dynamic section keeps visitors updated on the project's progress and achievements. It features:



- Icons representing the three most recent news posts, ensuring content is visually engaging and user-friendly.
- Links to detailed articles for those seeking deeper insights into ReGrow's milestones, events, and announcements. This section is designed to maintain audience engagement, encourage regular visits, and provide transparency about the project's ongoing activities.

4. Our Consortium

ReGrow's strength lies in the diversity and expertise of its consortium, comprising 15 partners from Greece, Germany, Ukraine, and Georgia. This section highlights:

- **Consortium Overview:** A description of the multidisciplinary and international nature of the ReGrow partnership, showcasing the collaborative effort required to achieve the project's ambitious goals.
- **Partner Logos:** A visually appealing display of partner logos, reinforcing the credibility, inclusivity, and breadth of the consortium. The inclusion of EU support further underscores the project's alignment with European priorities and values.

5. Call to Action – Meet Our Team

This section invites visitors to explore the "Our Consortium" page, which provides detailed information about the individuals and organizations driving ReGrow's success. By offering insights into the expertise and dedication of the team, this feature fosters trust and builds a stronger connection between the project and its audience.

About ReGrow

The "About ReGrow" section of the website provides an in-depth introduction to the ReGrow project, offering visitors a comprehensive understanding of its purpose, significance, and aspirations. This section is designed to engage audiences by detailing the project's mission, objectives, and overall contribution to modernizing agriculture and higher education in post-conflict Ukraine and transitioning Georgia.

By presenting a clear narrative about the project's goals and expected impact, the "About ReGrow" section serves as a foundational element for the website, fostering transparency and building trust with visitors. Here's how the section is structured to achieve this:

1. Purpose and Content

The "About ReGrow" section aims to:

- a. Clearly define the project's **mission** and **objectives**, ensuring visitors understand ReGrow's transformative approach to agricultural education and practice.
- b. Highlight the relevance of ReGrow in addressing regional and global challenges, such as sustainable development, digital inclusion, and resilience in agriculture.
- c. Outline the project's **target beneficiaries** and how each group stands to gain from its implementation.
- d. Provide a detailed **project background**, emphasizing the critical need for modernization in the agricultural sector of Ukraine and Georgia.
- e. Present key facts about the project at a glance, reinforcing its alignment with EU priorities and Erasmus+ funding.

2. ReGrow's Mission and Vision



At the heart of the "About ReGrow" section are the project's **mission** and **vision**, crafted to convey the broader purpose of its initiatives:

- **Mission Statement:** ReGrow is committed to modernizing agricultural education and fostering resilience in Ukraine and Georgia through the development of a joint MSc program in Precision Agriculture. By integrating cutting-edge technologies, sustainable practices, and digital tools, ReGrow empowers students, educators, and professionals to address pressing agricultural challenges and drive socio-economic growth.
- **Vision Statement:** ReGrow envisions a future where agriculture in Ukraine and Georgia thrives as a cornerstone of sustainability, resilience, and innovation. This vision is realized through collaborative efforts, equitable opportunities, and the widespread adoption of climate-smart practices, contributing to global goals such as the EU Green Deal.

3. Key Objectives

The "About ReGrow" section delves into the six key objectives of the project, providing visitors with a clear understanding of its strategic priorities:

- a. **Modernize Agricultural Education:** Develop a joint MSc program in Precision Agriculture, equipping the next generation of professionals with the skills to address modern agricultural challenges and drive socio-economic growth.
- b. **Promote Sustainability:** Integrate climate-smart agricultural practices into education and practice, ensuring long-term environmental and socio-economic benefits for the region.
- c. **Establish Digital Access:** Create a Virtual Learning Environment (VLE) to make education accessible, inclusive, and equitable for rural and remote areas, bridging the digital divide.
- d. **Foster Collaboration and Resilience:** Strengthen partnerships among HEIs, industry representatives, and policymakers to drive innovation, rebuild agricultural systems, and contribute to regional cooperation.
- e. **Enhance Institutional Capacity:** Improve the infrastructure and tools available to HEIs, including the establishment of ReGrow Labs, ensuring high-quality education aligned with EU standards.
- f. **Support Equity and Inclusion:** Ensure that all project activities promote gender equality, diversity, and inclusivity, benefiting underrepresented groups and marginalized communities.

4. Target Groups

This section identifies the specific beneficiaries of the project and how ReGrow addresses their unique needs:

- **Students and Learners:** Gain access to modern education, practical training, and advanced knowledge through the MSc program and VLE.
- **Educators and Researchers:** Benefit from innovative teaching methodologies, access to ReGrow Labs, and enhanced research capabilities.
- **Higher Education Institutions (HEIs):** Strengthen institutional frameworks, align curricula with EU standards, and improve the quality of education delivered.
- **Industry and Private Sector:** Access a skilled workforce and collaborate with HEIs to implement innovative agricultural solutions.
- **Government and Policymakers:** Utilize ReGrow's outputs to drive regulatory reforms, support sustainable agriculture, and align policies with EU and global priorities.



