

# Inclusive REskilling and upSkillling Toward competitive Agrifood and veterinary sector: European agenda Strategy

D9.3 Project leaflet and poster	
<b>Document description</b>	The leaflet and the poster outline the projects objectives and overview, including partners, work plan and packages, deliverables, available in the project's partner languages in hard copy, as well as in electronic format through the project website.
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*\*F: final; D: draft; RD: revised draft*



## Table of Contents

<b>1. Summary .....</b>	<b>3</b>
<b>2. Description .....</b>	<b>3</b>
2.1. <i>Leaflet description</i> .....	3
2.1.1. Overview .....	4
2.2. <i>Poster description</i> .....	5
2.2.1. Overview .....	5

## 1. Summary

This Work Package led by LVA aims to ensure to reach the largest possible target audience while advertising the project results. LVA, with its extensive experience in project dissemination will coordinate this WP. In this WP, the network of the umbrella organizations (COPA-COGECA, FDE), of the sector representatives (EBVS, CONFAGRI, SCOOP, ANIA, FIAB, SEVT, GZS, FEDER, EBVS, CLITRAVI, CONFAGRI PT) and of the VET representatives (EFVET, ACEEU) will also be used for a wider reach of veterinary representative's farmer association and cooperatives.

Dissemination plan will be developed by LVA with the help of the partners to support the outreach of the project to the target audiences in the participating countries and following successful validation to other countries. National and EU stakeholders will also be included.

The stakeholder engagement and dissemination plan will be carried out through different means and channels for promotion, with the deployment of many activities in the dissemination campaign that will consider: Facebook, Twitter, newsletters, participation at dissemination events, press releases, distribution of leaflets, YouTube videos and AdWords campaign.

Because of their reputation and current activities, partners have a strong dissemination force and will integrate the I-RESTART project in their communication strategy. Partners will lead all necessary actions to present the project to the different targets by generating material and communicating this through appropriate dissemination material tailored to the needs of the various kinds of target groups. The fact that many partners are umbrella organizations or representative associations will also help to reach each target group.

## 2. Description

The leaflet and the poster developed by UNITO will very simply outline the project's objectives and overview, including partners, work plan and packages, deliverables, available in the project's partner languages in hard copy, as well as in electronic format through the project website. They have been created in English and translated into the 9 other project partners' languages, specifically Dutch, French, Finnish, German, Greek, Italian, Portuguese, Slovenian and Spanish, available in the Google Drive shared folder:

<https://drive.google.com/drive/folders/1iRn-KiBKQrSMNxJ7rOR1ft6H5RvXN9-S>

Partners responsible for translation of the communication material (leaflet, poster, website and newsletter in T9.2) are: FEDER for Italian, FIAB for Spanish, WUR for Dutch, GZS for Slovenian, ANIA for French, CONFAGRI PT for Portuguese, AARHUS for Danish, LVA for German and SEVT for Greek.

### 2.1. Leaflet description

The leaflet was designed and created by UNITO.

The first draft has to be circulated among the partners to receive their feedback.

The leaflet consists of 4 A5 format pages, foldable, with three different background images representing the Agrifood and Animal production sectors.

The first page includes the project logo, the European Erasmus + logo, the link to the project website and the main objective of the project. By way of title follow the indication of the coordinating body, duration, contacts and social network accounts (Twitter, Instagram, LinkedIn and Facebook). The project agreement is indicated at

the bottom of the page.

In the internal pages (2 and 3) there is a brief description of the project, a graphic description of the WPs, the references to the 3 main sectors correlated by icons (Food Industry, Animal Production and Veterinary Activities). It is also indicated the Skill needs areas (Digital Technologies, One Health, Bioeconomy and Sustainability, Business and Entrepreneurship, Soft Skills, Sector Specific Emerging Trends)

On the fourth and last page there is a reference to the partners and their countries of origin correlated by a geographical map and their respective institutional logos

### 2.1.1. Overview

The leaflet has been uploaded in the management portal at the following link:

<https://www.erasmus-i-restart.eu/management/?q=node/113>



The consortium is composed of 27 partners:

- **10 Education and training providers**  
(UNITO, WU, AU, AERES, UNITE, UHOH, UMU, INFOR, CTAEX, AKMI)
- **3 Education and trainings network**  
(ISEKI, EFVET and ACEEU)



