



## Cooperation for Holistic Agriculture Innovation Nests in Sub-Saharan Africa

GRANT AGREEMENT NUMBER 101082963

### D5.11

## COMMUNICATION AND DISSEMINATION PLAN





<b>Project title</b>	CHAIN- Cooperation for Holistic Agriculture Innovation Nests in Sub-Saharan Africa
<b>Grant Agreement number</b>	101082963
<b>Funding scheme</b>	ERASMUS-EDU-2022-CBHE-STRAND-2
<b>Start date of the project and duration</b>	01.06.2023
<b>Project coordinator name</b>	Prof. Ralf Schlauderer, HSWT
<b>Deliverable number</b>	D5.11
<b>Title of the deliverable</b>	Sustainability Plan
<b>WP contributing to the deliverable</b>	WP 5 – DISSEMINATION
<b>Deliverable type</b>	Report
<b>Dissemination level</b>	Public
<b>Due submission date</b>	30.11.2024
<b>Actual submission date</b>	29.11.2024

<b>Consortium partners</b>	<p>University of Weihenstephan-Triesdorf (HSWT/Germany)</p> <p>Universite de Kara (UK/Togo)</p> <p>Universite de Lome (UL/Togo)</p> <p>South Eastern Kenya University (SEKU/Kenya)</p> <p>Jaramogi Oginga Odinga University of Science and Technology (JOUST/Kenya)</p> <p>Farming Systems Kenya (FSK/Kenya)</p> <p>Federal University Of Technology, Minna (FUTMINNA/Nigeria)</p> <p>Alex Ekwueme Federal University, Ndufu-Alike (AE-FUNAI/Nigeria)</p> <p>Uniwersytet Przyrodniczy We Wroclawiu (UPWR/Poland)</p> <p>Universitatea Pentru Stiintele Vietii "Ion Ionescu De La Brad" Din Iasi (IULS/Romania)</p>
<b>Target groups (TG) and Final Beneficiaries (FB)</b>	The set objectives aim to respond to the needs of respective HEIs in SSA, their students and employees, farms and farmers, as well as to the needs of all those potential stakeholders who





	share the same interest in the field of agricultural production or agriculture studies.
<b>Objectives and Outputs</b>	<p>OVERALL OBJECTIVE: To support partner HEIs in Africa in improving the relevance and inclusiveness of higher education</p> <p><b>SPECIFIC OBJECTIVES:</b></p> <p>SO1) To develop a master program in Food Value Chain (FVC) at 6 SSA beneficiary HEIs in the period of 18 months (including accreditation process). The innovative program is multidiscipline and prone to innovation considerations around the FVC which is highly relevant to students' uptake, labour market and education skills gap and sustainable employment.</p> <p>SO2) To build capacity of 108 teachers at 6 partner HEIs to use and further promote learning methods and use of teaching methodology prone to entrepreneurial thinking and innovation, with emphasis on e-learning and digital tools over the 9 months period of time.</p>
<b>Background</b>	<p>CHAIN project development was motivated by the HSWT long standing cooperation history with the SSA HEIs and industry leaders in agriculture and rural development and extensive knowledge on existing HE practices in teaching and research and gaps needed to be bridged in HE educational relevance, quality and collaboration in agricultural field. The Action scope and design was proposed on the basis of actual identification of needs and issues to be addressed, coupled with the results from recent relevant independent research conducted in the field, e.g. Strengthening Higher Agricultural Education in Africa (World Bank, 2019) with the assistance of regional agro-innovation and education networks including Regional Universities Forum for Capacity Building in Agriculture and African Union Comprehensive African Agricultural Development Programme.</p> <p>While agri-food systems (especially topics around food safety and security) become ever more important topic on global development agendas, and with over 43 % of SSA inhabitants as of 2020 working in the field having limited agricultural education and training, the role of HEIs (offering agricultural study programs with diffuse effect on workforce quality) in socio-economic transformation through agri-food system developments becomes of immense and strategic importance,</p>





exerting profound effect on the pace of a country's development. Regardless of the detected trend of economic diversification and non-farm employment expansion in SSA, the economies remain strongly dependent on agriculture and allied agri-food systems driving societal innovation, development and growth (Jayne et al., 2018). HEIs capacities lie at the core of a broader (agro) innovation ecosystem that includes extension systems, research and development institutes, agricultural policy research institutes, regional network organizations that support advocacy and sharing of knowledge, civil society organizations, innovation hubs, farmers and agribusinesses.

