RestaCOVE
VET Excellence in Sustainable Collective Catering & Restaurants

Co-funded by the European Union



WP 5- D5.2: COMMUNICATION, DISSEMINATION AND VISIBILITY PLAN



Co-funded by
the European Union

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

Grant Agreement Number	101260578
Project Acronym	RestaCoVE
Project Name	VET Excellence Pathways for Sustainable Collective Catering and Restaurants

Deliverable Number	D5.2
Deliverable Responsible	Karaman MEM
Workpackage	WP 5
Authors	Bilal Duranel, Fatih ŞİMŞEK
Deliverable Type	Communication, Dissemination and Visibility Plan
Dissemination Level	EU Level

DOCUMENT VERSION HISTORY			
Version	Date	Modification Introduced	Modified By
V1	22.05.2026	First draft submitted to the coordinator	Karaman MEM
V2	03.06.2026	Integrated Draft Submitted to partners	UCSC

ABSTRACT

The purpose of this document is to present the Communication, Dissemination and Visibility Plan (CDVP) for the RestaCOVE project. The document establishes the dissemination strategy, visibility actions, target groups, monitoring mechanisms and reporting procedures to be implemented throughout the 48-month project duration.

A CDVP cannot exist without the contribution of all project partners. Therefore, all partners of the RestaCoVE project provide feedback and follow this document for their dissemination and communication actions.

The dissemination and communication plan identifies the different target groups, as well as the messages that the RestaCoVE project intends to convey. It also presents a reporting methodology for different performance indicators related to the communication actions. The exploitation plan includes actions to be taken to exploit the results of the project during and after project life.

Co-funded by the European Union

1. INTRODUCTION 4
1.1 The Project Long-Term Vision 4
1.2 The partnership territorial distribution 5
2. COMMUNICATION, DISSEMİNATION AND VISIBILITY IMPLEMENTATION PLAN 7
2.1 Karaman MEM Responsibilities (WP5 Leader) 7
2.2 Dissemination Targets 8
2.3 Dissemination Target Groups 8
2.4 Communication, Dissemination and Visibility Implementation Plan Calendar 12
3. DISSEMINATION REPORTING GUIDELINES 16
3.1 Introduction 16
3.2 Roles and Responsibilities 16
4. DISSEMINATION REPORTING, RECORDING AND MONITORING 17
4.1 Reporting Frequence 17
4.2 Dissemination Activities to be Reported 17
4.3 Evidence Requirements 17
4.4 Key Performance Indicators (KPIs) 18
4.5 Annual Dissemination Reporting 18
4.6 Template for annual reporting 18
4.7 Dissemination Activity Reporting 20
5.VISUAL IDENTITY 21
5.1.Project Logo 21
5.2.Deliverable Template 22

Co-funded by the European Union

1. INTRODUCTION

The objective of Deliverable **5.2 – Communication, Dissemination and Visibility Plan** is to define the communication, dissemination, and visibility strategy of the RestaCOVE – VET Excellence in Sustainable Collective Catering and Restaurants project, while ensuring the long-term visibility, transferability, sustainability, and exploitation of project results during and after the project lifetime.

This document therefore defines:

- The Communication, Dissemination and Visibility (CDV) Plan, including the tools, channels, responsibilities, and actions expected from all project partners.
- The methodology for monitoring communication, dissemination, and visibility activities to ensure the achievement of project objectives and Key Performance Indicators (KPIs).
- The framework for stakeholder engagement, visibility, sustainability, and exploitation of project results at local, national, and European levels.

This document is published and shared with all consortium partners at the beginning of the project and will be periodically updated throughout the project lifecycle to reflect emerging opportunities, communication achievements, dissemination results, stakeholder feedback, and evolving visibility needs. Any updates to the plan will be communicated to all partners and implemented across the consortium.

1.1 The Project Long-Term Vision

RestaCOVE aims to strengthen vocational excellence in sustainable collective catering, restaurant management, and food service systems by creating a collaborative ecosystem connecting vocational education and training providers, higher education institutions, enterprises, chambers, public authorities, research organisations, and sectoral stakeholders.

The project's mission can be divided into three operational objectives:

- RestaCOVE will contribute to the green and digital transformation of the collective catering and restaurant sector, supporting sustainable food systems, resource efficiency, food waste reduction, circular economy practices, responsible consumption, and digital innovation.
- RestaCOVE will support the adoption and large-scale implementation of innovative and sustainable food service practices, including sustainable procurement, environmentally responsible operations, digital kitchen management systems, emerging technologies, and modern approaches to collective catering and restaurant services.
- RestaCOVE will provide future-oriented technical, green, digital, entrepreneurial, and transversal skills, equipping learners, workers, educators, trainers, managers, and industry professionals with the competences required for the sustainable food services sector of tomorrow.

These objectives will be achieved through several interconnected stages. Initially, the consortium will conduct ecosystem mapping, competence needs analyses, labour market intelligence activities, and

Co-funded by the European Union

stakeholder consultations to identify current and future skills requirements within the food service sector.

