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| **Project Name** | Demonstration of innovative functional food production systems based on a sustainable value chain of marine and freshwater raw materials for conscientious European consumers |
| **Project Title** | NOVAFOODIES |
| **Project Number** | 101084180 |
| **Call** | HORIZON-CL6-2022-FARM2FORK-02-two-stage |
| **Activity** | WORKPACKAGE 7 - TASK 7.4 Training activities – Pilot courses |
| **Document** | Communication guidelines |



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# COMMUNICATION GUIDELINES

To support the visibility and impact of the pilot courses, we kindly ask trainers to contribute to dissemination activities by providing brief content and visuals. Here are some suggestions:

## TAKING PHOTOS OR SCREENSHOTS

- Take clear-horizontal photos during the training session. Ensure participants are visible and engaged (e.g., during presentations, group work, Q&A).
- If the session is online, take a screenshot during a key moment (e.g., when many cameras are on or during a group discussion).
- Ask for consent before taking pictures and confirm participants have agreed to image use (via the signature sheet). If a participant does not give consent, please make sure to track them and ensure they do not appear in any images, or kindly ask them not to take part in group photos.
- Ensure gender equality and diversity are respected and reflected in the photos or screenshots. Strive for balanced representation of all genders and avoid reinforcing stereotypes.

## WRITING A SHORT SUMMARY OR ARTICLE FOR PUBLICATION ON PROJECT WEBSITE AND SOCIAL MEDIA ACCOUNT

- Write a short paragraph (5–10 sentences) including:
    - The title of the session
    - The date and place (or platform if online)
    - Number and type of participants
    - Main topics covered
    - A short reflection or takeaway
- Optional: Include a participant quote or feedback.

## SENDING THE MATERIAL

- Please send photos/screenshots and the summary to: caleal@accioncontraelhambre.org
- Preferred formats:
    - Text: Word / Images: JPEG or PNG (high resolution if possible)
- Due date: 2 weeks after the end of the pilot course.



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