- **NGOs and Civil Society Organizations:** Advocate for social inclusion, rural development, and environmental sustainability, contributing to the project's goals.

5. Project Background

The project background emphasizes the critical need for modernization in the agricultural sectors of Ukraine and Georgia. Both countries face significant challenges, including outdated educational frameworks, limited access to digital tools, and environmental vulnerabilities. ReGrow addresses these challenges through its comprehensive approach, which includes:

- Introducing advanced educational programs and technologies.
- Bridging the digital divide with a robust VLE.
- Building institutional capacity to ensure long-term impact.

This context underscores ReGrow's relevance as a transformative initiative aligned with global priorities such as the EU Green Deal and the FAO Strategic Framework.

6. ReGrow at a Glance

This subsection provides visitors with quick facts about the project for easy reference:

- **Funding Program:** Erasmus+
- **Call:** ERASMUS-EDU-2024-CBHE
- **Grant Agreement Number:** 101179755
- **Project Duration:** November 2024 – October 2027
- **Total Budget:** €799,502.82
- **Consortium:** 15 partners from four countries (Greece, Germany, Ukraine, Georgia)
- **Coordinator:** Aristotle University of Thessaloniki (AUTH)

By presenting ReGrow's mission, objectives, and broader impact in an engaging and detailed manner, the "About ReGrow" section establishes a strong connection with its audience. It fosters understanding, trust, and support for the project while emphasizing its transformative potential in modernizing agriculture and education in Ukraine and Georgia.

Our Consortium

The "Our Consortium" section of the ReGrow project website provides visitors with a comprehensive overview of the collaborative effort behind the initiative. It introduces the diverse group of 15 partners from four countries—Greece, Germany, Georgia, and Ukraine—showcasing the multidisciplinary and international collaboration that underpins the project's success. By highlighting the consortium's strength, expertise, and alignment with the CBHE call's priorities, this section reinforces the credibility and inclusivity of ReGrow.

1. Purpose and Content

The "Our Consortium" section aims to:

- Highlight the diversity and geographical distribution of the partners through an **interactive map**, fostering a visual understanding of the collaboration.
- Provide detailed profiles of each partner, showcasing their expertise, role in the project, and contributions to the objectives of ReGrow.



- Reinforce the importance of international collaboration and multidisciplinary expertise in addressing complex challenges in agricultural education and sustainability.

2. Key Features

- a. **Interactive Map:** At the heart of this section is a dynamic, visually engaging map that displays the geographic locations of all 15 consortium partners. This interactive feature allows users to explore where each partner is based and provides a global perspective on the collaborative effort driving ReGrow.
- b. **Partner Profiles:** The consortium partners are introduced through individual profiles, which are accessible by clicking on the interactive map or directly from a list below. Each profile includes:
 - **Partner Name and Abbreviation:** The full name of the institution and its commonly used abbreviation for easy identification.
 - **Role in the Project:** A concise description of the partner's specific role and contributions to the project's goals.
 - **Dedicated Partner Page Link:** A "Read More" button that redirects users to a detailed page about the partner. This page includes:
 - A brief introduction to the partner organization.
 - Its expertise and relevance to ReGrow's objectives.
 - Specific contributions to the project, such as leading work packages, developing innovative tools, or providing local insights.

3. Highlighting Collaboration and Impact

The "Our Consortium" section emphasizes the collaborative nature of ReGrow by:

- Showcasing the collective expertise of academic institutions, industry representatives, and governmental bodies.
- Highlighting how the consortium's diversity strengthens the project's capacity to deliver impactful outcomes.
- Demonstrating alignment with regional and international priorities, such as the EU Green Deal, sustainable development, and digital transformation in education.

4. Design and Accessibility

The section is designed to be visually appealing and user-friendly:

- **Interactive Map:** Encourages engagement and exploration.
- **Partner Logos:** Visually represents the institutions, adding credibility and recognition to the consortium.
- **Simple Navigation:** Users can easily access partner profiles via the map or a scrollable list, ensuring an inclusive and intuitive experience.

By presenting the partners and their contributions, the "Our Consortium" section not only celebrates the collaborative spirit of ReGrow but also provides transparency and insight into the expertise driving the project. Visitors leave this section with a clear understanding of the multidisciplinary effort required to modernize agricultural education and practices in Ukraine and Georgia.