This phase will be followed by cooperation and networking activities among education providers, businesses, sector representatives, public authorities, chambers, and research organisations to establish strong and long-lasting partnerships within the Centres of Vocational Excellence ecosystem.

The consortium will then design, pilot, validate, and implement innovative education and training programmes, competence frameworks, micro-credentials, learning pathways, and work-based learning approaches addressing the needs of sustainable collective catering and restaurant services.

1.2 The partnership territorial distribution

The RestaCOVE project brings together a specialized consortium of key players in vocational education and training, academia, and the hospitality and catering industry. A total of 18 partners from 6 countries are involved in the project, working collaboratively to establish a transnational network of excellence:

Italy

- Universita Cattolica del Sacro Cuore (UCSC) — Project Coordinator
- Igor Vitale International srl (IVI)
- Enaip Impresa Sociale Societa a responsabilita Limitata (ENAIP)
- Associazione Nazionale Imprese Della Ristorazione (ANIR)

Greece

- Ionian University (IURC)
- Syndesmos Viomichanon Nomou Larisis (STHEV)
- Smarts Idiotiki Kefalaiouchiki Etaireia (SMARTS)

Slovakia

- Slovenska Polnohospodarska Univerzita V Nitre (SUA)
- Vidiecky Parlament Mladych Na Slovensku (VIPA)

Türkiye

- Karaman İl Milli Eğitim Müdürlüğü (Karaman MEM)
- Karaman Fırıncılar Pastacılar Lokantacılar ve Gıda Maddesi Üreten İş Yerleri (KB)
- Karamanoğlu Mehmetbey University (KMU)

Romania

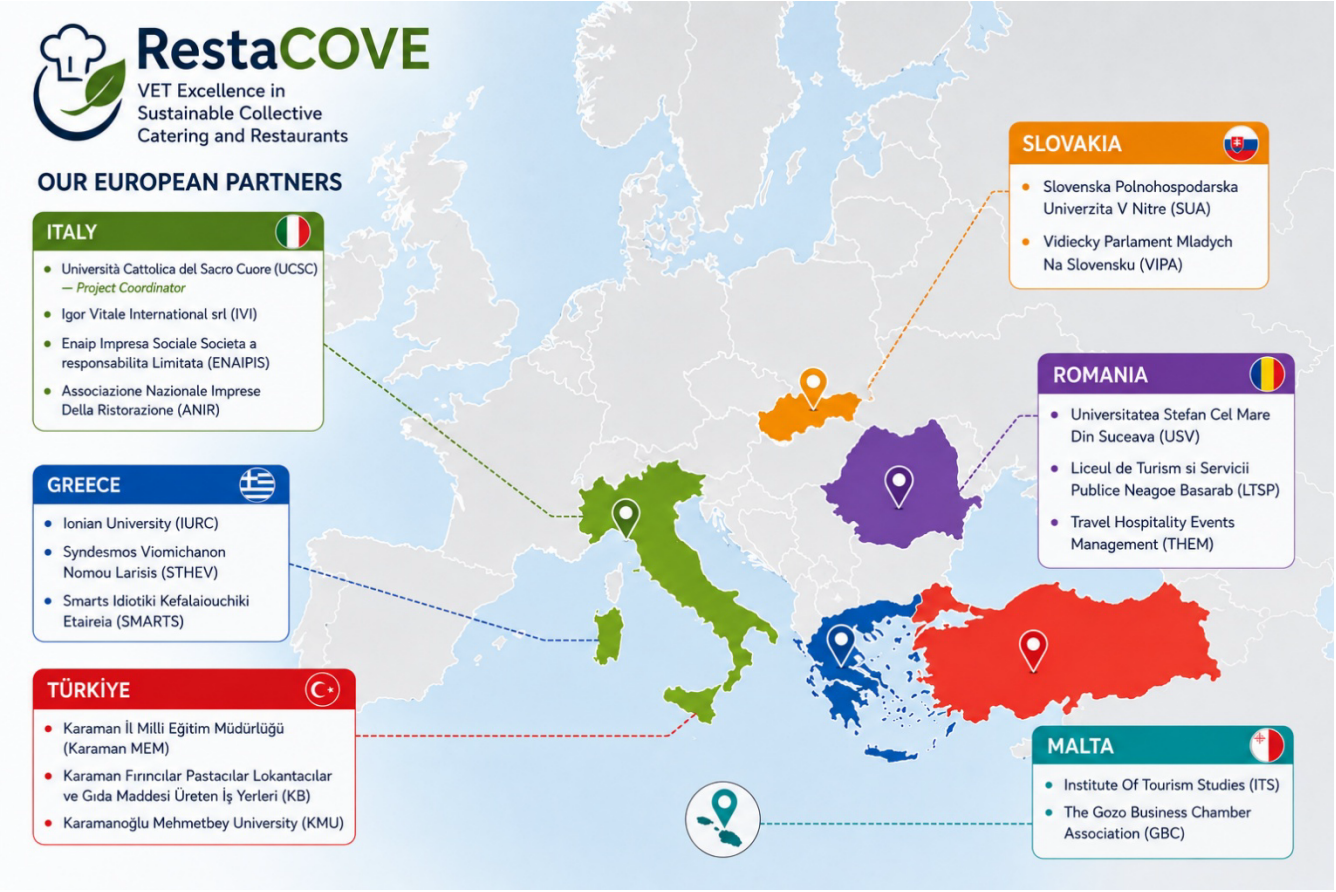
- Universitatea Stefan Cel Mare Din Suceava (USV)
- Liceul de Turism si Servicii Publice Neagoe Basarab (LTSP)
- Travel Hospitality Events Management (THEM)

