

FOODEDUCATORS

Communication Toolkit



About this toolkit

As our partner, you are vital for FoodEducators to reach as many schools, teachers and students as possible in your country.

To support your journey, we have created a toolkit that you will need to promote the programme. If you need something that you can't find, contact Communication Lead Viktoria Soos:

viktoria.soos@eitfood.eu

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Understanding our audience

The following guidance helps you as an EIT Food partner to disseminate news about the FoodEducators programme and promote it in your country which is key for us to succeed.

Our target audiences in order of strategic effort required are:

- **Teachers (primary and secondary)**
- **Schools and school principals (primary and secondary)**
- **Students (age 9-18)**
- **Educational experts (eg. researchers, museum staff, organizers)**
- **Educational organisations (eg. school networks, educational organisations)**
- **Parents**
- **Ministries and policymakers**
- **Municipalities**

Stakeholder mapping

All national contexts differ, therefore you should map local relevant stakeholders.

- **School networks**
- **Education, food, and/or sustainability-related NGOs**
- **Schools (elementary, secondary and vocational)**
- **Corporations**
- **Government (municipal, regional, national)**

The stakeholder mapping is best done in a group, involving your target audiences as they know better who could be relevant. You could have a meeting online or offline, supporting the activity with a stakeholder mapping canvas. Knowing your stakeholders (especially with a database of schools or teachers) can bring you closer to your KPIs much faster!

Key messages

To maintain consistency across our FoodEducators' communications, please use one of our key messages when communicating about our project.

Slogan

Inspiring healthy and sustainable food choices and agrifood careers.

- Join hundreds of food educators using our materials in their classes, clubs and events!
- Igniting a passion for healthy and sustainable food choices and agrifood careers
- Sustainable futures, flourishing careers: empowering young minds, cultivating choices.
- FoodEducators: Empowering young minds with food literacy and showcasing agrifood careers.
- Inspiring healthy and sustainable food choices and agrifood careers
- Food systems literacy for a healthier and more sustainable future
- Empowering young people to understand and transform the food system
- Join hundreds of food educators using our materials in their classes, clubs and events!
- Discover our food-related lesson plans under each theme!

Media and partners

To reach a broad range of target audiences within your country, it is important to employ diverse communication channels.

Contact traditional media

Engage with local and national newspapers, magazines, radio stations, and television networks to secure coverage for our project. You can rely on information on our [website](#) and in our [Action Report 2023](#).

How to approach the media

If you haven't done it yet, put together a press list. Media are hungry for news, however, you should make the info about FoodEducators newsworthy: link it to national statistics, current events or special days and about the topic of food education in general. Always offer contact info for interviews. Once you have succeeded to be published, don't forget to post a link to the article/video/audio on your social media, upload/embed it on your website! (Also, don't forget to report it to us!)

Engage “influencers” and partners

Identify influential individuals, organizations, and partners within your country who can act as project ambassadors. Collaborate with them to amplify the project's messages and foster wider dissemination. Engaging local influencers and partners helps establish credibility and build trust with your national audience. A very simple thing is to ask teachers or participating schools to share news about the program.

Press kit

For press releases, feel free to use the boilerplate and the following statistics and quotes:

Key statistics about FoodEducators

- In 2023 the programme reached 1500 teachers and 36000 students
- From 2024 the programme is represented in 10+ countries through national HUBs all over the EU
- The downloadable lesson plans are available in 10+ languages in 4 topics: food & health, food & sustainability, food science & food system, agrifood jobs & careers
- FoodEducators also offers agrifood career videos showcasing various professions in the sector

Quotes from teachers using FoodEducators lesson plans

“The lesson plans offer a very good model that everyone can adapt to their own age group. The links are also very useful for working through the topic.” Hungary

“I appreciated the students’ involvement in the experiment and analysis. This way they remembered more.” Poland

“For the first time kids in my class were exposed to thinking and learning about food within a food system approach. They were super excited and were keen on sharing their ideas.” Israel

Quote from Project Lead Fabienne Ruault

“As a community, EIT Food is dedicated to addressing the challenges faced by the agrifood sector in Europe (see our mission driven approach). Recognising the critical role of awareness and education, we aim to equip future generations with the knowledge and tools necessary to foster a healthier and more sustainable food system”.

