



DISSEMINATION PLAN

Project Reference

N° 618518-EPP-T-2020-1-PT-EPPKA2-CBHE-JP



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The FoSaMed project is an Erasmus+ project funded by the European Commission which aims to develop a joint Master's Programme on Food Safety in Morocco. Running from January 2021 to January 2024, it brings together Moroccan HEIs promoting inclusive education through curriculum development and teacher education on food safety, namely Agronomic and Veterinary Institute Hassan II (IAV), National School of Agriculture (ENA), Ibn Tofail University (IBN) and Mohamed I University (UMP) that will receive the support of the project coordinator the University of Évora (UEVORA) together with the University of Barcelona (UB) and the Mediterranean Universities Union (UNIMED).

Moroccan academics are trained on modern and innovative teaching methodologies in order to design a Master programme which 1) promotes the traditional Mediterranean diet 2) is associated to short food supply chains 3) promote an inclusive higher education by involving underprivileged groups, such as women, rural populations and refugees and giving them equal access to knowledge and opportunities.

Document Information

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Executive summary

The current document is the Dissemination Plan of the FoSaMed project, aimed to establish and run the visibility and communication infrastructure of the project, so that all activities that will be carried out during the project lifetime will be widely known with the highest possible visibility, in EU and in South-Mediterranean countries, specifically in Morocco.

In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging for new stakeholders. Web-based tools, together with publications and event strategies, will be identified. Detailed information on timing, deadlines, dissemination products and target groups will also be included in the plan.

In order to guarantee effective promotion and dissemination of the project, different strategies have been identified and different tools will be developed and delivered through them (e.g., project website, branding materials, brochures, papers, newsletter, participation to conferences, etc.). The sustainability plan foresees multiplication and mainstreaming activities, and the analysis of project transferability.

For the dissemination aspect, the project is embedded in a strong partnership that will contribute all in specific dissemination activities to ensure the highest visibility of the project. Additionally, UNIMED, WP leader of the WP6 Dissemination and Exploitation, in collaboration with the coordinator and the other partners will guarantee a wide network of contacts for a successful dissemination of project news, events and results.

All partners will be actively involved in disseminating project results and making them sustainable on the long-run. Consortium members will also have actively participated in the discussion of the initial dissemination activities, such as the selection of the project logo and dissemination opportunities in their countries.



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1. Introduction to the FoSaMed project

FoSaMed aims to bring together Moroccan HEIs that promote inclusive education through curriculum development and teacher education on food safety.

The main specific objective of the project is the development of a joint Master's Programme, within the curricula of the IAV, ENA, IBN and UMP that will receive the support of the project coordinator the University of Évora (UEVORA) together with the University of Barcelona (UB) and the Mediterranean Universities Union (UNIMED).

The specific objectives of the FoSaMed project include the qualification of the Moroccan academics on modern and innovative teaching methodologies, to support Moroccan HEIs in designing a Master Programme on food safety that is associated with the recovery and promotion of the traditional Mediterranean diet and associated to short food supply chains, and to contribute to inclusive higher education in Morocco, that integrates underprivileged groups, such as women, rural populations and refugees and gives them equal access to knowledge and the opportunities it brings.

The following actions will be developed in order to develop innovative pedagogical approaches and new learning settings.

- a) An innovative e-learning training for food safety coordinated by EU partners, using didactic modules and integrated tools.
- b) Workshops coordinated by UEVORA and UB to enhance the quality of the teaching methods.
- c) The development of a MOOC (Massive Open Online Course) about "Food safety in Morocco".
- d) The implementation of a Joint Master's Programme on food safety run by the involved Moroccan HEIs, which will be the key focus of the FoSaMed project.

2. Communication and Dissemination strategy

Dissemination is a pre-planned and constantly running process, which can be understood as the transversal activity of promoting the project and its results to an extended audience beyond the project consortium.

Both the dissemination and communication of the project results move towards the direction of raising awareness about the project objectives, activities and results, as well as the needs it is addressing. Dissemination activities have the objective to support exploitation of the project results, by encouraging stakeholders to engage in and foster new initiatives, be involved in existing initiatives, as well as use the project results and share them amongst their networks.

In that light, this Dissemination Plan has to be considered as a working document outlining activities to be carried out, flexible and open to changes as the project progresses.