Acknowledging all the above mentioned, CHAIN reiterates the importance of the role of agricultural HEIs in the (agro) innovation ecosystem by modernization of master programs, teacher training prone to use of digital and entrepreneurial competences and creation of new value, as well as establishment of a new collaboration mechanism for innovation in the field that gathers all key stakeholders under one roof. Through CHAIN universities gain influence on how the ecosystem operates as well as the performance of other actors. In turn, other actors of the ecosystem affect the performance of universities and their impact on development outcomes. Through this structured interaction, educational quality and relevance increase, and influence greater effectiveness of workers in all of other types of organizations. The quality of university research properly orients the activities of other organizations, while proper coordination with the private sector enables anticipation of skills sets and ensures that the skills sets of university graduates meet demands of the rapidly evolving firms in Africa's agri-food systems diminishing the need for costly on the job training.

## Disclaimer

"Funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."



## Contents

Abstract .....	6
1. Introduction .....	7
1.1 CHAIN Project .....	7
1.2 Scope of this document .....	7
1.2 Targets of Dissemination .....	8
1.3 Target groups .....	9
2. Dissemination strategy .....	9
2.1 Objectives .....	9
2.2 Key Messages .....	10
3. Expected impact .....	11
4. Dissemination tools .....	13
4.1 Website .....	13
4.2 Social Media .....	14
4.3 Dissemination events .....	14
4.4 CHAIN student hackatons .....	15
4.5 Partners internal communication .....	16
4.6 Final conference .....	16
5. Indicators and Monitoring .....	16
6. European Union requirements for dissemination .....	18
6.1 Use of EU-Logo .....	18
6.2 Disclaimer to be used .....	19
7. Action plan .....	20
8. Additional material .....	23
8.1 CHAIN Logo .....	23
8.2 CHAIN Poster .....	24
8.3 Logos of all partner Universities .....	25





## Abstract

This document is a deliverable of Work Package 6 “DISSEMINATION” within the EU Erasmus plus Project “CHAIN” financed by the European Commission through the ERASMUS-EDU-2022-CBHE-STRAND-2 call for proposals.

It is a comprehensive document defining target audiences, type of topics and results for sharing and further dissemination as well as types of actions, activities and tools for joint dissemination activities of the CHAIN project. These activities are based on the cooperation of all partners and are strongly linked not only to the CHAIN project objectives but also to the activities of particular work packages.

A corporate identity guide and a basic toolbox of templates for the VISION consortium partners have been provided. The ambition is also to open a discussion on the European AI branding.

This document presents all the planned actions related to communication on the CHAIN project and the way to achieve successful dissemination, in order to ensure awareness amongst the community.

The WP6, responsible for the dissemination, works on plan, website development, social media and forum/workshop organisation, to disseminate results throughout the agricultural and food industry community.

The expected benefits from the elaboration of this plan are:

- Promotion of the project and its objectives to the outside world.
- Distribution of gained knowledge to the partner universities with incubation centers in the field of agricultural education
- Disseminating the project results through P.R. materials.
- Promoting the acceptance of project results.
- Sharing all the project information through a public web site.
- Providing contacts with interested parties for participation to dedicated events (conferences, seminars, workshops, etc.).

## 1. Introduction

### 1.1 CHAIN Project

The CHAIN project addresses the topic of capacity building in Higher Education. The focus of project activities and interventions is placed on six higher education institutions in 3 countries of Sub-Saharan Africa, namely Togo, Kenya and Nigeria in collaboration with European partners from Romania and Poland. The activities and interventions are devised to help the partnership achieve the set project objectives, and they are as follows:

**OVERALL PROJECT OBJECTIVE** is to support partner higher education institutions in Sub-Saharan Africa in improving the relevance and inclusiveness of higher education.

This is to be obtained by attaining two specific project objectives:

**SO1) To develop a master program in Food Value Chain (FVC) at 6 SSA beneficiary HEIs in the period of 18 months (including accreditation process)**

**SO2)** To build capacity of 108 teachers at 6 partner HEIs to use and further promote learning methods and use of teaching methodology prone to entrepreneurial thinking and innovation, with emphasis on e-learning and digital tools

**SO3)** To establish 6 Collaborative Holistic Agriculture Innovation Nests (CHAINs) at partner HEIs in cooperation with private sector and offer support to innovation initiatives of students, farmers, and entrepreneurs

The project refers to the overarching priority relating to sustainable growth and jobs with the focus on the field of agriculture.

In summing up, this project proposal gathers HEIs from the least developed countries of the SSA, which can be corroborated by the fact that Togo, Kenya and Nigeria have approximately the same extremely low human development index (below 0.55 on a scale from 0 to 1). Last, but not least, the project intends to tackle the presence and participation of persons with fewer opportunities in tertiary education, whereby the lack of opportunities is reflected in various social, economic, and cultural obstacles.