Malta

- Institute Of Tourism Studies (ITS)
- The Gozo Business Chamber Association (GBC)
- Ministeru Ghall Ghawdex U L-Ippjanar (MGP)

Co-funded by the European Union

Fig. 1: Geographic Distribution of the Partners



Co-funded by the European Union

2. COMMUNICATION, DISSEMİNATION AND VISIBILITY IMPLEMENTATION PLAN

Effective communication, dissemination, and visibility are essential to maximizing the impact, sustainability, and long-term exploitation of RestaCOVE results. The Communication, Dissemination and Visibility (CDV) Plan establishes a structured framework to ensure that project activities, outputs, achievements, and opportunities are effectively communicated to relevant stakeholders at local, regional, national, and European levels. As the leader of Work Package 5 (WP5), Karaman İl Milli Eğitim Müdürlüğü (Karaman MEM) is responsible for coordinating, monitoring, and supervising the implementation of all communication, dissemination, and visibility activities across the consortium. Karaman MEM will ensure the adoption of common dissemination procedures, reporting mechanisms, visual identity standards, and monitoring tools by all partners throughout the project duration. Through a combination of digital communication channels, stakeholder engagement activities, webinars, newsletters, social media campaigns, multiplier events, and policy-oriented dissemination actions, the consortium will promote the adoption of project results and strengthen the visibility of vocational excellence in sustainable collective catering and restaurant services. The CDV Plan also defines the roles and responsibilities of partners, dissemination targets, monitoring mechanisms, key performance indicators, and a detailed implementation calendar to ensure that communication activities contribute directly to the achievement of project objectives and the creation of a lasting impact beyond the project lifetime.

2.1 Karaman MEM Responsibilities (WP5 Leader)

Karaman MEM will release:

- Communication, Dissemination and Visibility Plan (CDV Plan)
- Dissemination Worksheets template
- Dissemination reporting system
- Dissemination monitoring mechanism
- Google Drive repository structure

Partners will then review and approve the plan through the PSC.

Karaman MEM is responsible for monitoring:

- dissemination worksheets
- dissemination reports
- KPI tracking
- evidence collection
- website analytics
- newsletter analytics
- social media analytics

Examples:

- open rates
- click rates
- reach
- followers
- event participants

Co-funded by the European Union

2.2 Dissemination Targets

Website

- minimum 48 blog posts
- monthly updates

Social Media

- Facebook
- Instagram
- LinkedIn
- 144 posts overall
- 18 e-mail campaigns
- 18 paid campaigns
- 4,000 followers target

Video Campaign

- 18 long promotional videos
- 18 short reels/highlights
- 50,000 viewers target

Newsletters

- 18 email campaigns
- 900 targeted stakeholders
- 1,000 new contacts collected

Webinars

4 yearly webinars:

1. Competence gaps and CNAM
2. Virtual Learning Factory
3. Green conversion of catering and restaurants
4. VET Excellence in Sustainable Collective Catering

Minimum:
50 participants per webinar.

Final Events

10 Regional Final Events
50 participants each
1 International Final Event
80 participants (Milan)

2.3 Dissemination Target Groups

To maximize the visibility, adoption, sustainability, and long-term impact of RestaCOVE results, communication, dissemination, and visibility activities will target a wide range of stakeholders operating across the vocational education, food service, hospitality, public governance, research, and business ecosystems.

The following target groups have been identified as the primary beneficiaries and recipients of RestaCOVE activities and outputs.

2.3.1 Higher Education and Continuing VET Learners (HE-VET & CVET)

Students, adult learners, professionals, and employees participating in higher education and continuing vocational education and training programmes related to:

- Food Technology
- Nutrition
- Food Safety and Hygiene
- Sustainable Food Systems
- Culinary Arts
- Food Culture
- Food Education
- Hospitality and Catering Management

2.3.2 Initial Vocational Education and Training (IVET) Learners

Secondary-level learners, apprentices, and trainees preparing for professional careers in:

- Culinary Arts
- Catering Services
- Restaurant Operations
- Bakery and Pastry Production
- Food Service Management
- Hospitality Services

These learners represent a key target group for addressing current and future skills shortages in the collective catering sector

2.3.3 Educators, Teachers, Trainers, and Academic Staff

Professionals involved in the design, delivery, and assessment of vocational and higher education programmes, including:

- VET Teachers
- VET Trainers
- University Professors
- Curriculum Developers
- Training Coordinators
- Apprenticeship Supervisors

This group plays a central role in the implementation of innovative training methodologies, micro-credentials, and sustainable food service education

2.3.4 Enterprises and Employers

Co-funded by the European Union

Businesses operating across the collective catering, food service, restaurant, hospitality, bakery, and food production sectors, including:

- Restaurants
- Collective Catering Providers
- School and University Canteens
- Corporate Catering Services
- Hotels
- Bakeries and Pastry Businesses
- Food Production Companies
- Hospitality SMEs

2.3.5 Employees, Managers, and Industry Professionals

Professionals directly involved in food service operations, including:

- Chefs and Cooks (including Bakery Professionals)
- Kitchen Assistants
- Catering Managers
- Restaurant Managers
- Food Service Supervisors
- Service Personnel

These stakeholders are expected to participate actively in work-based learning, pilot activities, training programmes, and competence validation initiatives

2.3.6 Public Authorities and Policy Makers

Decision-makers and institutions responsible for:

- Vocational Education and Training
- Employment Policies
- Food Policies
- Food Quality and Safety
- Sustainable Development
- Public Health
- Welfare Policies
- Regional Development
- Smart Specialisation Strategies (S3)

This group includes ministries, regional authorities, VET agencies, accreditation bodies, and public institutions.

2.3.7 Professional Associations and Sectoral Organisations

Stakeholders representing professional communities and industry interests, including:

- Chambers of Commerce

Co-funded by the European Union

- Chambers of Crafts and Trades
- Business Associations for the Collective Catering Sector
- Food Industry Networks
- Professional Orders
- Employer Organisations
- Trade Unions
- Other User-related Association (e.g. Family association for schools canteen or Patient associations for hospital food catering).

2.3.8 Research and Academic Communities

Researchers, universities, innovation centres, and research institutions working in:

- Sustainable Food Systems
- Food Technology
- Nutrition Sciences
- Food Culture
- Vocational Education
- Digital Transformation
- Green Transition
- Labour Market Intelligence

2.3.9 Consumer and Food Safety Organisations

Associations and organisations active in:

- Consumer Protection
- Food Safety
- Sustainable Consumption
- Healthy Nutrition
- Sustainable Food Chains

Including regional, national, and European stakeholders such as food safety associations and relevant umbrella organisations.

2.3.10 Civil Society and the General Public

The broader public audience, including:

- Consumers
- Families
- Young People
- Local Communities
- Civil Society Organisations
- Media Representatives
- Food Activism

Co-funded by the European Union

This target group contributes to raising awareness of sustainable food systems, responsible consumption, and vocational excellence within the food service sector.

2.3. 11. Strategic Stakeholders and Ecosystem Actors

Stakeholders capable of influencing policy development, sectoral innovation, and long-term sustainability, including:

- Smart Specialisation Strategy (S3) Actors
- Innovation Ecosystems
- Regional Development Agencies
- European Networks
- International Organisations
- Centres of Vocational Excellence
- Pact for Skills and EaFA Communities

These stakeholders are essential for ensuring the transferability, scalability, and long-term exploitation of RestaCOVE results beyond the project lifetime

Summary of the target groups

The RestaCOVE Communication, Dissemination and Visibility activities will target a broad spectrum of stakeholders representing education, industry, research, public governance, and civil society. Particular attention will be given to VET learners, educators, trainers, catering and hospitality professionals, enterprises, policy makers, researchers, and sectoral organisations involved in sustainable collective catering and food service systems. By engaging these target groups throughout the project lifecycle, RestaCOVE aims to maximize the visibility, adoption, transferability, and long-term sustainability of its results, while strengthening vocational excellence and supporting the green and digital transformation of the collective catering sector across Europe.

2.4 Communication, Dissemination and Visibility Implementation Plan Calendar

The Communication, Dissemination and Visibility (CDV) Plan will be implemented throughout the entire duration of the RestaCOVE project. Communication activities will be aligned with project milestones, deliverables, mobilities, pilot activities, webinars, annual meetings, regional events, and final exploitation activities.

The dissemination strategy follows a continuous approach, ensuring that stakeholders remain informed, engaged, and involved throughout the project lifecycle. Communication activities will be carried out through the official website, newsletters, social media platforms, promotional videos, webinars, multiplier events, partner networks, and targeted stakeholder engagement activities.

Karaman İl Milli Eğitim Müdürlüğü (Karaman MEM), as WP5 leader, will coordinate and monitor the implementation of the Communication, Dissemination and Visibility Plan, while each partner will be responsible for implementing and reporting dissemination activities at local, regional, national, and international levels.

Co-funded by the European Union

Month 1

- Publication of project approval announcements on partner websites and social media channels.
- Launch of internal dissemination activities.
- Introduction of project objectives, expected results, and stakeholder opportunities.

Month 2

- Introduction of the official dissemination channels.
- Release of the draft version of Communication, Dissemination and Visibility Plan.

Month 3

- Promotion of the Competence Needs nnual Monitor (CNAM).
- Dissemination of questionnaires.
- Invitation to participate in focus groups and research activities.
- Distribution of introductory newsletters to at least 100 stakeholders per partner.
- Release of the Communication, Dissemination and Visibility Plan.
- Introduction of newsletters and communication tools.
- Launch official social media channels.
- Initial communication with VET authorities, policy makers, and Smart Specialisation Strategy actors.