Three types of dissemination are identified for the project:

- **Dissemination for awareness on the project** which objective is to ensure that the project outcomes are visible and are known during and beyond the end of the Project.
- **Dissemination for engagement into the project** which objective is to involve other institutions and credential evaluators to join, engaging recognition offices and bodies.
- **Dissemination for sustainability of the project** which objective is to ensure continuous promotion/support of the consortium and its activities/services.

When combined together, the above types of dissemination will maximise the impact of the project and contribute to its sustainability.

Communication will take place at two levels: the general level and the partner-based level. Disseminating results at the general level means giving them global visibility and giving FoSaMed a high profile at EU level. Disseminating results at the partner-based level means focusing activities of dissemination within each partner country, with a specific context-based communication strategy. The ratio is due to the different complexity in each country, which asks for targeted courses of action. For this reason, each local partner will be the driving force behind the project dissemination in the region, to gain the support and assistance from local players and other higher education institutions.

2.1 Target groups and beneficiaries

In order to achieve maximum outreach and audience involvement, it is crucial to understand who our audience is, and who we need to communicate with. As a result, all communication actions will be targeted towards these stakeholders, which will be our target groups for the communication activities.

FoSaMed Project identifies the following target groups for dissemination:

- **Academics and researchers in the field of food safety, particularly in Morocco;**
- **Private sectors stakeholders;**
- **Mixed stakeholder groups** (organizations, institutions, networks, interested communities being or potentially being active in HE area);
- **General public** (EU and MED community, its part interested in education systems).

3. Detailed Communication and Dissemination Plan

Due to the diverse nature of the FoSaMed Project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication in and around FoSaMed Project will happen at three distinct levels:



- between partners, e.g. regular Zoom calls, emails, face-to-face project meetings and workshops;
- with stakeholders closely involved with the project, e.g. External Expert Evaluator; Associated Partner FENAGRI; FoSaMed International Conference participants and partners, MOOC participants;
- general public, academic community, decision and policy-makers, international institutions, business community.

A stakeholder map (ANNEX III) and a regularly updated list of events relevant to Consortium members will also be prepared and shared among the FoSaMed team.

3.1 Stakeholder Mapping

Stakeholder mapping is an essential and basic step complementing the Communication activities of the FoSaMed Project. In the process we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

A template for stakeholder analysis is provided at Annex III.

3.2 Communication activities

The communication strategy is developed on three key elements. A very important step is the presentation of the project in local events under other initiatives: through the participation to international and national events and conferences it will be possible to promote the project's results, achievements and initiatives.

At the same time, it will be ensured the organization of national events whose objective is to inform interest groups at international, national and local level about the project and its initiatives. Participation in conferences and workshops represents an opportunity to promote the project, to learn about new developments on food safety, to connect with other universities and research centres.

Dissemination and communication activities in the FoSaMed Project will focus also on innovative and engaging ways to share results with diverse academic and non-academic audiences. Newspaper articles, scientific papers, social media, workshops are some of the tools to be used.

Target group	Communication channel	How often and/or how many?
Academics and Researchers	Project website Each Partner's website	Basic project website, further developed and regularly updated afterwards;

		maintained for at least five years following the end of the project
	International events and conferences to present and discuss project results and outcomes with various stakeholders	Number of international conferences and events to be defined; three-day International Conference before the implementation of the Master programme; 1 final conference at the end of the project.
	Publications (journal articles, etc. with references)	N. of publications to be defined
	Social media (Youtube, Facebook) project pages and posts + partners' institutional social pages	Regular posts as relevant in the project
Mixed stakeholder groups (e.g. NGO's, international institutions, private sector, trade unions,	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Social media (Youtube/Facebook) project pages and posts + partners' institutional social pages	Regular posts as relevant in the project
	Publications (journal articles, etc. with references)	N. of publications to be defined
	International events and conferences	Number of international conferences and events to be defined; three-day International Conference before the implementation of the Master programme; 1 final conference at the end of the project
General public (e.g. Local communities, civil society, media)	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Media reports / appearances (articles, online reports, etc.) based on press releases and other activities in each country	Number of reports, articles to be published on the project website and partners' website
	Press releases	At least 3 (one per year)
	Social media (Youtube/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project