Results

The "Results" section of the ReGrow project website serves as a comprehensive showcase of the project's outputs, highlighting the tangible achievements and long-term impacts of the initiative. This section not only communicates the breadth of ReGrow's deliverables but also underscores its commitment to advancing education, innovation, and sustainability in Precision Agriculture. By emphasizing both academic and practical contributions, it reinforces the project's relevance to diverse stakeholders, including educators, students, researchers, and industry professionals.

1. Purpose and Content

The "Results" section is designed to:

- a. **Demonstrate Impact:** Showcase the innovative tools, resources, and outputs developed through ReGrow, emphasizing their role in modernizing agricultural education and practice.
- b. **Reinforce Credibility:** Highlight the project's contributions to academic research and practical implementation, positioning ReGrow as a leader in Precision Agriculture.
- c. **Engage Stakeholders:** Provide clear and accessible information on the project's deliverables, ensuring all stakeholders can understand and benefit from ReGrow's outputs.

2. Key Features

1. **MSc in Precision Agriculture:** This flagship deliverable represents the cornerstone of ReGrow's efforts to modernize agricultural education. Visitors will learn about:
 - The cutting-edge curriculum developed to address contemporary challenges in agriculture.
 - The focus on sustainability, advanced technologies, and digital transformation.
 - How the MSc program equips students with the knowledge and skills necessary to lead the agricultural sector into the future.
2. **Virtual Learning Environment (VLE):** ReGrow's VLE exemplifies its innovative approach to digital education. This feature includes:
 - Interactive digital tools and resources supporting the MSc curriculum.
 - Accessibility enhancements ensuring inclusivity for students in rural and remote areas.
 - A demonstration of how the VLE bridges the digital divide and promotes equitable learning opportunities.
3. **Training Guides:** The comprehensive training guides developed by ReGrow are vital for disseminating knowledge and ensuring sustainability. These guides:
 - Provide educators, trainers, and professionals with step-by-step instructions for teaching Precision Agriculture.
 - Bridge the gap between theory and practice, fostering practical skill development.
 - Support long-term adoption of the project's innovations beyond its lifecycle.
4. **Piloting Actions and Success Stories:** These real-world examples demonstrate the practical implementation and transformative impact of ReGrow's initiatives. This section includes:
 - Pilot projects testing and refining the MSc curriculum and VLE.
 - Inspiring success stories highlighting the benefits of ReGrow for students, educators, and agricultural stakeholders.



5. **ReGrow Labs:** A testament to the project's commitment to hands-on learning and innovation, ReGrow Labs offer:
 - State-of-the-art facilities for practical training in sustainable and precision agricultural practices.
 - Opportunities for students and educators to engage with cutting-edge tools and techniques.
6. **Scientific Publications:** Showcasing ReGrow's academic contributions, this section features:
 - Peer-reviewed research articles presenting the findings, innovations, and advancements achieved through the project.
 - Evidence of ReGrow's impact on the academic community and its role in fostering professional collaboration.

3. Design and Accessibility

The "Results" section is designed to be user-friendly and visually engaging:

- **Dynamic Layout:** Clear categorization of results into sections for easy navigation.
- **Interactive Elements:** Links to detailed descriptions and downloadable resources for each deliverable.
- **Infographics and Visuals:** Enhance understanding and appeal, making the content accessible to a broad audience.

The "Results" section encapsulates the essence of ReGrow's contributions, providing a clear and comprehensive view of its achievements. By demonstrating tangible outputs and their real-world impact, this section not only informs but also inspires stakeholders to engage with and support the project's mission of modernizing agricultural education and fostering sustainability.

Media Center

The "Media Center" section is a dynamic hub for communication and engagement, designed to keep stakeholders, partners, and the broader public informed about the ReGrow project's milestones, activities, and achievements. By offering a wide array of resources, it reinforces the project's commitment to transparency, collaboration, and community involvement.

1. Objectives of the Media Center

The Media Center serves as the primary platform for:

- **Engaging the Audience:** Building a strong connection with stakeholders by showcasing the project's progress and impact.
- **Enhancing Visibility:** Boosting ReGrow's outreach and reputation through accessible and visually appealing content.
- **Providing Regular Updates:** Keeping the audience informed about the latest developments, achievements, and opportunities.