## 1.2 Scope of this document

The main goal of this document is to present all the intended actions related to communication on the CHAIN project and the way to achieve them. It provides information about the project plan for disseminating, as well as using and exploiting the knowledge gained throughout the CHAIN project.

One of the strategic aspects of the research projects is to communicate and share with the agricultural and food processing education sector and the practical farmers their results, questions and progress. The objective of the document is to clearly define the main emphasis



of communication, the key messages to deliver, the target and the best way to achieve a better and proactive dissemination strategy.

The CHAIN will guarantee appropriate awareness of its work by ensuring the right level of use and dissemination of results. This will include, in the early stages of the project, preparation of this Dissemination Plan. This Dissemination Plan describes all the communication activities the Consortium will carry-out to convey the key CHAIN messages efficiently to its stakeholders.

Dissemination and exploitation shall provide direct outreach to the main stakeholders and potential users of project results and outcomes, aiming to facilitate uptake and prospective use of the results. Without awareness-raising from the very beginning of the project, the results and the benefits of using them as the basis for further research, development or deployment will not be fully accessible to these target groups.

This plan will be updated regularly. Dissemination to the agricultural community will include preparation of project presentations, participation in external publications and conferences. Furthermore, the consortium will organise Crash courses and Hackatons at the Universities to inform the local agriculture and industry community. Also through continuous communication and dissemination, the trust between industry stakeholder and universities should be strengthened.

## 1.2 Targets of Dissemination

According to the European Union, dissemination is defined as the planned process of communicating information about the results of programs and initiatives carried out within the framework of project activities. It strengthens the visibility of the project and increases its chances of reaching third parties likely to use the experiences and results. This process can be understood as the transversal activity of promoting the project and its results to a wider audience beyond the project consortium. Dissemination activities support the exploitation of project results by encouraging stakeholders to initiate new initiatives, to be involved in existing initiatives, to use project results and to share them with their networks.

This plan for disseminating and exploiting the results is a document which traces the different activities to be implemented to promote the CHAIN project and its various results.

The work which consists of disseminating and exploiting the results can be summarized in three main activities:

- 1- Raise awareness: This involves informing the public of the existence of the CHAIN project and promoting it by setting up visuals and other communication tools;
- 2- Disseminate: At the end of the work of each work package, the results obtained are immediately made available to the partners, and the findings disseminated to the attention of the target audiences;
- 3- Exploit: Advise and encourage the use of the results of the CHAIN project among decision-makers, higher education stakeholders and civil society.



These three stages can follow each other chronologically just as they can be carried out simultaneously. Communication will essentially take place at three levels:

- **At the national level:** it concerns partners, the academic community, industry stakeholders, farmers, political decision-makers, civil society.
- **At the international level:** it particularly aims at the recognition of the project and its achievements internationally, particularly at the level of the financial partners of the European Commission, partners and Africans.
- **At the partnership level:** it only concerns full partners. In addition to the direct results of the CHAIN project, this will involve sharing certain practices, deemed useful, observed in partner European and African higher education universities.

## 1.3 Target groups

The CHAIN project has defined the following target groups: higher education institutions in Togo, Kenya and Nigeria, teaching, technical and administrative staff of the respective HEIs, students, persons with fewer opportunities with special emphasis on women and persons with lower incomes (persons in poverty), entrepreneurs, agricultural and food industry stakeholders. Thus, one can predict the desired impacts on individual, institutional and systemic levels.

The targets of the dissemination and communication are channels, stakeholders, rules and tips how to present and promote the project in the public.

## 2. Dissemination strategy

### 2.1 Objectives

The CHAIN project was set up to improve a more holistic and human-centred approach to agricultural education, training and innovation in the region through: developing a master program in Food Value Chain (FVC) at beneficiary HEIs; building teacher capacity at beneficiary HEIs to use promote learning methods and use teaching methodology prone to entrepreneurial thinking and innovation, with emphasis on e-learning and digital tools; and establishing Collaborative Holistic Agriculture Innovation Nests offering support to innovation initiatives of students, farmers, and entrepreneurs. Women and disadvantaged students should also have easier access to education and be integrated into society. The project will start in two universities in each country, but should be recognised and extended to other universities and vocational training institutes. Therefore dissemination will be used. The aims and objectives of





the project are as follows This should be known by farmers, entrepreneurs, students and people in higher education.