	Project brochures and other branding materials	At least 4 pieces (1 flyer, 1 poster, 1 roll-up, stickers for equipment)
	Final conference	1 at the end of the project
Policy makers	Project website and Partner's websites	Basic project website, further developed and regularly updated afterwards; maintained for at least five years following the end of the project
	Press releases	At least 3 (one per year)
	Social media (Youtube/Facebook) project pages and posts + national pages as relevant in each country	Regular posts as relevant in the project
	Project brochures and other branding materials	At least 4 pieces (1 flyer, 1 poster, 1 roll-up, stickers for equipment)
	Final conference	1 at the end of the project

3.3 Communication channels

The Communication Strategy will be enriched with inputs and communication needs of the other WPs of the FOSAMED Project. It will also be updated during the project lifetime following possible internal monitoring on communication, and adapted to better respond to the communication needs of the project.

The following communication channels to be used in the FOSAMED Project are briefly described.

3.3.1 Project Website

A project website will be created in order to provide a first level of information about the scope and activities of the FOSAMED Project. Main achievements and events will be available to all on the public sections, while a specific page will redirect to the e-learning space hosted on a separate platform.

The website will be the main dissemination tool for the project activities. All the communication material produced will be uploaded on the website. The website will be updated with curated contents such as news, articles of the thematic review, thematic initiatives in line with the project, online format of the printed material, photos, videos, deliverables, etc. The site will be linked to the web sites of all the partners.



3.3.2 Press releases

Regular press releases (at least one per year) will be issued at national levels, coinciding with important project events and milestones. Press releases will be in English and preferably translated in French.

On the occasion of key events or achievements, press releases will be created and disseminated within project partners networks. Press releases may occur to introduce the project, its main events and achievements.

3.3.3 Social Media

In addition to the project website, Social Media will also be used to disseminate events and achievements, as well as to promote discussions and engage researches, stakeholders and university staff. A constant flow of information on Social media could be one of the main ways of communication for the project. This could ensure a wider visibility and presence of the project and a better dissemination.

Use of social media contributes to establishing a continuous interaction with project stakeholders, and maintaining public engagement with the project, for keeping daily interest towards project initiatives and events and for sharing key achievements. The main objectives of social media are:

- Spreading project information, activities and results
- Broaden the outreach of FOSAMED Project
- Exchanging experiences
- Allowing the creation of a very interactive dissemination
- Analysis of the audience feedback to adjust the communication strategy

The WP leader with the support of the coordinator will manage the social media accounts of the project, but other partners are also welcome to contribute to the social media content.

In order to increase the dissemination of the project, it can be created some specific #hashtags (e.g. #FoSaMedProject) to be used by all the project partners (from their personal or Institutional accounts) and all the users when talking about FOSAMED Project.

3.3.4 Project brochures/branding materials

In the framework of the project's activities it will provide a range of materials, including a project brochure, flyer and roll-up detailing FOSAMED's objectives, methodology, etc. Dedicated stickers will be elaborated for the equipment installed in the 4 Moroccan universities. A video intro will also be conceived to be used on all the videos or recordings produced within the project.



3.3.5 Promotional Emails

UNIMED will draw and send Information/Promotion emails devoted to the different project stakeholders to inform about relevant events. The emails are intended to provide an appealing message for attracting the attention and interest of the recipients. All partners are invited to share Information/Promotion emails within their networks.

3.3.6 International Conference

All relevant dissemination opportunities in the framework of national and international events will be exploited to spread the FoSaMed objectives and results throughout the project's life.

In particular, a three-day International Conference before the implementation of the Master programme will be organised within the WP6. The WP leader will be responsible for:

- 1) giving visibility to the event (before, during and after);
- 2) inviting stakeholders from its network (i.e. other universities not involved in the project from the participating countries and the Mediterranean region, relevant international partnerships);
- 3) identifying relevant speakers.

3.3.7 Development of a collaborative network

As part of the dissemination strategies, a collaborative network will be developed in order to create a sustainable international collaborative network spreading educational initiatives and internationalisation, as well as attracting funding opportunities and assuring results' sustainability. Three cooperation agreements will be signed 1) between the involved Moroccan HEIs, 2) with FENAGRI – Associated Partner, 3) between all project partners.

3.4 Visual identity of the project

Along with the definition of the project identity in terms of mission and goals, it has to be developed also the project visual identity. Indeed, an easily recognizable (visual) identity of the project is essential to achieve best communication results.

Partners are invited to use consistently the project logo, the templates proposed and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards.