Photos

Feel free to use your own photos about your events, or you can also use some photos from our gallery.

Social Media communication

Use your social media platforms to disseminate news about FoodEducators. Regularly post updates, stories, and engaging content to create a dialogue around the programme. Please consider the following:

- **Use hashtags:** the hashtags we are using are the following:
#FoodEducators #EITFood
- **Tag central social media channels:** please make sure you tag our appropriate channels in your posts.
- **Follow the central FoodEducators social media channels and share our news with your comments in your own language if you find them relevant to your audiences.**

How to make your social media communication effective

Here are some insights from EIT Food social media channels that you might consider:

LinkedIn Tips

You can use:

- Illustrative infographics
- Real stories from our target audiences (eg. teachers, students, parents)
- Utilizing trends (eg. food and climate change, etc.)
- Using simply to follow bullet point lists
- Using emojis

Facebook Tips

You can use:

- Videos (eg. from teachers trainings or transforming infographics or blog post content into gif-style videos)
- Real stories from our target audience (describing passions, solutions, journeys)
- Shorter post length

Twitter Tips

You can use:

- Images
- Statistics and facts
- Use “call-to-actions” in your messages

Make sure to follow us on **Facebook!**

Digital communication

Website and Blogs

Maintain an up-to-date project subsite or blog in your national language.

Publish boilerplate: translate our project boilerplate and publish it on your website along with our logos.

Once a month, publish news articles, photos, success stories, and progress updates on your site in your own language. Feel free to “recycle” and reshare these on your social media channels.

Feel free to translate central press releases and news about the project.

Newsletters

FoodEducators will send regular newsletters to its database. You will be asked to provide news from your country that could include:

- **News about FoodEducators program in your country, e.g. testimonials from teachers, photos of train the teacher events, meetings with potential partners, introducing schools, etc.**
- **Opportunities, grants and competitions (from third parties) for teachers and schools in your country.**
- **Stories and testimonials from our target audiences.**

Events and conferences

Leverage Events and Conferences:

Take advantage of relevant events, conferences, and workshops to showcase the project's activities and outcomes.

Seek opportunities to present our project's success stories, findings, and innovations. Participate in panel discussions and leverage networking opportunities to connect with key stakeholders.

Collaboration and Coordination:

Lastly, maintain regular communication with the project's central communications team to ensure coordination and alignment of messaging.

Share your national-level communication plans, materials, and success stories to enable cross-pollination of ideas and resources.

Boilerplate for website

You are representing FoodEducators in your country, and that representation starts with your website.

Please create a subpage or a menu point for FoodEducators and upload our boilerplate along with the translated programme and the EIT Food & EU flag logo.

FoodEducators is an EIT Food* programme that provides teachers with fun, creative and interesting activities to engage young people, mainly schoolchildren.

The easily accessible, science-based food education lesson plans and learning materials enhance students' learning so they can become better informed, conscious consumers of the future. The programme is represented through 10+ national HUBs all over the EU and offers downloadable lesson plans on the foodeducators.eu website in national languages tackling with the following themes: Food & Health, Food & Sustainability, Food Science & Food System, Agrifood Jobs & Careers.

The main learning objectives and outcomes the programme is seeking are improving systems thinking and mapping, sustainable lifestyles and healthy eating behaviors.

In (INSERT YOUR COUNTRY), FoodEducators is represented by (INSERT YOUR ORGANISATION). All our FoodEducators-related events and activities can be found here (INSERT RELEVANT WEBPAGE). Should you have any questions about FoodEducators, please contact us at (INSERT CONTACT).

Join hundreds of food educators using our materials in their classes, clubs and events!

** EIT Food is the world's largest and most dynamic food innovation community, supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.*

Recruitment email to teachers

Some partner countries are providing teacher training courses, therefore we have included a recruitment email template you can use.

Feel free to translate, modify and add your organisation's details.