Month 4

- Presentation of the official RestaCOVE visual identity.
- Launch of branding and visibility guidelines.
- Release of Dissemination Worksheets and reporting templates.

Month 6

- Dissemination of desk research findings.
- Promotion of competence gap findings to VET providers, enterprises, labour actors, and policy makers.
- Launch of the official web site

Month 7

- First consortium meeting at Zakynthos.
- Presentation of the first Competence Needs Annual Monitor.

Month 10

- Promotion of Webinar 1:
- "Establishing Continuous Competence Gaps and Market Needs Research in Sustainable Collective Catering"

Month 11

- Dissemination of ISATCOVE.
- Promotion of adoption among VET providers and food sector stakeholders.

Month 12

- Presentation of the Micro-Credential System.
- Dissemination of competence validation methodologies.

Month 13

- Presentation of the Second Annual Competence Needs Monitor.
- Dissemination of Bucharest Annual Meeting results.
- Publication of educational materials developed during the annual meeting.

Month 14

- Presentation of beta versions of:
    - MOOC

Co-funded by the European Union

- Virtual Learning Factory for Sustainable Collective Catering (VLFSCC)

Month 15

- Dissemination of Train-the-Trainer activities implemented in Gozo.
- Publication of educational materials and video recordings.

Month 20

- Dissemination of Summer Camp results in Foggia Province.
- Publication of educational materials and video recordings.
- Presentation of regional and national Smart Specialisation Strategy proposals.

Month 21

- Presentation of the Skills Ecosystem Collective Catering Report.
- Promotion of ecosystem adoption among stakeholders.

Month 22

- Promotion of Webinar 2:
- "Introducing Virtual Learning Factory for Sustainable Collective Catering in VET Training"

Month 25

- Dissemination of Nitra Annual Meeting results.
- Presentation of the Third Competence Needs Annual Monitor.

Month 26

- Dissemination of Winter Camp results in Karaman.
- Publication of educational materials and video recordings.

Month 29

- Follow-up dissemination of Smart Specialisation Strategy initiatives.
- Promotion of regional and national implementation efforts.

Month 30

- Dissemination of EaFA and Pact for Skills initiatives.
- Promotion of commitments and pledges relevant to collective catering.

Month 31

- Dissemination of Enterprise Protocols.

Month 32

- Presentation of the Manual on Effective Practices for Work-Based Learning and Apprenticeships in Sustainable Collective Catering.

Month 33

- Presentation of Employers' Guidelines.
- Dissemination of personnel selection and skills evaluation tools.

Month 34

- Promotion of Webinar 3:
- "Effective Strategies for the Green Conversion of Collective Caterings and Restaurants"

Month 35

- Dissemination of Applied Research outputs.
- Presentation of Research & Innovation Hub Toolkit.
- Dissemination of thematic research findings.

Month 36

- Presentation of the Fourth Competence Needs Annual Monitor.

Month 37

- Promotion of the Individual Guidance Service Method.

Month 39

- Release of the final versions of:

Co-funded by the European Union

- MOOC
- Virtual Learning Factory for Sustainable Collective Catering

Month 41

- Publication of 11 Virtual Training Materials.
- Promotion of funding opportunities and training resources.

Month 42

- Promotion of the 10 Regional Final Events.

Month 43

- Promotion of the International Final Event in Milan.

Month 44

- Dissemination of Operational Training Materials developed in Rome.

Month 45

- Publication of educational materials and video recordings from all Regional Final Events.

Month 46

- Presentation of the 18 Internationalisation Plans.
- Promotion of MOOC modules supporting VET internationalisation.

Month 47

- Promotion of Webinar 4:
- "VET Excellence in the Field of Sustainable Collective Catering Training in the European Union"

Month 48

- Dissemination of the Sustainability Plan.
- Promotion of the continuation strategy for RestaCOVE after EU funding.
- Dissemination of International Event outputs.
- Presentation of the European Inventory on Validation of Non-formal and Informal Learning for Sustainable Collective Catering.
- Publication of the Annual Evaluation of ISATCOVE.
- Final dissemination and exploitation campaign.

Continuous Activities (Months 1–48)

- Monthly website updates.
- Monthly social media campaigns.
- Regular newsletter distribution.
- Dissemination through partner websites and institutional channels.
- Collection of dissemination evidence.
- Monitoring of KPIs and analytics.
- Internal dissemination activities.
- Stakeholder engagement and networking.
- Promotion of project deliverables.
- Compliance with Erasmus+ visibility requirements.

Co-funded by the European Union

3. DISSEMINATION REPORTING GUIDELINES

3.1 Introduction

These Dissemination Reporting Guidelines have been developed to support the consistent implementation, monitoring, and reporting of Communication, Dissemination and Visibility (CDV) activities across the RestaCOVE consortium.

As leader of Work Package 5 (WP5), Karaman İl Milli Eğitim Müdürlüğü (Karaman MEM) is responsible for coordinating dissemination activities, monitoring project visibility, collecting dissemination evidence, tracking Key Performance Indicators (KPIs), and preparing consortium-level dissemination reports.