The visual tools to be used for any kind of dissemination activity are the following:

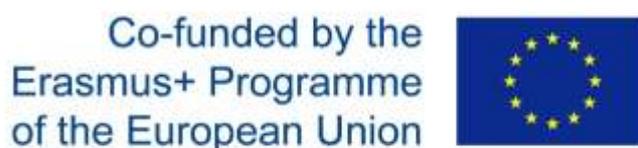
- Project logo



- Templates (ppt, one-pager document, report, press release, scientific conference presentation, policy brief, paper, etc.)
- General project website (in English and in French)
- Project roll-up (in English and in French)
- General flyer/project brochure (in English and in French)
- Stickers
- Video intro
- Grant Agreement number – partners are requested to use the project GA number in all of their external communication and dissemination materials, together with EU emblem.

The use of the Erasmus+ logo is compulsory (no changes) and any project-related event or activity should clearly specify that it is funded by Erasmus+ Programme of the European Union. In the light of that, any publication has to mention the following sentence and the EU logo:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."



More information at: https://eacea.ec.europa.eu/about-eacea/visual-identity_en

3.5 FoSaMed in a nutshell

The FoSaMed project aims to develop a joint Master's Programme on Food Safety in Morocco. It brings together Moroccan HEIs promoting inclusive education through curriculum development and teacher education on food safety, namely Agronomic and Veterinary Institute Hassan II (IAV), National School of Agriculture (ENA), Ibn Tofail University (IBN) and Mohamed I University (UMP) that will receive the support of the project coordinator the University of Évora (UEVORA) together with the University of Barcelona (UB) and the Mediterranean Universities Union (UNIMED).

More detailed version:

The FoSaMed project is an Erasmus+ project funded by the European Commission which aims to develop a joint Master's Programme on Food Safety in Morocco. Running from January 2021 to January 2024, it brings together Moroccan HEIs promoting inclusive education through curriculum development and teacher education on food safety, namely Agronomic and Veterinary Institute Hassan II (IAV), National School of Agriculture (ENA), Ibn Tofail University (IBN) and Mohamed I University (UMP) that will receive the support of the project coordinator the University of Évora (UEVORA) together with the University of Barcelona (UB) and the Mediterranean Universities Union (UNIMED).

Moroccan academics are trained on modern and innovative teaching methodologies in order to design a Master programme which 1) promotes the traditional Mediterranean diet 2) is associated to short food supply chains 3) promote an inclusive higher education by involving underprivileged groups, such as women, rural populations and refugees and giving them equal access to knowledge and opportunities.

4. Reporting Dissemination activities

Monitoring, keeping track of the outcomes and outreach of the dissemination activities is crucial in order for the Consortium to be able to evaluate the effectiveness of the dissemination activities. In particular, Partners will need to communicate key information to the WP6 leader, thus contributing to the reporting of activities, which is crucial in order to fulfil the reporting obligations of the consortium to the European Commission. For this purpose, a Dissemination Log (Annex II) will be created. A digital version of the Annex II – Dissemination Log can also be created in order to facilitate the sharing of information among partners and among the partners and the WP Leader. Moreover, each partner will fill out reports on conferences and events (Annex IV Event Report) and local meetings with stakeholders (Annex V Individual Partner Meeting with Stakeholders Report).

The report forms are attached to this document. All Project Members are therefore expected to:

- Identifying and informing on dissemination opportunities (events, publications, interventions, etc.)
- Disseminating achievements of their respective work packages (flyers, video, press releases, etc);
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Engaging key stakeholders to act as multipliers and to motivate others.



Annex I - Glossary

This glossary has the objective to provide information about commonly used terms in this document and by the European Commission in general in the field of dissemination.