- all students who attend partner universities, now and in the future, lecturers and researchers at partner institutions as well as at other HEIs in the country and the region and smallholders will be the direct users of new knowledge derived from field-based practice and research.
- the curricula developed during the project lifetime will serve as an example of good practice for all interested researchers/teachers and institutions to further redesign and modernise their approaches to agricultural education.
- Graduates educated according to the new methodology will acquire practical skills and theoretical knowledge based on latest research which will make their expertise competitive and provide them with greater employability.
- Multiplier effects will be ensured through continuous dissemination of project results (through conferences, research papers, trainings/workshops, media, e-newsletter, website info, direct contact with smallholders, researchers, teaching staff, students).
- increase in the number of women and students in poverty who enrolled for agricultural studies, but also for studies in different fields of higher education.

## 2.2 Key Messages

The first step in any communication exercise is to define the messages to be transmitted. The paragraph below contains the key messages by the Erasmus+ Project CHAIN. Those key messages will be the basis of the delivery of the communication actions. Also, these key messages may be updated during the project life cycle, to make the values more concrete to the targeted stakeholders.

- 1) Processes and new forms of cooperation need to be created. Universities should work closely with incubation centers and be linked to other universities. A strong, trustworthy and cooperative unit should be created.
- 2) Higher education in the agricultural sector should be modernised. The aim may be to make teaching more practical and skills-oriented. This can be done through innovating agricultural curricula, practical trainings and workshops. Students after graduation should be more employable and able to work in different fields of work.



- 1) There should be equal opportunities for all students and teachers. Gender issues or problems for disadvantaged people should be eliminated. The number of women enrolled in courses should be increased in order to achieve greater equality in higher education.

## 3. Expected impact

It is important to target different audiences in order to adapt the distribution tools. The main desired impacts on the different audiences are:

- A paradigm shift in agricultural studies and the beginning of the transition from a purely theoretical approach to a competency-based, practice-oriented model based on learning outcomes. (LONG-TERM IMPACT)
- increased students' sense of initiative and entrepreneurship which coupled with obtained higher degree of studies (master level) impacts graduates career paths and employability levels, shortening the period between graduation and first employment. (LONG-TERM IMPACT)
- Enhanced skill base by providing education and training for students, especially at post-graduate level and students are able to realize the value of these skills through increased employability and higher earnings in the labor market (LONG-TERM IMPACT)
- innovation nests wider contribution to research which has the potential to enhance public services, including policy formulation, and improve productivity so creating economic benefit across the public and private sectors. (LONG-TERM IMPACT)
- changed content, methods and relevance of the knowledge and skills obtained and needed to manage agricultural and farm businesses, that also amplifies the career and work choices for young graduates in areas such as food production, nutrition, community development (LONG-TERM IMPACT)
- Produce qualified graduates with relevant and current knowledge in the field of agriculture who have a much better chance of finding suitable employment (LONG-TERM IMPACT)
- Increased level of digital, entrepreneurial and soft competence for staff; provide retrained and more qualified **non-academic staff as well as academic staff** that drive innovation culture at HEIs and become more motivated for teaching, remaining at institution and co-creating learning materials with industry representatives (pre and post test results as well as students' evaluations). (MEDIUM TERM IMPACT)
- **Agri-entrepreneurs, farms, NGOs, other private sector industry representatives** are expected to significantly increase productivity levels through new research data available and standing collaboration with Universities innovation nests where new value of their products and services can be created and/or tested. (MEDIUM TERM IMPACT)
- Technically equipped innovation nests should in mid run boost business/job growth in both rural and urban spaces which is to be attested through county economic reviews. Impact figures represent the number of jobs created directly, indirectly or induced by





the Innovation nests, as well as the total generated economic output on yearly basis. (LONG-TERM IMPACT)

- Innovation nests providing business coaching and space, including laboratories, for start-ups including virtual business support and networking services to university and regional entrepreneurs should be seen as vital to the development of the region as a whole as the innovation incubation in different nests is interlinked through the formed innovation nests network. (LONG TERM IMPACT)
- Establishment of stable, systematic and long-term cooperation between higher education and smallholders with the aim of continuous exchange of practices and knowledge and modernization of the educational process and agricultural practices (MEDIUM IMPACT TERM)
- modernised HEIs are not merely transferring knowledge but are in fact co-creating economic and social value through the transfer of their teaching and research results to the community/country (LONG TERM IMPACT)
- A wider teaching and research community in the partner HEIs will be introduced to the project's results and outcomes (through national reports, educational guidelines, training manuals, video lectures), thus obtaining the opportunity to transform their teaching process and/or their research approach (BRIEF – TERM MPACT)
- More disadvantaged students, that is, students with fewer opportunities (women, poor students, etc.) will be able to enroll in agricultural studies and/or will have fewer obstacles and limitations when they will participate in the higher education process due to new positive measures established (LONG-TERM IMPACT)
- Increased number and quality of female agri scientists and researchers, postgraduates and agri-entrepreneurs by 5% attested through yearly university and labour statistical reviews. (MEDIUM IMPACT TERM)
- Students will realize the importance of creative and modern use of technology in the field of agriculture, which will further motivate them to develop their skills and change their perception of the field for which they are trained (IMPACT TO MIDDLE TERM)
- Students will receive a strong, skills-based higher education that will prepare them for the job market and give them the opportunity not only to find suitable employment, but also to feel creative and confident enough to introduce new changes and achieve significant progress in their field (LONG-TERM IMPACT)
- The staff of higher education institutions in general better equipped with the knowledge necessary to observe, recognize and act in the face of the emergence of inequality, exclusion, inequity and contempt towards students with fewer opportunities. (MEDIUM-TERM IMPACT)