Dear Colleague!

We would like to bring to your attention our free teacher training on food education and agri-food careers that we organise jointly with our partner, the biggest food innovation organisation in the EU, EIT Food.

EIT Food's FoodEducators' programme has developed easy-to-use, downloadable lesson plans for teachers in elementary and secondary schools revolving around health, sustainability, food and food systems and agrifood careers. To support teachers further, we, as a FoodEducators Hub in (INSERT YOUR COUNTRY), would like to invite you to a teachers' training that will offer new tools, methodologies and food-related learning materials for you. The lesson plans were already tried and tested with success in more than 10 European countries, and now you also have the chance to use them in your work. What's more, some of them are translated into (INSERT LANGUAGE).

You can already access the learning resources on this website: www.foodeducators.eu

Our next FoodEducators trainings are going to be: for elementary school teachers: (INSERT INFORMATION: max number of people, deadline for registering, etc.), for secondary school teachers (INSERT INFORMATION max number of people, deadline for registering, etc):

Sign up for the trainings here: [LINK](#)

Looking forward to seeing you on our trainings,

Best regards,
(name + organisation)

Info Webinar presentation

This webinar presentation can be used during online presentations and workshops for teachers.

Please feel free to translate it into your own language. Make sure that you duplicate the file before modifying it!

[You can find it here.](#)

The screenshot shows a Microsoft PowerPoint presentation titled "FoodEducators info webinar" displayed in a web browser. The browser address bar shows the URL: eitfoodivzw.sharepoint.com/:p:/r/sites/FoodEducators/_layouts/15/Doc.aspx?sourcedoc=%7B94FE8608-7DF0-4DE0-A1B1-69520A305F4C%7D&file=FoodEducators%20info%20.... The presentation is in "Slide Show" mode, showing slide 1 of 35. The slide features a colorful background with food-related icons (avocado, kiwi, grapes, stethoscope, fork, knife, chef's hat, pea pod, sheep, barn, trees) and a central white text box with the following content:

foodeducators

**Welcome to the
FoodEducators
Info Webinar/Training**

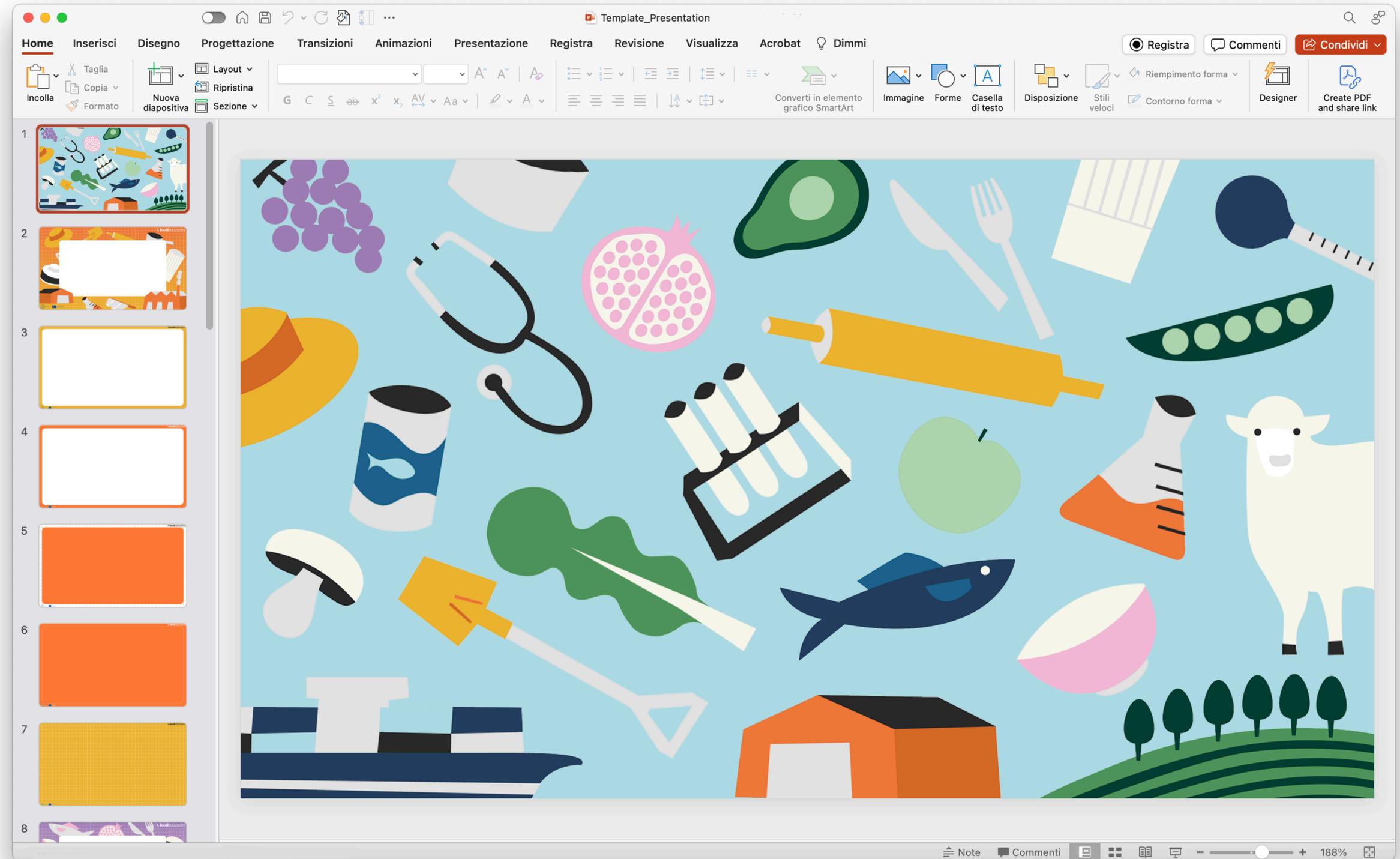
The slide also includes logos for "eit Food" and "Co-funded by the European Union" in the bottom right corner. The browser interface shows the "File" menu with options like Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, and Help. The status bar at the bottom of the browser indicates "Slide 1 of 35", "English (U.S.)", and "94%" zoom.

Presentation template

You can use this PowerPoint presentation for any of your public or internal presentations.

Please don't move or remove the logos, but feel free to add yours!