- Communication:** For the purpose of this document “communication” will refer to both awareness-raising and dissemination activities. Communication in this context refers mostly to external communication and not to internal communication among the consortium and within the partner organisations.
- Dissemination:** Dissemination is defined as a planned process of providing information on the quality, relevance and effectiveness of the project results to key actors. It occurs as and when the results become available.
- Exploitation:** Exploitation consists of ‘mainstreaming’ and ‘multiplication’ which both aim at creating maximum impact and sustainability of the project’s results. Dissemination and exploitation are distinct but closely related. Keys for successful exploitation of results are: to produce relevant results that satisfy the demands of providers, policy-makers and ultimately society more generally; to ensure that such results reach the right target audiences in a format and at a time which enables them to benefit from them.
- Awareness Raising:** Publicizing, promoting and creating visibility on the existence of the project, its aims, objectives and activities in order to achieve awareness among the target group. This definition excludes the publicizing of results. As such, promotion and awareness raising is an activity with a broader focus that introduces the project to the target group.
- Impact:** Impact is the effect that the project and its results have on various systems and practices. A project with impact contributes to the objectives of programmes and to the development of different European Union policies.
- Mainstreaming:** Mainstreaming is the planned process of transferring the successful results of the project to appropriate decision-makers at local, regional, national and European level, so as to create an impact on policy and practice. This process includes identifying lessons, clarifying the innovative element and approach that produced the results, their dissemination, validation and transfer. Mainstreaming also defines the way other actors take account of the elaborated results, approaches and key elements
- Multiplication:** Multiplication is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.
- Sustainability:** Sustainability is the capacity of the project to continue to exist and function beyond the end of the contract. The project results are used and exploited continuously. Sustainability of results means use and exploitation of results in the long term.



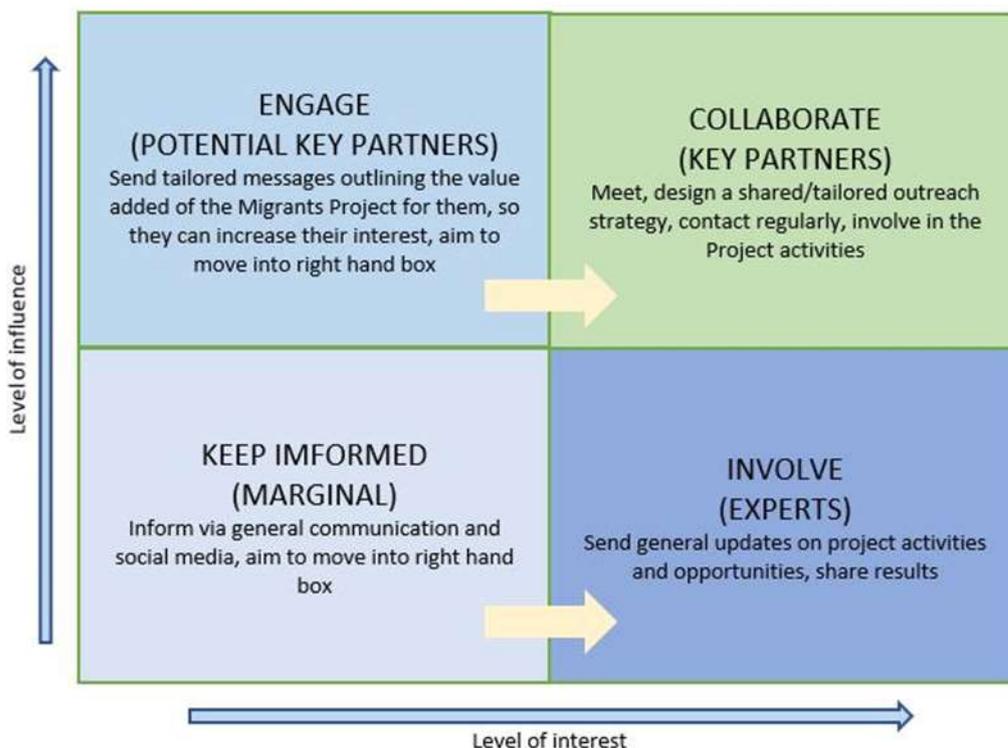
Annex II – Dissemination Log

Partners responsible for performing dissemination activities will report them to the dissemination WP leader UNIMED. The activities will be reported in the specific template (presented here below) in order to be described in a similar way and take into consideration all relevant aspects like: responsible partner, type of activity, its date, place, type and level, short description (justify the choice of institution, the relevance toward the project objectives), type of audience, as well as results and feedback (e.g. conclusions from the discussion, participants comments, how it may influence the project, etc.). For each activity material used (if applicable) shall be attached – e.g. presentation, article content, press release note, etc.