We can thus deduce the desired impacts at the national, international and partnership level:

- At the level of technical and administrative teaching staff: Strengthening and increasing the skills of teaching staff and acquiring new knowledge for students.
- At the level of university communities: Strengthening and increasing skills in governance and quality assurance.
- At the level of postgraduates and agri-entrepreneurs: Acquisition of new know-how, improvement of business relations between universities.





- At the level of political decision-makers: Raising awareness among political decision-makers.

## 4. Dissemination tools

This paragraph provides a comprehensive list of all communication media, tools and resources available to drive the CHAIN dissemination and communication:

- Reports
- Presentations
- Dissemination events
- National and international conferences
- Conferences participation
- Poster
- Website
- Social media
- Press releases
- Partners' internal communications (Web sites, national meetings, East Africa consortium, radio)
- External resources (EU-Information website)

The most important communication and dissemination means that will be used for CHAIN project are detailed below.

### 4.1 Website

CHAIN website will ensure day-to-day access to information related to the project. It will contain. The person responsible for the website is Andrei Istrate of the Mountains of the Iasi University of Life Sciences (IULS) in Romania ([andrei.istrate@iuls.ro](mailto:andrei.istrate@iuls.ro)):

- a general presentation of the project and its objectives;
- a general presentation of the Consortium and the CHAIN Teams;
- the programme of future events, such as workshops and dissemination events;
- information on project events and major milestones;
- public deliverables;
- links to related programmes and projects.
- links to the websites of the partner universities

It is recommended that the website be updated on a regular basis with all pertinent public information. Those interested in the project, including representatives from the participating universities and other relevant parties, can obtain further details from the website.

The official website of CHAIN is already created and can be found at the following link:





<https://project-chain.eu/>

## 4.2 Social Media

Regular information regarding the project outcomes will be published using social media (e.g. Facebook, Twitter and LinkedIn) targeting both general public and selected social groups. Previous experiences have showed the potential of tools like Linked-in in connecting interested people and inform about the ongoing processes.

Currently, a Facebook, Twitter and LinkedIn pages have been created and are accessible via the following links. The LinkedIn page is entitled "CHAIN Erasmus" and serves as a forum for discussion and dissemination of information related to the project: <https://www.linkedin.com/in/chain-erasmus-1a2b8b330/>

The Facebook page is entitled "CHAIN E+Project": <https://www.facebook.com/profile.php?id=61555807422015>

The Twitter, or currently named as X, page is entitled "CHAIN ERASMUS+ Project": [https://x.com/chain\\_erasmus\\_p](https://x.com/chain_erasmus_p)

The social media platform and the website are both public tools that can be accessed internationally. This allows for the dissemination of information about the programme to students and teachers from other universities, which may result in the adaptation of placement programmes in other institutions.

## 4.3 Dissemination events

The dissemination of information about the project should begin with internal activities, during which all partner HEIs are expected to host events at their institutions for their colleagues, students and partners. These events should be used to promote the project, present opportunities for participation in the project and raise expectations of end beneficiaries. It is expected that this activity will reach a minimum of 600 individuals. Short-term and long-term opportunities will be created during and beyond the lifetime of the project.

This dissemination activity is to be conducted at the local level within the universities. Furthermore, it is recommended that individuals from other higher education institutions and the farming and industry sector, as well as agri-entrepreneurs, be invited to gain national recognition.

The dissemination events are already ongoing and are integrated in the current curricula and universities procedure. Because of different managements and belongings, the events are scheduled to happen individually. The following table indicates when a event is scheduled and the reasons behind.