2. Key Features and their Functions

a. Latest News

- **Purpose:** Keep visitors updated on project milestones, new developments, and success stories.
- **Implementation:** This section will include:



- **News Posts:** Featuring short summaries and accompanying images to provide a quick glance at updates.
- **'Read More' Links:** Redirecting users to detailed articles for in-depth information.
- **Impact:** Ensures that stakeholders and visitors remain engaged, while creating a transparent narrative of the project's activities.

b. **Events**

- **Purpose:** Promote upcoming activities, workshops, and webinars related to ReGrow.
- **Implementation:** A dedicated space will highlight:
 - **Event Details:** Dates, venues, and agendas for workshops, conferences, and training sessions.
 - **Interactive Links:** Enabling users to register or learn more about each event.
- **Impact:** Encourages participation, strengthening community involvement and partnership networking.

c. **Newsletters**

- **Purpose:** Act as a periodic communication tool to summarize achievements, share updates, and highlight success stories.
- **Implementation:**
 - **Archived Issues:** A section showcasing past and present newsletters, each with its unique theme.
 - **Subscription Feature:** Allowing users to subscribe for regular updates.
- **Impact:** Fosters ongoing engagement with stakeholders and keeps them informed about key developments.

d. **Media Kit**

- **Purpose:** Enhance outreach by providing high-quality visual and multimedia resources for partners, stakeholders, and the press.
- **Implementation:** Includes:
 - **Photographs and Videos:** Capturing milestones, fieldwork, and interviews to bring the project to life visually.
 - **Infographics:** Summarizing key data and achievements in a visually engaging format.
- **Impact:** Boosts brand visibility and ensures consistent communication across media platforms.

e. **Image and Video Gallery**

- **Purpose:** Offer a curated collection of multimedia content that showcases the project's work and impact.
- **Implementation:**



- **User-Friendly Navigation:** Galleries organized by themes or timelines for easy browsing.
- **Interactive Display:** High-quality images and videos with captions to provide context.
 - **Impact:** Enhances the visual appeal of the website and provides resources for partners to promote the project further.

By integrating the Media Center into the ReGrow website, the project achieves:

- **Transparency:** Keeping the audience informed about project progress and milestones.
- **Credibility:** Establishing ReGrow as a professional and impactful initiative within the Erasmus+ framework.
- **Engagement:** Offering multiple ways for stakeholders to interact with and support the project.

This section will serve as a vital communication tool for the ReGrow project, reinforcing its commitment to collaboration, visibility, and transparency.

Contact Page

The **Contact Page** of the ReGrow project website serves as a central hub for communication, ensuring easy access for stakeholders, partners, and the general public to connect with the project team. This page aims to foster engagement, promote transparency, and facilitate seamless interaction with various audiences. It achieves these goals through the following components:

1. Key Features

- a. **Inquiry Form:** A simple and user-friendly contact form allows visitors to directly reach out to the ReGrow team. This ensures stakeholders can easily:
 - Ask questions regarding the project's progress and activities.
 - Provide feedback or suggestions for improvement.
 - Share inquiries about collaboration opportunities or media outreach.

Visitors can fill in their **name, email, subject, and message** fields, ensuring that all necessary information is provided for follow-up communication. A checkbox for privacy consent ensures compliance with GDPR requirements.

- b. **Social Media Links:** The Contact Page includes icons for the project's official **social media accounts** on platforms like Facebook, Twitter, LinkedIn, and YouTube. These links serve to:
 - Broaden the project's digital reach.
 - Engage with a wider audience through interactive and regular updates.
 - Build an online community focused on sustainable agriculture and educational innovation.
- c. **Key Contact Persons:** This section highlights the primary points of contact for the ReGrow project, featuring:
 - **Project Coordinator:** Dr. Michailidis Anastasios, with email and institution details.
 - **Project Manager:** Smaragda Nikouli, with email and relevant responsibilities.
 - **Communication Manager:** Tamar, who oversees public relations and dissemination activities.



This layout ensures clear responsibility assignment, making it easier for visitors to reach the appropriate person based on their query.

- d. **Newsletter Subscription:** A call-to-action section encourages visitors to subscribe to the **ReGrow newsletter**, ensuring:
 - Stakeholders stay updated with the latest project news, milestones, and achievements.
 - Regular communication with a diverse audience, fostering a sense of inclusion and engagement.
Visitors can opt-in via their email address, with clear consent for privacy policy terms.
- e. **Partners Overview:** The page concludes with a visual representation of the ReGrow consortium members, displayed in a **row format**. This feature highlights:
 - The diversity and multidisciplinary nature of the 15 partners from academia, industry, and policymaking.
 - Easy navigation to learn more about each partner, reinforcing transparency and collaboration.

Through this tab we want to achieve the following goals:

- **Enhances Communication:** By providing multiple ways to get in touch, the Contact Page ensures no query goes unanswered, fostering trust and accessibility.
- **Strengthens Digital Presence:** Integration with social media channels encourages ongoing engagement with the project's activities and values.
- **Showcases Collaboration:** Highlighting the consortium partners visually reinforces the strength of the project's multidisciplinary and international nature.

This page embodies ReGrow's commitment to openness, inclusivity, and collaboration, serving as a vital touchpoint for stakeholders, potential partners, and the wider community.