Responsible Organization:						
Number of the event	When	Dissemination Tool	Description of the dissemination activity	Participants/Target	Impact	Resources
Number the dissemination activities	Indicate when the activity took place	Indicate which kind of activity has been implemented: flyer production, press release, scientific paper publication, promotional email, newsletter, social media, web presence, etc.	Describe the activity of dissemination implemented	Indicate type of activity and/or type of participants	Indicate the feedback received during event / after activity took place, if possible	Evidence of the dissemination activity: link to a website, pdf document, picture, screenshot, etc.
1	dd.mm.yyyy	Presentation	Presentation at International coordinators meeting	e.g. International coordinators, project partners representatives, etc.	e.g. 50+	Minutes from meeting at internal/restricted access website only
2	dd.mm.yyyy	Meeting n 1	Information about the meeting	e.g. Project partners representatives, etc.	e.g. 10+	Link publication
3	dd.mm.yyyy	Seminar/Workshop	Information about the seminar/workshop	e.g. Academic staff, students, etc.	e.g. 25+	Link website
4	dd.mm.yyyy	Article	Article about ...	e.g. Mena Universities, Eu Universities, etc.	e.g. 1000+	
5	dd.mm.yyyy	Website	Description of the publication on the website			

Annex III – Stakeholders Map

In order to target the most relevant stakeholders for the project with the limited resources available, it is important to categorise the individual stakeholders based on their potential “utility” for the project, so that we can focus on the most relevant ones without dispersing our efforts. In order to do so, we will “map” each stakeholder identified depending on its interest in the project and on its capacity to influence its respective communities: through this strategy we will be able to identify different categories of stakeholders that will be targeted through individualized action plans.



Depending on the interest and on the influence of stakeholders, it is possible to identify four categories of actors. The main target will be the **key partners (top-right in the figure)**, who have a potentially high interest in the FOSAMED project and at the same time have the capacity to influence other stakeholders to participate in the project activities. These stakeholders are targeted with an individual action plan, possibly starting with a meeting where the best collaboration strategy is discussed and where we listen to their ideas and proposals on how they can be engaged in the process. Another important category is **the potential key partners (top-left in the figure)** who, even if they do not have an immediate interest in the project, can strongly influence their communities. These actors will also be targeted individually, trying to tailor the message to meet their specific interest, with the objective of moving them to the top-right area. The two categories on the bottom of the picture are less critical because they do not have a high influence towards their community, and are targeted through general outreach actions.

[Here](#) the Stakeholder map that has to be filled in by all the partners of the project is available. The image of the model is also available here below.

FoSaMed stakeholder map ☆ 📄 ☁

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A1 fx Institution

	A	B	C	D	E	F
	Institution	City	Contact person	Role	Email	Website
1	FENAGRI	Morocco - Casablanca	Felloun Hamid	Director	hfelloun2020@gmail.com	
2	FAO - Morocco	Morocco - Rabat	Florence Rolle	Representative in Morocco	FAO-MA@fao.org	
3	ETF	Italy	Sabina Nari	Management Expert - Focal point	Sabina.Nari@etf.europa.eu	
4	ISEKI Food-Association (IFA)	Italy	Paola Pittia		ppittia@unite.it	https://www.iseki-food.net/
5	MedAgri Network	Italy			MedAgri@fao.org	http://www.medagri.org/
6	Centre for Advanced Mediterranean Agronomic Studies and Experimentation (CIHEAM)	France			secretariat@ciheam.org	https://www.ciheam.org/
7	ANAPEC	Morocco				http://anapec.org/sigec-app-rv/
8	MedYWAT	France				http://www.medywat.net/
9	Institut National de la Recherche Agronomique	Morocco				https://www.inra.org.ma/fr/content/associations-agricoles
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Annex IV – Event Report

Name of the event:

Type of event: *(Seminar, Workshop, Conference, National Forum, etc)*

Date:

Venue:

Number of participants:

Type of participants: *(HEIs managers, teachers, students etc)*

Programme of the event: *(insert the link to the webpage of the event, if possible)*

Attachments: *(List of Participants, Presentations, Background Documents)*

Brief overview of the event and of the issues addressed in the event

Contribution of the Partner attending the Event

Key messages, outcomes, recommendations



Annex V – Individual Partner meeting with Stakeholders Report

Date:

Venue:

Meeting with:

Evidence of the meeting (if any): *(a picture, a signed document, video/audio recording, etc)*

Brief overview of the meeting

Main issues discussed during the meeting

Recommendation from the Stakeholder





Food Safety in the Mediterranean

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EUROPEAN PARTNERS



MOROCCAN PARTNERS



ASSOCIATED PARTNER