University	Dissemination event scheduled / held	Event's name and participation
UK		
UL	December 16, 2024	
SEKU	November 28, 2024	“CHAIN” PROJECT DISSEMINATION EVENT (110 participants)
JOOUST	November 26, 2024	ERASMUS CHAIN Project dissemination workshop (110 participants)
FUTMINNA	1.12.-4.12.2024	3 <sup>rd</sup> International Conference of Agriculture and Agricultural Technology (ICAAT) in collaboration with CHAIN Project (more than 130 participants)
AE-FUNAI	10.06.-12.06.2024	3-day INTERNATIONAL CONFERENCE of Faculty of Agriculture, Alex Ekwueme Federal University Ndufu Alike (AE-FUNAI). Theme: <b>“Climate Change and Food Value Chain Management/Development” (more than 80 participants+30 virtual)</b>

## 4.4 CHAIN student hackatons

In last project years, 6 African partner HEIs will organize in C.H.A.I.N.s student hackathons for best FVC innovation. Following the first 6 months of C.H.A.I.N. operation, all 6 HEIs will prepare and organize student innovation hackathons which will be opened not only for students of master FVC studies, but to all students at bachelor, master and doctoral level that work on innovations in agriculture or any other field or industry related to FVC, such as transportation, energy, waste management, engineering, etc. First annual hackathon will be organized in last project year (M24-M36). Goal is to have min 5 teams per HEI that will compete with their ideas to develop technological solution that will address the selected problem. Partner HEIs and their C.H.A.I.N.s will cooperate with business world to co-organize the hackathon, define and select the problem, and act as members of jury.

First structures and plans for training of partner staff on organization of student hackatons are developed and done during 4-day study visit to UPWR in Wroclaw, Poland. Purpose of the training is to acquaint teachers with hackathons as form of competition and practices of European HEIs in organizing hackathons as a form of entrepreneurship boosting extracurricular activity. The training covered the following topics: concept of hackathons, role of organizers, roles of jury, role of competitors, how to make agreement with business sector to participate in jury, awards and fundraising, winning solution and production of blueprint and prototype.

Openness and well-prepared hackatons will open the doors to more FVC innovative ideas and stimulate students innovation and creative potential, and sense of entrepreneurship. Everyone



will profit from this. The local dissemination of the projects will also be done in this way to connect directly to the entrepreneurs.

All Studentshackatons will be held in each 6 HEIs during 2025, after all C.H.A.I.N.s are established at each 6 HEIs.

## 4.5 Partners internal communication

It is of great importance to ensure effective internal communication between partners at the local level. The universities are well equipped with a range of facilities, including campus-owned radio senders, newspapers, websites, and social media profiles.

To reach the greatest number of students and lecturers, it is essential to disseminate information about the CHAIN course through these facilities. Furthermore, a responsible individual at the university should be available to respond to any further inquiries and provide contact information for other project members.

## 4.6 Final conference

As part of the dissemination activities for the project, a closing conference will be organized by 3 partner institutions in 2025/2026. These conferences will provide an opportunity to present the project's key outcomes, share best practices, and engage with stakeholders, ensuring the broader impact and sustainability of the initiatives undertaken.

Details regarding the scheduling and format of each partner's event will be determined in alignment with local needs and priorities, fostering wide-reaching engagement across diverse audiences.

## 5. Indicators and Monitoring

### Events:

Organisation of a Workshop, Conference, Lecture, Training, Visit, Participation in a Conference, Participation in a Workshop, Participation in other types of event

### Output:

Website, Social media posts, Video, Flyer, Banner, Communication campaign, Promotional materials...

### Outreach:

No. of participants, Social media reach/impressions

We propose to use the following methods as means of verification of the different instruments of dissemination and communication:





- Attendance lists
- Meeting minutes
- Photos
- Statistics
- Report
- Links
- Evaluations & Surveys

## Indicators and ways of verification:

Event/Action	Indicator	Targeted value	Type of measuring / verification
3 newsletters	Facilitate universities internal dissemination (Newspaper, Alumni Information, Student information...)	Distributed at all participating Higher Education institutes	Distribution in 6 HEIs
Internal diss. Events	Attendees per university	100 * 6 universities	Attendance list with names and signatures, collected at each dissemination event
Regular updates of project and partner websites and social networks	News on webpages of each 6 HEI	10 per year	Posts on social media platform from each HEI and websites
Media promotion and guest appearance activities	Visibility through different communication channel and media	1 per university in 2025/206	Posts in the TV Channels
CDI evaluation report	Quantity	1 per year	Report and summary written afterwards
Press-clipping report	Quantity	1 per year	Report and summary written afterwards
18 Cooperation agreements	Quantity of agreements		18 signed agreements
3 national conferences	Three hybrid national conferences	Minimum 80 attendees and additionally 80 online participants per country	Attendance list with names and signatures collected Online: participation list, screenshots
Updating and maintenance of webpage	CHAIN Website	Regular updates per month	Update in form of posts and add ons collected
Social Media posts	Average posts per month	Minimum of three posts per month on average	Number of posts on social media e.g. Instagram, LinkedIn, Facebook
Quality of social media posts	Number of views, likes and shares	More than 200 reactions	Number of follower, comments, shares and likes