3.2 Roles and Responsibilities

Karaman MEM is responsible for:

- coordinating dissemination monitoring activities;
- providing reporting templates and tools;
- maintaining dissemination records;
- monitoring dissemination KPIs;
- collecting dissemination evidence;
- preparing annual dissemination reports;
- preparing the final dissemination report;
- providing support and guidance to consortium partners.

Consortium Partners

Each partner is responsible for:

- implementing dissemination activities;
- updating the Dissemination Worksheet regularly;
- collecting dissemination evidence;
- uploading evidence to the shared project repository;
- reporting dissemination results on time;
- ensuring compliance with project branding and EU visibility requirements;
- supporting consortium-wide dissemination campaigns

Co-funded by the European Union

4. DISSEMINATION REPORTING, RECORDING AND MONITORING

4.1 Reporting Frequence

Reporting Activity	Frequency
Dissemination Worksheet Update	Monthly
Evidence Upload	Monthly
Internal Dissemination Review	Quarterly
Dissemination Report	Annually
Final Dissemination Report Contribution	End of the Project

4.2 Dissemination Activities to be Reported

The following activities must be reported:

Digital Dissemination

- Website articles
- Website updates
- Social media posts
- Paid social media campaigns
- Newsletter distribution
- Email campaigns
- Promotional videos
- Webinars
- Online workshops

Physical Dissemination

- Conferences
- Seminars
- Workshops
- Multiplier events
- Stakeholder meetings
- Focus groups
- Networking activities
- Public presentations

Internal Dissemination

- Institutional newsletters
- Internal bulletins
- Staff meetings
- Student communication activities
- Corporate dissemination channels

4.3 Evidence Requirements

Co-funded by the European Union

For every dissemination activity, partners must upload supporting evidence.

- screenshots;
- website links;
- social media analytics;
- photographs;
- attendance lists;
- agendas;
- invitation letters;
- newsletters;
- presentations;
- webinar recordings;
- promotional materials;
- press releases;
- video recordings.

4.4 Key Performance Indicators (KPIs)

Partners must report performance indicators whenever applicable.

Website

- page views;
- unique visitors;
- downloads;
- average session duration.

Social Media

- followers;
- reach;
- engagement;
- likes;
- comments;
- shares;

Newsletters

- number of recipients;
- open rate;
- click-through rate;
- unsubscribe rate.

Events

- number of participants;
- represented organisations;
- countries represented;
- stakeholder categories

4.5 Annual Dissemination Reporting

At the end of each project year, partners shall submit an Annual Dissemination Report summarising:

- activities implemented;
- target groups reached;
- dissemination channels used;
- KPI achievements;
- lessons learned;
- challenges encountered;
- improvement actions.

4.6 Template for annual reporting

Project Acronym: RestaCOVE	Reporting Year:
Reporting Period:	Partner Organisation:

Co-funded by the European Union

Country:	Dissemination Manager:
Contact Email:	Report Submission Date:
Executive Summary	Provide a brief summary (300–500 words) of the communication, dissemination and visibility activities implemented during the reporting period.
Dissemination Activities Implemented	Summarise all dissemination activities implemented during the reporting period.
Target Groups Reached	Provide the estimated number of people reached per target group.
Social Media Performance	Report Facebook, Instagram, LinkedIn and YouTube statistics.
Website and Newsletter Analytics	Report website contributions, page views, downloads, newsletter recipients, open rates and click-through rates.
KPI Achievement	Summarise your contribution to project KPIs.
Evidence Submitted	Confirm upload of photos, screenshots, attendance lists, agendas, presentations, newsletters, analytics and video links.
Challenges and Corrective Actions	Describe challenges encountered and corrective measures implemented.
Success Stories and Good Practices	Describe successful dissemination activities and lessons learned.

I hereby confirm that the information provided in this report is accurate and supported by the evidence uploaded to the official RestaCOVE repository.

Name:_____-

Position:_____

Date: _____

Organisation:_____

Signature:_____

Co-funded by the European Union

4.7 Dissemination Activity Reporting

This worksheet template shall be used by all RestaCOVE partners to record, monitor and report communication, dissemination and visibility activities throughout the project implementation. An excel version of this template will be shared with partners as well.

Column Explanation:

Partner: Partner implementing the activity.

Date: Date of implementation (DD/MM/YYYY).

Activity Type: Type of dissemination activity.

Dissemination Activity Description: Short description of the activity.

Target Group: Target audience reached.

Dissemination Channel: Channel used for dissemination.

Participants: Number of direct participants.

Reach: Estimated total audience reached.

Engagement: Interactions generated by the activity.

Social Media Metrics: Likes, shares, comments, open rates, CTR, etc.

KPI Category: Relevant KPI category.

Evidence Link: Link to supporting evidence.

Comments: Additional observations.