Footer

The **Footer Section** of the ReGrow project website will serve as a consistent and essential element appearing at the bottom of every page. This section is crucial for reinforcing project credibility, enhancing navigation, and maintaining engagement with the audience. It provides a seamless and professional touch, ensuring that key information and links are always accessible.

1. Key Features

i. Stay Connected Section

- **Message:** Encourages visitors to engage with the project by staying updated and providing feedback. The message creates a welcoming tone and fosters a sense of collaboration.
- **Social Media Icons:** Direct links to ReGrow's official social media accounts on platforms like Twitter, Facebook, LinkedIn, and YouTube. These links promote digital engagement, audience growth, and regular updates about the project.

ii. Newsletter Subscription

- **Call-to-Action:** A visually engaging invitation to subscribe to the ReGrow newsletter.
- **Form:** Includes a simple email field with a privacy consent checkbox to comply with GDPR requirements.



- **Purpose:** Keeps stakeholders informed about the latest news, milestones, and updates while fostering long-term engagement.
- iii. **Key Contact Information**
 - **Contact Persons:** Details of the main project representatives, including:
 - **Project Coordinator**
 - **Project Manager**
 - **Communication Manager**
 - **Institutions and Roles:** Brief descriptions of their affiliations and responsibilities in the project. This provides clarity for visitors seeking specific information or assistance.
- iv. **Acknowledgment of EU Funding**
 - **Funding Statement:** Includes the EU logo with an acknowledgment of financial support and a disclaimer about the content responsibility. This is essential for aligning with EU project requirements and reinforcing transparency.
- v. **Copyright Information**
 - A simple copyright notice with the year and project name (ReGrow), ensuring clarity and professionalism. This demonstrates compliance with intellectual property standards and establishes the project's ownership of website content.
- vi. **Footer Navigation**
 - **Quick Links:** Essential navigation links to the main tabs and pages of the website. This ensures that visitors can easily access relevant sections without scrolling back to the top of the page.

Through this section we want to achieve the following goals:

- **Credibility and Compliance:** The acknowledgment of EU funding and inclusion of contact persons build trust with stakeholders and audiences.
- **Enhanced Engagement:** Social media links and newsletter subscription forms foster ongoing communication and interaction.
- **User Convenience:** The presence of consistent navigation elements ensures ease of use and accessibility across all website pages.

This **Footer Section** represents a well-rounded and professional design element that reinforces the project's transparency, accessibility, and commitment to its stakeholders. It acts as a closing touchpoint for every page while maintaining user engagement.

How Does the Website Support Marketing Goals?

The **ReGrow project website** is a cornerstone of its digital marketing strategy, strategically designed to build trust, engage audiences, and amplify the project's impact. By integrating interactive features, visually appealing content, and educational tools, the website establishes ReGrow as a forward-thinking initiative with long-term societal and educational value.

1. Digital Presence and Credibility



- The website acts as the **official digital face of the ReGrow project**, showcasing its mission, vision, and objectives in a structured and professional manner.
 - A consistent and visually appealing design, incorporating the **EU funding acknowledgment**, partner logos, and professional contact details, reinforces the project's credibility. This ensures that visitors associate ReGrow with transparency and professionalism.
 - The inclusion of real-time updates, such as news and events, demonstrates **dynamism and relevance**, positioning the project as an active contributor to agricultural innovation.
2. **Enhancing Brand Awareness**
- **Visual Identity:** Through cohesive branding elements—such as the ReGrow logo, partner institution banners, and EU funding acknowledgment—the website fosters **brand recognition and trust**. These elements ensure that stakeholders and visitors immediately recognize the ReGrow initiative as credible and impactful.
 - **Highlighting Achievements:** Features like the **success stories, piloting actions**, and project results create compelling narratives that communicate the real-world impact of ReGrow. These stories are integral to fostering emotional connections with the audience, enhancing trust in the project's mission.
3. **Audience Engagement and Retention**
- The website incorporates interactive features, such as the **newsletter subscription**, inquiry forms, and social media integration, ensuring that visitors remain connected to the project's developments.
 - The **Media Center** is designed to keep audiences informed and engaged through dynamic content, including news, events, and newsletters. By offering regular updates, the website encourages **return visits** and long-term audience involvement.
 - **Interactive Elements:** Features like clickable partner logos with dedicated partner pages and an interactive map provide visitors with a deeper understanding of the consortium's composition and its global impact.
4. **Positioning as an Educational and Innovative Leader**
- The website reinforces ReGrow's thought leadership in agricultural education through:
 - The **Virtual Learning Environment (VLE)**, an innovative tool for digital and inclusive learning.
 - **Training materials** and guides that showcase ReGrow's dedication to fostering knowledge dissemination and capacity building.
 - **Piloting actions**, which demonstrate the project's practical approach to modernizing education and agriculture.
 - These elements position ReGrow as a **pioneer in agricultural education** and innovation, capable of addressing modern challenges such as sustainability, climate-smart practices, and digital inclusion.
5. **Social Media Integration and Communication**
- Through seamless integration with platforms like **Twitter, Facebook, LinkedIn, and YouTube**, the website extends the project's reach and encourages audiences to follow ReGrow across multiple channels.