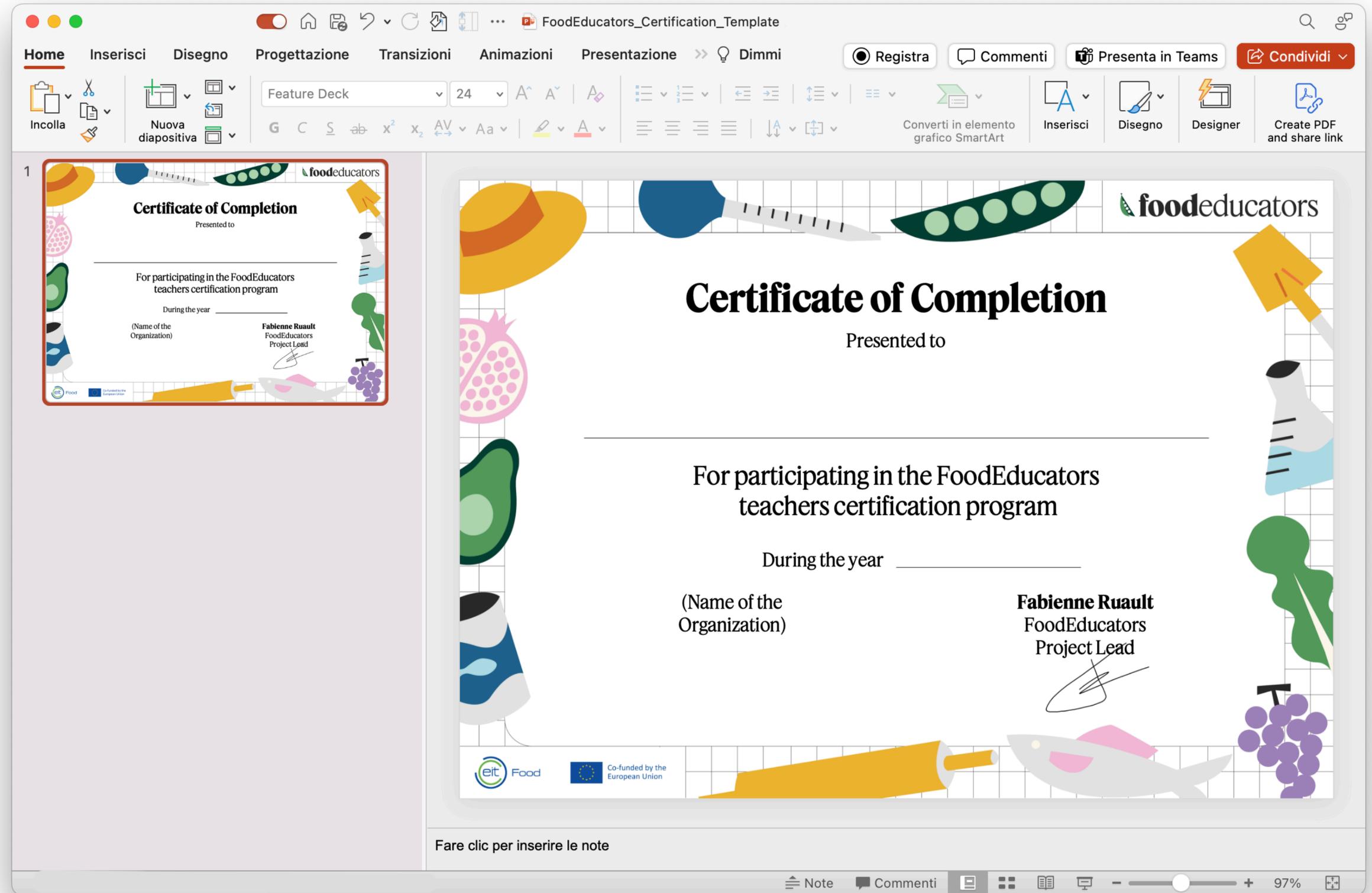
[You can find it here.](#)



Teacher's certification template

Please certify teachers using our Certificate of Completion template.

[You can find it here.](#)



Brand pack

FoodEducators has its own brand identity. It includes logos, color palette and typography.

Please download the logo pack and the fonts and install them on your device before opening and modifying the following visuals assets.

[You can find it here.](#)

Brand book

When you are creating FoodEducators related materials, make sure you follow the branding guidelines.

Make sure to respect the guidelines regarding logo use, color palette and fonts to create consistency through platforms and channels and build a strong visual identity to support best the diffusion of the project.

If you are unsure about something, we are here to help and support you!

Logos

As we are an EU co-funded programme, you should always indicate EIT Food and EU flag logos next to FoodEducators logo, whenever you are communicating about the programme.

Fonts

You will find in the brand pack the two font families used in FoodEducators branding.

Feature Display
(for titles)
Feature Deck
(for short texts)

Neue Haas Grotesk Text Pro
(for body texts)

Color Swatches

You will find the color paletts file to use in the whole Adobe Suite in the brand pack. For any other softwares please refer to the brand book color references on page 13.

