



LIFE THE TOUGH GET GOING PROJECT

LIFE TTGG

With financial support from the EU LIFE programme

Action E2

"After Life Communication plan"

DEPARTMENT OF ENERGY – POLITECNICO DI MILANO

Coordinating Beneficiary:

Department of Energy – Politecnico di Milano



POLITECNICO
MILANO 1863

Associated beneficiaries:



Consorzio Tutela Grana Padano



oriGIn

Table of contents

1	Starting point: results of the European LIFE TTGG project	3
2	LIFE TTGG: a step forward in many directions	4
3	Detail of the project composition concerning the call for tender	5
4	Remarks and perspectives of the LIFE TTGG project partners	6
4.1	POLIMI – Politecnico di Milano	6
4.2	UCSC - Università Cattolica del Sacro Cuore di Piacenza	7
4.3	ENERSEM	8
4.4	FONDAZIONE QUALIVITA.....	9
4.5	oriGIn.....	10
5	LIFE TTGG COMUNICATION PLAN.....	10
5.1	Strategy	10
5.2	Channels, tools, contents	11
5.2.1	Contents	12
5.3	Coordination and implementation	12
6	Action and planning.....	13
6.1	Alignment and finalization.....	13
6.2	Events and stakeholders	14
6.3	Planning	14

1 Starting point: results of the European LIFE TTGG project

As part of the European Green Deal and in line with the Farm to Fork strategy, the European Commission has set ambitious targets to reduce Greenhouse Gas (GHG) emissions, and the LIFE TTGG project has been focusing on:

- outlining the impact of the various stages of PDOs hard and semi-hard cheese production:
 - milk production in the barn,
 - dairy processing,
 - delivery, including packaging;
- identifying criticalities and margins for improvement;
- suggesting valuable solutions to be implemented throughout the Grana Padano PDO production chain to:
 - improving the efficiency of production processes,
 - reduce their environmental footprint,
 - achieve a more sustainable production and consumption, including waste management;
- sharing the results with the European Union.

The environmental life cycle assessments implemented in the project were carried out following the European Product Environmental Footprint (PEF) methodology, ad hoc developed by the European Commission since 2013. Thanks to an unprecedented data collection, the LIFE TTGG project released a cloud-based web software to be used as an Environmental (therefore also Energy) Decisions Support System (EDSS), suitable to the Consortia companies to:

- easily collect meaningful data to define their ranking in the supply chain in terms of environmental impact;
- identifying efficient solutions for dairy companies involved in specific production processes;
- elaborating studies following the Product Environmental Footprint (PEF) method.

The software is now available to turn the concept of 'sustainability' into practice, as the Italian agri-food system and European dairy join together traditions, desire for innovation, tight specifications and the need for corrective action on their environmental impact in terms of global warming and water and land consumption.

This software is also the result of partners' brilliant intuition to work at Consortium level. Before LIFE TTGG project, companies had only two ways to understand the environmental profiles of their products:

- collecting their own data without any indication of what to do to improve;
- comparing their data with generic parameters - national or European - which don't consider each production company's peculiarities.

During the LIFE TTGG project, the action at the Consortium level made possible to focus exactly on a specific production. Data collected are consistent and reliable and can therefore be used to estimate an impact extremely close to reality and consequently identify concrete margins for improvement within the framework of standardized operations:

- in a limited area;
- according to a defined protocol.

Working on a Product Designation of Origin (PDO; in Italian: DOP), therefore, has been demonstrated to be a choice:

- coherent with quality protection, a commitment that PDOs themselves have always maintained in relation to their territories;
- accountable from a scientific point of view, giving correct and functional parameters to work with;
- far-sighted in the ample emphasis given to the energy component.

Over the last years, and even more in recent months, this has been proved as a crucial and critical element in environmental and economic impact on companies. Therefore, studying and modifying it has attracted great interest from the production stakeholders, especially the dairies. Moreover, working at the level of singular production makes it possible to suggest efficient measures based on the real plant variants directly analyzed. For this reason, the software's suggestions are fitting and effective.

After developing a robust methodology for calculating and reducing the environmental footprint, the effort for the entire PDO-certified supply chain was to test how to optimize environmental and economic performances in farms, dairies, and packaging manufacturers. For the individual farm, the Environmental Decision Support System (EDSS) allows the assessment of the environmental footprint of its products. Moreover, it encourages efforts to reduce the environmental impact of both the farm itself and its supply chain.

2 LIFE TTGG: a step forward in many directions

The EDSS software developed during LIFE TTGG was calibrated, validated, and tested on the production contexts of Italian Grana Padano PDO and French Comté PDO, from milk production to cheese processing and packaging. While evolving and giving its progressive results, the project has clearly shown its potential to upgrade into a model for optimizing companies' environmental and economic performance in other PDO and Protected Geographical Indication (PGI) agri-food product chains, both in Italy and in the European Union (EU).