- **13 Agri-Food industry representatives**  
(CONFAGRICOLTURA, COPA-COGECA, FDE, EIT FOOD, LVA, ANIA, FIAB, GZS, SEVT, SCOOP, FEDER, CLITRAVI, CONFAGRI-PT)
- **1 European Veterinary Specialist (EBVS)**






[www.erasmus-i-restart.eu](https://www.erasmus-i-restart.eu)

**Inclusive REskilling and upSkilling  
Toward competitive Agri-food and  
veterinary sector:  
European agenda StraTegy**

**Coordinator: University of Turin (UNITO) (Italy)**  
**Co-coordinator: Confagricoltura (Italy)**  
**Duration: 01.09.2022 – 31.08.2026**

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**@IRESTARTproject**     

**Agreement: 101055774—I-RESTART—ERASMUS-EDU-2021-PI-ALL-INNO**

In figure 1 the front of the leaflet, in the right side the page 1 and on the left side the page 4.



## I-Restart

The I-RESTART project aims reskilling and upskilling the workforce in the agrifood and veterinary sectors. To reach these objectives, I-RESTART will facilitate the inter-sectoral and intergenerational skills transfers through the adoption of an innovative micro-credentials methodology that will provide inclusive, flexible and engaging work-based patterns with mentors while opening the ecosystem also to external workers.

The project, complementing the FIELDS Blueprint on agriculture and forestry, will provide the tools to tackle the future challenges with the offering of 10 occupational profiles (EQF 4, 5 and 6) for a total of 3200 hours of training and 3600 hours of work based learning period. In total 16 trainers and 120 trainees will benefit from the pilot training in 8 countries, and 40 students will complete the work-based learning scheme that also includes the advanced entrepreneurial skills and involves 32 mentors.





## I-Restart

**MAIN SECTORS:**

 **FOOD INDUSTRY**
 **ANIMAL PRODUCTION**
 **VETERINARY ACTIVITIES**

Complete training made of 4 modules translated and prepared for 7 languages available through the open learning platform

**SKILL NEEDS AREAS:**

**DIGITAL TECHNOLOGIES**

**ONE HEALTH**

**BIOECONOMY AND SUSTAINABILITY**

**BUSINESS AND ENTREPRENEURSHIP**

**SOFT SKILLS**

**SECTOR SPECIFIC EMERGING TRENDS**

The 27 partners consortium from 11 countries will identify skills needed (including urgent ones) and gaps, create occupational profiles, detailed curricula, design European strategies and 8 country roadmaps to reflect the country's needs while keeping EU quality standards (ESCO, EQAVET) to address the mobility of learners through Europe. A strong connection will be established with the Pact for Skills initiative, in order to make useful content for the members that will implement the pact.

**Agreement: 101055774—I-RESTART—ERASMUS-EDU-2021-PI-ALL-INNO**

In figure 2 the back of the leaflet, on the left side the page 2 and on the right side the page 3.

## 2.2. Poster description

The poster consists of 1 A1 format page, with a cow in the background representing the Agrifood, Animal Production and Veterinary sectors.

All the elements described and used for the leaflet were also used for creating the poster, as shown in the figure 3.

### 2.2.1. Overview

The poster has been uploaded in the management portal at the following link, available in pdf and ppt versions: <https://www.erasmus-i-restart.eu/management/?q=node/113>.



## Inclusive REskilling and upSkilling Toward competitive Agri-food and veterinary sector: European agenda Strategy

The Pact for Skills roundtable raised several issues the Agrifood sector is facing, and identified potential ways of overcoming them: upskilling and reskilling workers; intersectoral skill transfers; increased attractiveness of the sector to youth; digital transition; partnerships between learning institutions and companies. The I-RESTART project aims reskilling and upskilling the workforce in the agrifood and veterinary sectors, retrain the employees leaving the heavy industry to hire them in the agrifood sector, and engage some students that want to enter the agrifood labor market, to improve their digital skills and facilitate the transition to the Green Deal initiative.

**Coordinators: University of Turin (UNITO) & Confagricoltura (CONFAGRI) (Italy)**

**Duration:** 01.09.2022 – 31.08.2026

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In figure 3 the front page of the poster.



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