Intro for videos

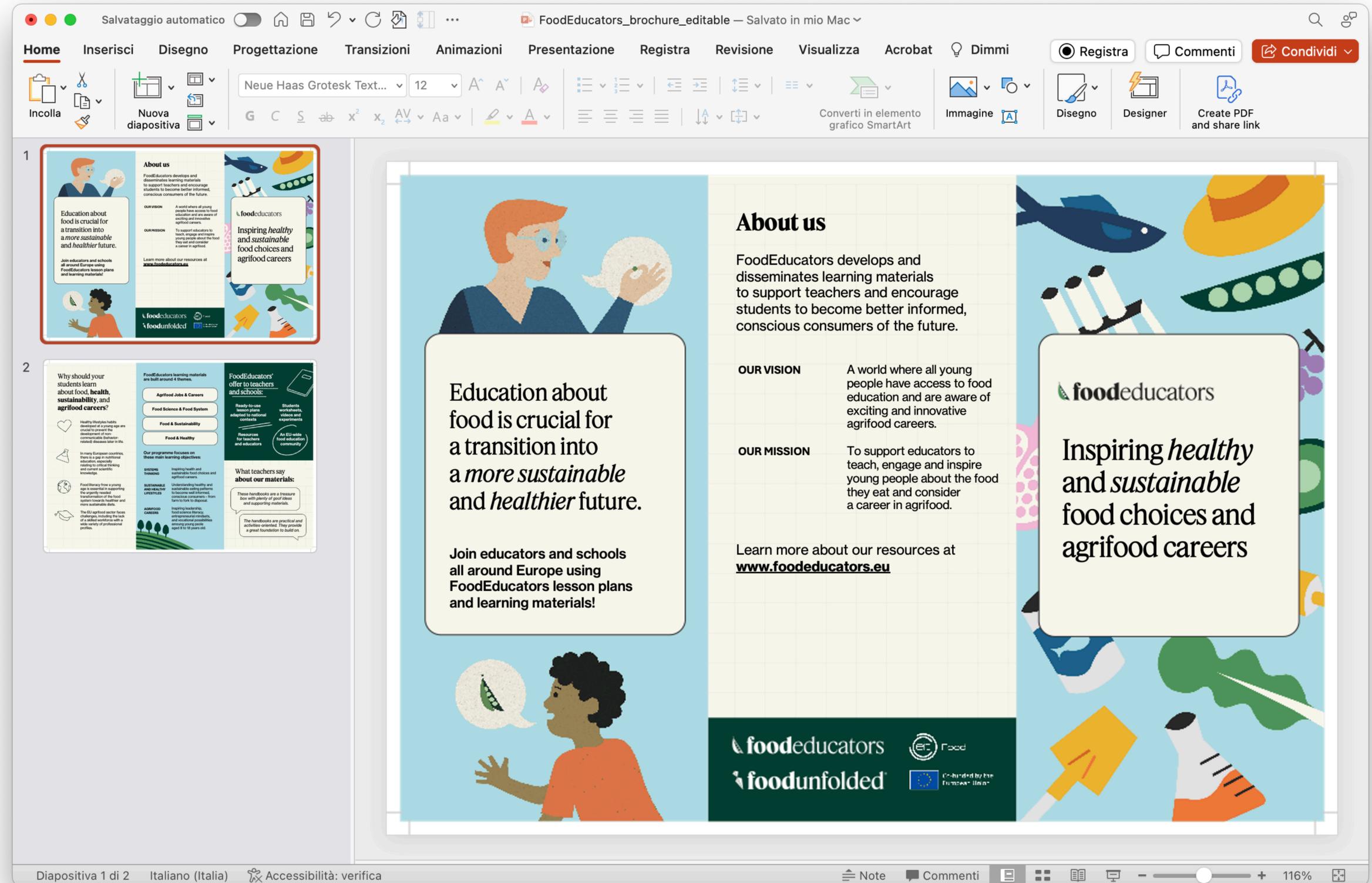
If you are creating videos about your FoodEducators activities (and please do, we love them!), please make sure that you use our intro. You can find it in the brand pack folder.

Editable brochure

Here is a printable A4 brochure that presents the project.

Please download it and modify it on your desktop PowerPoint rather than online to ensure font consistency.