- **Call-to-Action Features:** Prominent "Follow Us" buttons on every page encourage visitors to engage with ReGrow's updates and share content, thereby amplifying the project's visibility.
- **Bidirectional Communication:** Contact forms and social media links facilitate direct communication with stakeholders, ensuring that the audience feels connected and valued.

6. Attraction for liaisons

- The website is strategically designed to attract potential liaisons with other initiatives and project by showcasing:
 - **Impact Stories:** Success stories and tangible project outcomes highlight the project's effectiveness and societal relevance.
 - **Comprehensive Results Section:** By presenting clear outputs—such as the MSc program, ReGrow Labs, and scientific publications—the website establishes the project's capacity for meaningful change.

The ReGrow website is not merely a digital representation of the project—it is a powerful marketing tool that reinforces credibility, builds brand awareness, and engages a diverse audience. By combining professional design, interactive features, and a focus on results, the website effectively drives ReGrow's marketing objectives. It positions the project as a leader in agricultural education and innovation while creating pathways for long-term collaboration and stakeholder trust.



6. Key Performance Indicators

The ReGrow project incorporates a robust framework of Key Performance Indicators (KPIs) to monitor and evaluate the effectiveness and impact of its dissemination and exploitation activities. These KPIs ensure that all planned objectives align with the project's overarching goals of enhancing agricultural education, fostering sustainability, and promoting international collaboration. Each KPI has been developed with measurable targets, ensuring accountability and transparency.

1. Views on Project Social Media

- **Target:** 5,000 views across social media platforms by the end of the project.
- **Analysis:** This KPI focuses on increasing the visibility of ReGrow's activities, milestones, and outcomes on platforms such as Facebook, LinkedIn, and Twitter. Social media campaigns, regular updates, and engaging content are central to achieving this target. High visibility ensures ReGrow's reach to diverse stakeholders, including policymakers, academia, and the public. It builds trust and positions the project as a thought leader in agricultural modernization.

2. Number of Promo Videos

- **Target:** Two professionally crafted promo videos.
- **Analysis:** Videos will showcase the project's core mission, success stories, and innovative outcomes, tailored to different audience groups. These videos serve as a dynamic and engaging medium to communicate ReGrow's vision, highlighting its impact on education and sustainability. The visual storytelling approach aims to captivate stakeholders and drive interest in ReGrow's objectives.

3. Number of Social Media Posts

- **Target:** 72 posts across the project's social media channels.
- **Analysis:** Regular posting of content, including updates, events, milestones, and partner highlights, fosters ongoing engagement. Posts are strategically designed to generate discussions, share knowledge, and maintain visibility throughout the project's lifecycle. This KPI also emphasizes the importance of consistent communication to keep stakeholders informed and involved.

4. Leaflets Promoting the Project

- **Target:** More than six leaflets distributed during the project's timeline.
- **Analysis:** Informational leaflets serve as a physical or digital resource for promoting the ReGrow project at conferences, events, and workshops. These materials summarize the project's objectives, activities, and results, ensuring that stakeholders can easily understand and reference the project's value proposition.

5. Internet Banners

- **Target:** More than six internet banners created and published.
- **Analysis:** Internet banners provide targeted advertising opportunities to highlight ReGrow's activities. Placed on relevant educational and agricultural platforms, these banners drive traffic to the website and social media pages, enhancing ReGrow's digital presence and attracting a broader audience.

6. National Online Events



- **Target:** More than 100 participants per country.
- **Analysis:** These events serve as platforms for knowledge dissemination and stakeholder engagement in both Georgia and Ukraine. By targeting key regional actors, the project ensures widespread awareness and dialogue on its goals and impact. Such events also provide opportunities for feedback and local community engagement.

7. Participants in National Online Events

- **Target:** More than 250 participants across all events.
- **Analysis:** Reaching this target reflects the project's ability to mobilize stakeholders and encourage active participation. A high attendance rate indicates successful outreach efforts and the relevance of the project's content to its target audiences.

8. Final Event Participants

- **Target:** More than 250 participants, with over 80% satisfaction rate.
- **Analysis:** The final event serves as a culminating showcase of the project's achievements and impact. High participation and satisfaction rates will signify successful project execution and stakeholder alignment with ReGrow's outcomes.