Partner	Date	Activity Type	Dissemination Activity Description	Target Group	Dissemination Channel	Participants	Reach	Engagement	Social Media Metrics	KPI Category	Evidence Link	Comments
Karaman MEM	15/09/2026	Social Media Post	Introduction of RestaCOVE objectives	VET Providers	Facebook	N/A	1250	145	120 Likes, 20 Shares, 5 Comments	Social Media Reach	Google Drive Link	Successful campaign

5.VISUAL IDENTITY

5.1.Project Logo

The official logo **f**eatures a prominent white chef's hat resting on an open book, backed by a green globe and crowned with five yellow/gold stars. It includes the text **"RestaCOVE"** (with "Resta" in light green and "COVE" in blue) and the full subtitle: *"VET Excellence in Sustainable Collective Catering & Restaurants*

Fig. 2: Official logo.



The official logo has been decided after a poll. The other 2 logos offered are as follows:

Fig 3: Logo alternatives





The colour palette is based on the following colours:

- **Primary Green (Eco/Sustainability):** Used for the text "Resta" and major icon elements like leaves and the globe graphic. It symbolizes the "green transformation" and sustainable food systems.
- **Primary Blue (Institutional/EU):** Matches the EU flag blue and is used for the text "COVE", the book base in the logo, and primary geographical mapping blocks.
- **Accent Yellow/Gold (Excellence/Stars):** Used for the architectural stars crowning the logo to highlight the "Centres of Vocational Excellence" (CoVE) framework.

5.2.Deliverable Template

5.2.1 First page

- **The Primary (Chosen) Logo:** Features a prominent white chef's hat resting on an open book, backed by a green globe and crowned with five yellow/gold stars. It includes the text **"RestaCOVE"** (with "Resta" in light green and "COVE" in blue) and the full subtitle: *"VET Excellence in Sustainable Collective Catering & Restaurants"*.

- **Mandatory EU Co-Funding Acknowledgement**: As an EU-funded initiative, deliverables must strictly include the official **"Co-funded by the European Union"** emblem (the blue EU flag with the specified text block beneath it). This must be accompanied by the standard liability disclaimer stating that views are those of the authors only.

5.2.2. Typography & Hierarchy

To maintain optimal legibility across both digital PDFs and printed materials, a clean, professional **sans-serif font family** (such as **Arial**, **Calibri**, or **Helvetica**) must be utilized uniformly throughout the document.

The typographical hierarchy is structured as follows:

- **Document Title / Work Package Headers: 24pt–28pt**, Bold, All Caps, Primary Blue or Dark Charcoal.
- **Heading 1 (Main Sections): 16pt–18pt**, Bold, All Caps (e.g., 1. INTRODUCTION).
- **Heading 2 (Sub-sections): 13pt–14pt**, Bold, Title Case (e.g., 1.1 The Project Long-Term Vision).
- **Heading 3 (Sub-sub-sections): 11pt–12pt**, Bold, Title Case (e.g., 2.3.1 Higher Education...).
- **Body Text: 11pt**, Regular, Dark Charcoal/Off-Black (avoid harsh #000000 pure black for digital reading comfort).
- **Table and Captions Text: 9pt–10pt**, Regular or Italicized for data metrics and source text.

5.2.3. Spacing & Page Layout

Proper white space prevents reader fatigue, ensures accessibility, and structures data grids so they can be scanned efficiently.

- **Page Margins:** Standard professional margins of **1 inch (2.54 cm)** on all sides to allow ample breathing room for text, maps, and assets.
- **Line Spacing:** Body text must use **1.15 to 1.5 line spacing** to optimize readability.
- **Paragraph Spacing:**
  - **6pt after** paragraphs to completely eliminate the need for double-returns.
  - **12pt before / 6pt after** for Headings to visually anchor titles to the content they introduce.
- **Text Alignment:** Body text should be **Left-Aligned** (Ragged Right). Avoid full justification, as it creates unnatural gaps in variable-width sans-serif fonts, reducing reading accessibility.

5.2.4. Document Structure & Navigation

The structural framework for project reports follows a rigorous, scannable format designed to facilitate reporting, tracking, and auditing:

Header Metadata Blocks

Every official deliverable template begins with standardized metadata tables tracking accountability:

- **Project Identification Table:** Tracks Grant Agreement Number, Acronym, and full Project Name.
- **Deliverable Control Table:** Outlines Deliverable Number, Work Package, Type, Dissemination Level, Responsible Partner, and specific Authors.
- **Document Version History:** A rolling grid mapping the Version Number, Date, Modification Introduced, and Modified By to ensure thorough quality control before final submission.

Content Breakdown & Navigation

- **The Abstract:** Positioned early to summarize the document's purpose, target audience, and exploitation strategy in a 300–500 word span.
- **Table of Contents:** Adheres to a strict, numerical hierarchy (e.g., 1., 1.1, 2., 2.1) matching page numbers explicitly. Utilize classic dot leaders (...) to bridge titles and page numbers seamlessly across the horizontal plane.
- **Section Separation:** Separate distinct tactical modules (like the *Target Groups* framework vs. the *Month-by-Month Calendar*) with crisp headings, tabular outlines, or gentle horizontal rules to give readers a clear visual break.
- **List Styling:** Use standard round bullets or distinct sub-dashes with a **0.25-inch hanging indent** to neatly group target categories, responsibilities, or KPIs.