[You can find it here.](#)

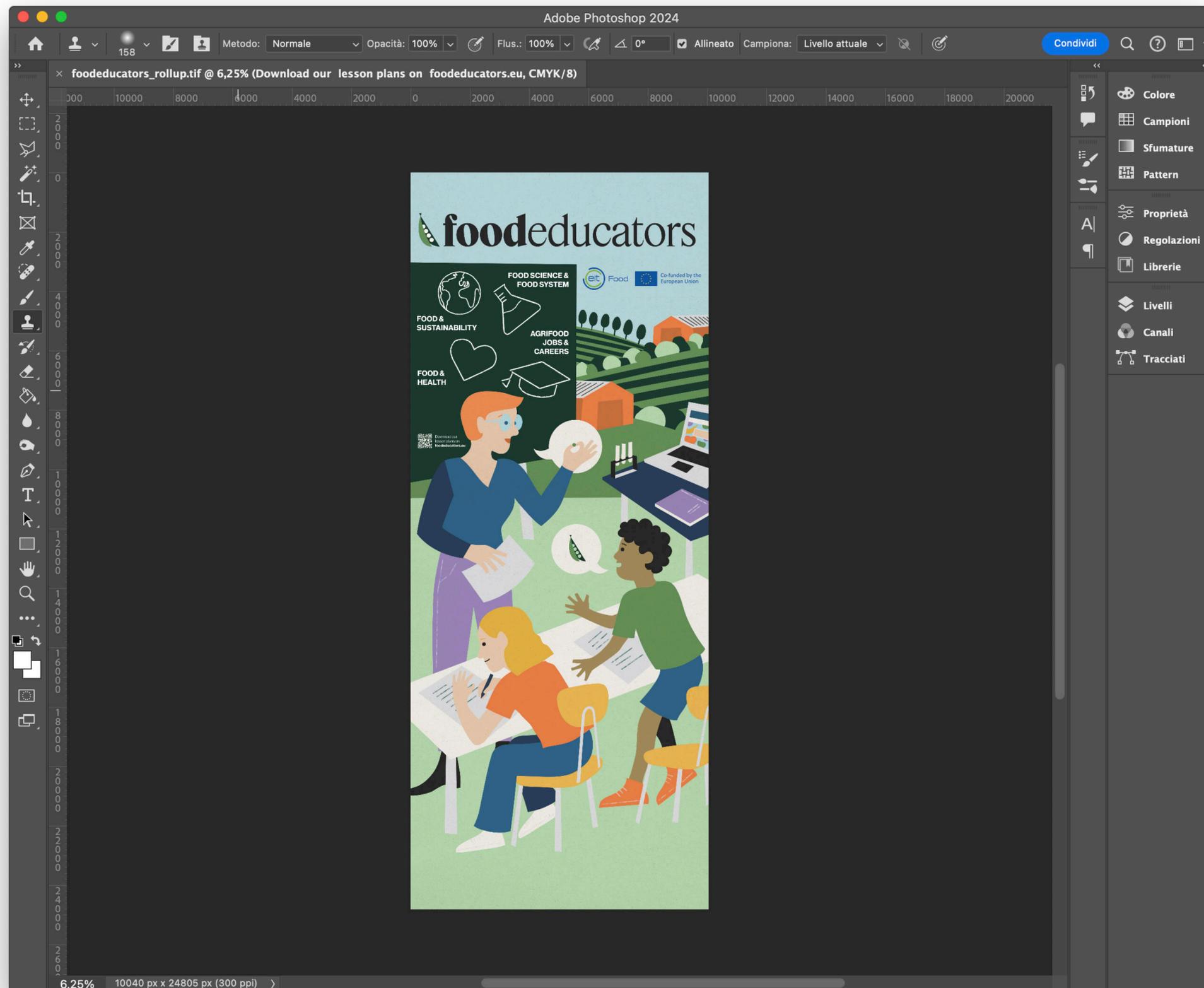


Editable roll-up

This is a printable roll-up, format 85x220 that can be translated and brought to your events improving visibility of the FoodEducators programme.

The file is provided in .tiff and is quite large, please modify it on Photoshop and export as a .pdf at 300dpi.