9. Participant Satisfaction in Events

- **Target:** More than 80% satisfaction across all events.
- **Analysis:** Surveys and feedback forms will be employed to measure satisfaction. This KPI reflects the relevance, quality, and engagement levels of the project's dissemination activities, ensuring continual improvement.

10. Published Newsletters

- **Target:** Three newsletters distributed during the project timeline.
- **Analysis:** Newsletters consolidate and disseminate updates, milestones, and upcoming events. They act as a vital tool for stakeholder engagement and retention, ensuring that the audience stays informed about ReGrow's progress and impact.

11. Face-to-Face Transnational Event

- **Target:** At least one event with more than 250 participants and 80% satisfaction.
- **Analysis:** This KPI highlights the importance of personal interaction and networking opportunities among stakeholders. The event will foster cross-border collaboration and knowledge sharing, enhancing the project's visibility and credibility.

12. Features in Agricultural and Educational Publications

- **Target:** More than 10 publications highlighting ReGrow's activities.
- **Analysis:** These features emphasize ReGrow's relevance to the academic and professional community, showcasing its innovative contributions to agriculture and education. Such publications help attract new partners and stakeholders.

13. Downloads of Public Deliverables

- **Target:** More than 100 downloads of reports, presentations, and other materials.
- **Analysis:** This KPI reflects the accessibility and utility of ReGrow's outputs. High download rates indicate strong interest and value perceived by stakeholders.



14. Digital Dissemination Items

- **Target:** More than 70 items produced and delivered.
- **Analysis:** These items, including videos, presentations, and infographics, ensure the project’s reach across multiple platforms and stakeholder groups, enhancing its impact and sustainability.

15. Concluding Symposium

- **Target:** More than 100 participants with an 80% satisfaction rate.
- **Analysis:** The concluding symposium serves as a platform for presenting final results and celebrating the project’s achievements. It also fosters dialogue and collaboration for future initiatives.

16. Website Traffic

- **Target:** 1,000 unique visitors and 2,000 page views within the first year of launch (Year 3 of the project).
- **Analysis:** This KPI evaluates the website’s effectiveness as a dissemination tool. High traffic levels indicate successful marketing and audience engagement strategies.

17. Social Media Engagement

- **Target:** 1,000 followers each on LinkedIn, Facebook, and Twitter.

18. Media Coverage

- **Target:** At least 10 features in relevant publications.
- **Analysis:** This KPI demonstrates ReGrow’s ability to garner attention and recognition within the agricultural and educational sectors.

Monitoring & Tracking Tool

ReGrow has developed a robust **Tracking Tool** to monitor these KPIs effectively. The tool provides real-time insights into dissemination activities, including event participation, digital engagement, and content distribution. It ensures timely reporting and allows for course corrections to optimize performance.

By systematically tracking and analyzing these KPIs, ReGrow ensures its dissemination and exploitation strategies are impactful, transparent, and aligned with its overarching mission.

WPT: Dissemination & Exploitation (KPIs)						
#	KPIs	Target	M1-M12	M13-M24	M25-M36	Status
7.1						▼
7.2						▼
7.3						▼
7.4						▼
7.5						▼
7.6						▼
7.7						▼
7.8						▼
7.9						▼
7.10						▼
7.11						▼
7.12						▼
7.13						▼
7.14						▼
7.15						▼

Figure 8 – ReGrow’s Monitoring tool for KPIs



7. Visibility of EU Funding

Ensuring the visibility of EU funding is a fundamental aspect of the ReGrow project's dissemination and communication strategy. This practice highlights the vital role of the European Union in supporting initiatives like ReGrow and ensures compliance with the guidelines outlined in the Erasmus+ program. By adhering to these requirements, the project demonstrates transparency, accountability, and respect for the EU's financial support.

The visibility of EU Funding integrates both online and offline elements, ensuring coherence across digital platforms, print materials, and in-person activities. All visual components align with the obligations outlined in Article 17.2 (Visibility - European flag and funding statement) and Article 17.3 (Quality of information - Disclaimer) of the Grant Agreement. These guidelines guarantee that ReGrow's communication and dissemination materials comply with EU standards for visibility and quality.

7.1. Acknowledgment of EU Support

All ReGrow communication and dissemination materials will prominently feature the **EU emblem** alongside the acknowledgment statement:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

This acknowledgment will appear across various formats, including the project website, social media channels, reports, presentations, publications, and promotional materials. The inclusion of this statement ensures that the EU's critical role in enabling the project is clear and prominent to all stakeholders and audiences.

Additionally, relevant hashtags such as **#EUErasmusPlus**, **#ErasmusPlus**, and **#CapacityBuilding** will be used on social media to maximize visibility and align with EU digital communication strategies. These hashtags will enhance the project's online presence and connect it to broader discussions on EU-supported initiatives.