5.2.5. Data Matrices

Table Typography & Spacing

As demonstrated in the **Document Version History** and **Activity Reporting Sheets**, operational data must be kept compact yet clear:

- **Table and Figure Headers:** Text must be **Bold**, centered or left-aligned depending on data type, and set against a light primary background fill (e.g., light blue or light gray) for strong visual contrast.
- **Table Spacing:** Cell padding must be constrained to a minimum of **4pt top/bottom and 6pt left/right** to prevent text from touching cell borders.
- **Alignment within Tables:** Text-heavy descriptions should remain left-aligned, while dates, version numbers, and raw quantities are centered.

5.2.6. Standardized Formats

Operational activities must be converted into clear, tabular environments:

- **Frequencies/Schedules:** Formatted as simple two-column matrices (e.g., Reporting Activity vs. Frequency).
- **Activity Reporting Sheets:** Transformed into expansive horizontal tables tracking crucial evaluation categories: *Partner, Date, Activity Type, Description, Target Group, Channel, Participants, Reach, Engagement, Metrics, KPI Category, and Evidence Link*.

5.3.Presentation Template

5.3.1 Presentation Visual Identity & Brand System

The PowerPoint template translates the project’s corporate identity into a dynamic, screen-optimized format designed for stakeholder engagement and partner training.

Co-funded by the European Union

Slide Color Branding

- **Primary Palette Application:** The presentation slides mirror the core project colors—**Primary Institutional Blue**, **Eco/Sustainability Green**, and **Excellence Yellow/Gold**—utilizing clean, light-colored backgrounds for primary content delivery to maximize visibility on monitors and projectors.
- **The Title & Sign-Off Slides:** Feature full-bleed background branding blocks using the official project acronym **"RestaCOVE"**, the full project title (*"VET Excellence Pathways for Sustainable Collective Catering and Restaurants"*), and the grant agreement number (*101260578*).

Mandatory EU Disclaimer Placement

Every presentation deliverable enforces the European Commission's compliance rules. The footer or concluding slide explicitly anchors the mandatory text:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect 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."

5.3.2. Typographic Hierarchy & Slide Mechanics

To prevent text heavy "walls of words" and maintain high legibility during live or digital presentations, the typography adheres to an aggressive, modern sans-serif scale.

- **Slide Title Headers: 36pt–40pt**, Bold, All Caps, using a strong Primary Blue to instantly define the focus of the slide (e.g., INTRODUCTION or ABSTRACT).
- **Section Divider / Transition Titles: 28pt–32pt**, Bold, centered on a high-contrast background to cleanly signal a shift into a new operational module (e.g., DISSEMINATION REPORTING GUIDELINES).
- **Body Bullets & Core Text: 18pt–24pt**, Regular, left-aligned. Text blocks are kept concise to serve as speaking cues rather than full narratives.
- **Formatting Guardrail:** Avoid full justification on slides. Left-aligning content ensures natural spacing between variables and maintains layout clean lines.

5.3.3. Slide Deck Layout & Content Flow

The presentation template establishes a rigid, repeatable sequence of 5 distinct slide archetypes to structure any project deliverable:

Archetype A: The Title Cover Slide

- **Elements:** Project Logo, Acronym, Full Project Title, and Grant Agreement Number.
- **Purpose:** Establishes the official institutional baseline before diving into technical details.

Archetype B: Agenda / Roadmap Slide

- **Elements:** Structured under the title header CONTENT.
- **Purpose:** Outlines the progression of the deck, ensuring an intuitive journey through the project parts (e.g., mapping out the transition from INTRODUCTION to REPORTING, RECORDING AND MONITORING).

Co-funded by the European Union

Archetype C: Section Dividers

- **Elements:** Standalone, minimal layout highlighting a single, high-level structural category (e.g., ICDR, DISSEMINATION REPORTING GUIDELINES).
- **Purpose:** Visually breaks up long presentations and resets the audience's attention span.

Archetype D: Content Slide Layouts

- **Elements:** Clean header title tracking a left-aligned, standard vertical layout or dual-column comparison zones (indicated by the Text placeholders).
- **Purpose:** Delivers core analytical breakdowns, KPIs, and data matrices cleanly.

Archetype E: The Closing Sign-Off Slide

- **Elements:** Anchored by a prominent Thank You greeting header, it houses all project point-of-contact data:
    - *Official Email:* restacove@gmail.com
    - *Web Domain:* www.website.com
    - *Social Media Handles:* restacove2026

5.3.4. Spacing, Lists, and Data Alignment

- **Negative Space (Breathing Room):** Slides must enforce a safe-zone margin of at least **0.75 inches** from all screen borders to prevent graphics from clipping on various projector aspect ratios (16:9 widescreen default).
- **Bullet Constraints:** Lists are strictly limited to a maximum of 4–5 bullets per slide. If a section expands into deeper granular metrics (such as the detailed *Reporting, Recording and Monitoring* benchmarks), the text automatically flows onto a subsequent, sequentially numbered slide to preserve breathing room.
- **Visual Data Lists:** Information blocks are organized using clean indents, matching horizontal line breaks to cleanly separate reporting types from evidentiary requirements.