[You can find it here.](#)

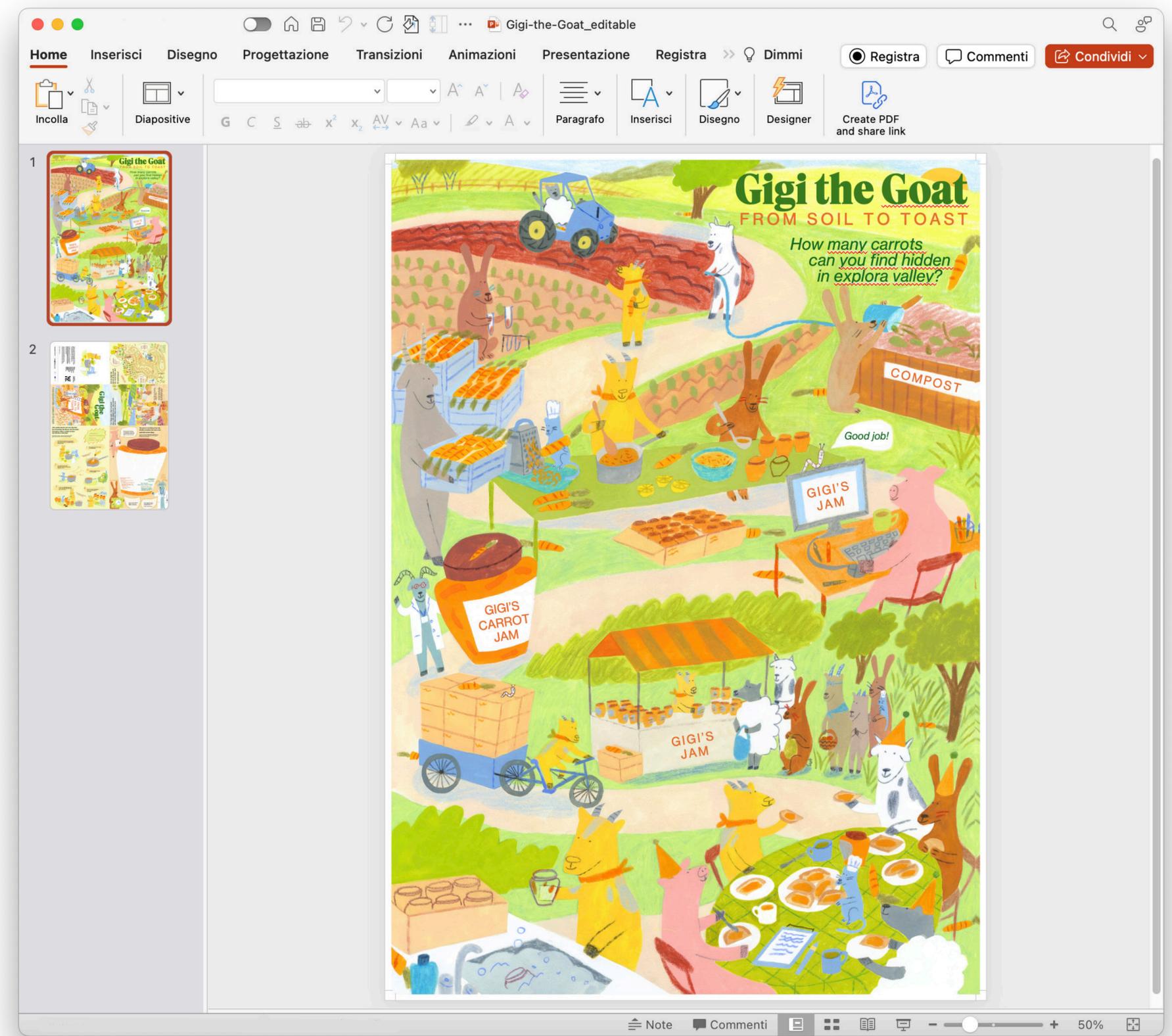


Editable Gigi the Goat zine for children

This A2 foldable poster Zine aims to encourage children to think critically about the food system and raise awareness about exciting careers related to the food sector.

Please download it and modify it on your desktop PowerPoint rather than online to ensure font consistency.

[You can find it here.](#)



Social Media post templates

These templates are designed to help you create social media posts (Facebook, LinkedIn, Twitter). Please don't move or remove the logos, but feel free to add yours!

They are editable on PowerPoint and Canva. Make sure to create a copy of the slide you want to use before modifying it!

You can find the .pptx here. You can find the Canva version **here.**