## 6. European Union requirements for dissemination

### 6.1 Use of EU-Logo

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Funded by the  
European Union



Co-funded by the  
European Union



Funded by the  
European Union



Co-funded by the  
European Union

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them



the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

The CHAIN project is co-funded by the European Union, so these logos must always be used in any document. The beneficiaries must — during the action and afterwards — **ensure the visibility of EU funding** for any communication activity related to the action (including in electronic form, via social media, etc.) and on any infrastructure, equipment or major result funded by the grant,

The EU emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object).

## 6.2 Disclaimer to be used

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

*"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 European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."*





## 7 Action plan

Activities held in WP5 of Erasmus+ Project CHAIN

Task No.	Task Name	Description	Participants
T5.1	Creation of CHAIN newsletter	At the end of every year, WP.5 team will create a 10-page newsletter that will contain articles and information relevant for the project topic, with emphasis on innovation in HA and FVC. 3 newsletters will be created and sent to min 600 recipients in 3 countries at the end of 1st, 2nd and 3rd project years.	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)
T5.2	Hosting of internal dissemination events	Each partner institution will host internal dissemination event at their institution within 1st project year. Events will be opened for students and teaching and non-teaching staff, but also to partners, in order to inform them about the project and opportunities that will be created for them within the project.	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)
T5.3	Regular updates of partner websites and social networks	Project C.H.A.I.N. website, project partner websites and social network profiles will be updated on regular basis in order to inform general and specific public about the latest developments in the project, newly-created opportunities for teaching staff, students, entrepreneurs, farmers, SMEs, and other target groups.	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)
T5.4	Media promotion and guest appearance activities	Throughout entire project, all team members will be active in promoting the project through various communication channels and media, and making it visible in the public. Africa partner team members will establish active relationship with local media to keep them up-to-date on the relevant project developments and accomplishments. All media and promotional activities will be recorded in CDI plan and will be subject of periodical evaluations.	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)
T5.5	Signing of agreement among partner HEIs on cooperation in HA innovation and entrepreneurship and establishing the Network of C.H.A.I.N.s	The project partners establishing C.H.A.I.N.s will conclude mutual cooperation agreements to link the C.H.A.I.N.s into a network, but also to strengthen cooperation perspectives in running joint initiatives, programs, project applications, research and publishing joint papers, exchange of practices, resources, staff and opportunities for students. Such agreement will strengthen sustainability of C.H.A.I.N.s and future cooperation between HEIs and numerous levels (institutional, financial, program).	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)



T5.6	Signing of cooperation agreements with business sector entities on organization of student hackatons	Each African partner HEI will develop and conclude a set of cooperation agreements with business entities, regarding the cooperation on organization of student hackathons, exchange of knowledge and know how, and cooperation in innovation. Each partner HEI will conclude min. 3 such agreements which will be the framework for participation of business world representatives in students hackathons (as members of jury, award providers, etc.).	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)
T5.7	National CHAIN diffusion conferences	At the end of the project, in each Africa partner country a national CHAIN dissemination conference will be organized to promote the project accomplishments, share project results and newly-created resources with the local community, students, business world and policy-makers. Conferences will be organized in hybrid form, with expected participation of 80 on the spot participants and 80 virtual participants.	P1) HSWT (Coo); P2) UK (Ben), P3) UL (Ben), P4) SEKU (Ben), P5) JOOUST (Ben), P6) FSK (Ben), P7) FUTMINNA (Ben), P8) AE- FUNAI (Ben), P9) UPWR (Ben), P10) IULS (Ben)

## Deliverables required in WP6 of Erasmus+ Project CHAIN

Del. No	Deliverable Name	Lead	Due Date	Description (including format and language)
D5.1	3 newsletters	UL	M12 M24 M36	10-page electronic document in English/French containing information and articles about project related topics of HA and FVC.
D5.2	Internal diss. Events reports	UK, UL, SEKU, JOOUS T, FUTMI NN A, AE- FUNAI	M12	3 events reaching out to 600 students, teaching staff and partners at 6 partner HEIs informing them about the project and opportunities available to them.
D5.3	CDI evaluation report	UL	M36	Evaluation report summarizing communication, dissemination and impact efforts. Basis for evidence- based reporting and external evaluation. Electronic 20-page document in English
D5.4	Press-clipping report	FSK	M36	Report summarizing media reporting about the project. Basis for evidence-based reporting and external evaluation. Electronic 5- page document in English.