7.2. Incorporation into Quality Assurance

To ensure adherence to EU visibility requirements, the **Quality Assurance Board (QAB)** will include compliance with these guidelines as a critical review criterion during the peer review of communication materials. Furthermore, the **external evaluator** will oversee the final assessment of dissemination efforts, ensuring that all outputs meet the EU's visibility standards.

Regular training and reminders for project partners will reinforce this commitment, ensuring consistent acknowledgment of EU support across all communication and dissemination activities. This systematic approach guarantees that visibility requirements are not only met but also integrated into the project's operational practices.

7.3. Project Disclaimer

To maintain consistency and transparency, the following disclaimers will be used across different communication contexts:

- **General Disclaimer:** “The project ‘ReGrow – Rebuilding Growth in Precision Agriculture in Post-Conflict Ukraine & Transitioning Georgia’ is implemented by the consortium with the support of the Erasmus+ program.”



- **Organization-Specific Disclaimer:** “[Name of the organization] is a member of the consortium implementing the ‘ReGrow – Rebuilding Growth in Precision Agriculture in Post-Conflict Ukraine & Transitioning Georgia’ project, supported by the Erasmus+ program.”

These disclaimers will be included in all relevant communication outputs, including social media posts, printed materials, and presentations.

7.4. Visual Materials Approval Process

All visual materials incorporating the EU logo, such as graphics for digital use and printed promotional content, must receive prior approval from the **EU Delegation**. This approval process ensures compliance with EU branding standards and reinforces the project’s alignment with EU funding visibility requirements.

7.5. EU Emblem Usage Guidelines

The EU emblem usage guidelines, which specify proper placement, size, and proportion of the emblem, will be strictly followed. These guidelines ensure that the EU emblem is presented consistently and effectively across all communication platforms. Partners will have access to detailed instructions and templates to support compliance.

7.6. Integration Across Platforms

ReGrow’s commitment to EU visibility extends to all aspects of its dissemination and communication activities:

- **Digital Platforms:** The EU emblem and funding acknowledgment are prominently displayed on the project website and social media channels.
- **Print Materials:** Flyers, brochures, banners, and other promotional materials feature the emblem and acknowledgment.
- **Presentations and Reports:** All deliverables, presentations, and reports consistently include the EU emblem and disclaimer, ensuring that EU support is recognized in all project outputs.

By integrating these elements into the project’s communication strategy, ReGrow not only fulfills its obligations but also reinforces the importance of EU funding in advancing its mission.

7.7. Visibility of EU Contribution

This focus on EU visibility goes beyond compliance, serving as a reminder of the project’s alignment with EU values and priorities. By emphasizing the role of EU funding, ReGrow showcases its commitment to fostering innovation, collaboration, and sustainable development in agriculture.

The integration of these practices ensures that ReGrow’s communication strategy not only adheres to EU guidelines but also enhances the project’s credibility and impact among stakeholders and the broader public.



8. Visual Identity

The visual identity of the ReGrow project is not limited to the creation of a logo or a website but represents a cohesive message that permeates all forms of multimedia communication. It reflects the project's mission, vision, and values, providing a consistent framework for engaging stakeholders and the wider public. A robust and recognizable visual identity ensures that ReGrow stands out and communicates its objectives effectively across diverse target audiences and platforms.

ReGrow's visual identity has been carefully designed to establish its brand, symbolize its core values, and enhance the delivery of key messages throughout the project's 36-month duration. This identity provides a foundation for consortium members to develop communication materials consistently, reinforcing the project's image and credibility. The visual identity includes a suite of tools, templates, and guidelines to assist partners in promoting the project while adhering to EU funding requirements.

8.1. Logo

The logo is the cornerstone of ReGrow's visual identity, serving as the primary tool for instant recognition. It encapsulates the essence of the project, combining simplicity, clarity, and symbolic representation. The ReGrow logo incorporates:

- **Project Name:** Displayed in a modern, clean font to ensure readability and professionalism.
- **Iconography:** A symbol representing the fusion of agriculture, sustainability, and digital transformation, which are the core pillars of the project.



Figure 9 – ReGrow's logo

- **Color Palette:** A carefully chosen set of colors reflecting the project's values—green for sustainability, digital blue for technology, and neutral tones for inclusivity and openness. The palette is optimized for digital (RGB) and print (CMYK) formats, with sufficient contrast for black-and-white printing.



Figure 10 – ReGrow’s palette

The logo is used consistently across all internal and external communication and dissemination materials, including the project website, presentations, reports, promotional materials, and social media platforms. Variations of the logo have been developed to suit different formats and applications while maintaining brand consistency.