D5.5	Network of C.H.A.I.N.s	UK, UL, SEKU, JOOUS T, FUTMI NNA, AE- FUNAI	M19	Informal cross-continental network based on Cooperation agreement concluded by 6 African partner HEIs, regulated by the articles of association as annex to Cooperation agreement. Headquarter (administrative unit and postal address) will be at 1 C.H.A.I.N., and contact points will be all other C.H.A.I.N.s.
D5.6.	18 Cooperation agreements	UK, UL, SEKU, JOOUS T, FUTMI NNA, AE- FUNAI	M36	18 cooperation agreements concluded between African partner HEIs and business entities regarding cooperation on organizing student hackathons, innovation, resource and knowledge exchange, etc.
D5.7.	3 national conferences	FSK, UL	M36	3 national events with 480 participants informed about the project and available resources and opportunities for students, businesses, farmers, entrepreneurs, local community and policy-makers.



## 8 Additional material

### 8.1 CHAIN Logo

At the outset of the project period, a logo was created. This was discussed during the presence meeting in January and subsequently adapted. The final version "*Nea onnim*" symbolizes knowledge and the quest of education. This symbol encourages the collection of information in any form and underlines the significance of sharing knowledge with others to develop a stronger and more informed community.

From an aerial perspective, it resembles a field of plants, but it also resembles a labyrinth, indicating the concept of networking. The following models of logo will be used to promote the CHAIN project:





## 8.2 CHAIN Poster

A poster containing all the standard information about the Erasmus + Project CHAIN is presented below. This can be employed for international, national and local dissemination purposes. All documents are also made available to university members via the management platform wbmoodle. There, they can be downloaded and utilised at a higher quality.



Erasmus+ CBHE Project CHAIN – 101082963

### Cooperation for Holistic Agriculture Innovation Nests in Sub-Saharan Africa

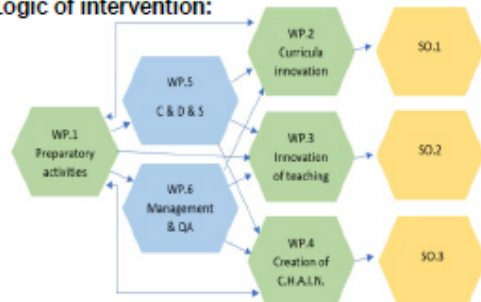
CHAIN steps up the agricultural innovation and collaboration potential in SSA targeting engagement of university staff, agricultural students, farmers and industry representatives. It introduces a more holistic and human-centred approach to agricultural education and innovation in the region through: developing a master program in Food Value Chain (FVC) at beneficiary HEIs; building teacher capacity and establishing Collaborative Holistic Agriculture Innovation Nests offering support to innovation initiatives of students, farmers, and entrepreneurs.



#### Project objectives:

To support modernization of agricultural education in Togo, Nigeria and Kenya by fostering a more holistic and human-centred approach to agricultural education, training and innovation.

#### Logic of intervention:



#### Partner Institutions:

- University of Applied Sciences Weihenstephan-Triesdorf (HSWT)
- University of Kara
- University of Lome
- South Eastern Kenya University
- Jaramogi Oginga Odinga University of Science and Technology
- Farming Systems Kenya
- Federal University of Technology Minna
- Alex Ekwueme Federal University Ndufu-Alike
- Uniwersytet Przyrodniczy We Wrocławiu
- Universitatea Pentru Stiintele Vietii „Ion Ionescu de la Brad” Din Iasi



Co-funded by  
the European Union

01.06.2023 – 31.05.2026

Contact:  
Dr. Bernd Müller  
Weihenstephan-Triesdorf University of Applied Sciences  
bernd.mueller@hswt.de





## 8.3 Logos of all partner Universities

The official logos and names of all CHAIN participants are attached. These can be used for distribution material and official information.



**University of Applied Sciences Weihenstephan-Triesdorf,  
Germany**



**University of Kara, Togo**



**University of Lome, Togo**



**Federal University of Technology Minna, Nigeria**



**Alex Ekwueme Federal University Ndufu-Alike, Nigeria**



**Jaramogi Oginga Odinga University of Science and Technology,  
Kenya**



**South Eastern Kenya University, Kenya**





# CHAIN Project

Cooperation for Holistic Agriculture Innovation Nests in Sub-Saharan Africa

Erasmus+ CBHE Project CHAIN – 101082963



Co-funded by  
the European Union



**Farming Systems Kenya, Kenya**



**Wrocław University of Environmental and Life Sciences, Poland**



**Ion Ionescu de la Brad University of Life Sciences of Iași,  
Romania**

**USV 1842**