The software is flexible and customizable. It can adapt to specific needs so that each Consortium could have a **uniform tool** to:

- define its own situation in terms of environmental impact;
- understand its needs to improve it;
- reduce costs and make the final consumer save money, too;
- improve its brand image, obtaining factual data to demonstrate its commitment to reduce its PEF.

Concerning the requests for the “AFTER LIFE COMMUNICATION PLAN” and to project partners' desiderata, the new phase and the related communication plan can move in three directions, not all sequential:

- Involvement of PDOs whose specifications include **milk and milk processing similar** to that of Grana Padano → Promotion for first EDSS use from September 2022:

ITALY	ABROAD
Grana Padano	Fromage Abondance
Provolone Valpadana	Fromage Beaufort
Gorgonzola	-
Asiago	-

Taleggio	-
Fontina	-
Parmigiano Reggiano	-

- Involvement of PDOs whose specifications for **milk and milk processing are different than Grana Padano** and foreign → Promotion for first EDSS use from September 2023:

ITALY	ABROAD
Mozzarella di Bufala Campana	Fromage Beaufort
Pecorino Romano	Fromage Abondance
Pecorino Sardo	Fromage Cantal
Pecorino Toscano	Fromage Saint Nectaire
Quartirolo Lombardo	Gruyère français,
Piave	Emmental français
Stelvio o Stilfser	Altri formaggi Spagnoli e Svizzeri
Toma Piemontese	Fromage Cantal

- Involvement for non-dairy PDOs → Promotion for first EDSS use from June 2023 (advance to 2022, in case of specific opportunities, e.g., Prosciutto di Parma).

ITALY	ABROAD
Prosciutto di Parma	Jabugo (Spain)
Prosciutto San Daniele	-
Prosciutto Toscano	-
Mortadella di Bologna	-
Speck Alto Adige IGP	-

3 Detail of the project composition concerning the call for tender

Following the instructions given by the Politecnico di Milano, which has coordinated the LIFE TTGG project, the new phase will be planned by Enersem, which will define the strategic PDO Consortia and the ideal order of their involvement, also based on the results achieved by the first involved PDOs: Grana Padano, Comté, Provolone Valpadana, Asiago and Prosciutto di Parma.

As required by the Tender Specifications, the current communication strategy and planning take into account:

- consultations and suggestions by the referents of Politecnico di Milano, Università Cattolica degli Studi di Piacenza and Enersem (directly involved in the creation of the software), and secondly by Fondazione Qualivita and OriGIn.

Partners expressed their willingness to invest further if and when needed. However, this is not taken into account in this communication plan, as it is not certain. On Enersem's indications, at the moment, it has been preferred:

- not to involve in the consultations, as possible stakeholders, other subjects indicated in the Tender Specifications (specifically: CSQA), since the software is still in the finalization phase and the mechanism that could raise interest to these subjects is not yet in place;
- to focus the attention of this communication plan on **Italian PDOs for the following two years**. The

physical distance from foreign production facilities is not a secondary element, given the time (and therefore the resources) that must be dedicated to the audit phase alone.

In agreement with the partners, the communication plan is presented on April 2022, the 29th, to have the opportunity to verify the effective operation of the very first release of the software, which was delayed from the initial release date.

4 Remarks and perspectives of the LIFE TTGG project partners

Partners involved in LIFE TTGG project have different perspectives and concerning about the project's follow-up. Hereafter the highlights from singular talks with referents of Politecnico di Milano, Università Cattolica degli Studi di Piacenza and Enersem (directly involved in the creation of the software), then with Fondazione Qualivita and OriGIn (more focused on dissemination).

4.1 POLIMI – Politecnico di Milano

Innovative aspects of the LIFE TTGG project

In our opinion, the innovative approach proposed by the LIFE TTGG project is to operate on a **consortium scale**. This approach allows to:

- compare the environmental profiles of the consortium companies' products with reliable references, whose creation is not left to third parties (European or national institutions);
- implement policies that each consortium can base on the monitoring over time and the processing of consumption data entered by the companies.

The process guarantees concrete environmental improvements and a systemic strategy following the European Union's environmental targets.

Main project results

- Application of Recommendation 2013/179/EU and related rules for dairy products regarding assessing the environmental performance of two PDO cheeses (Grana Padano and Comté) over their whole life cycle.
- Communication throughout the five-year lifespan (2017-2022) to increase stakeholders' and consumers' know-how on the European Product Environmental Footprint (PEF) methodology.
- Development of a Life Cycle Inventory (LCI) dataset used by companies to simplify the calculation and reduce time and costs in the life cycle assessment of dairy products, in compliance with PEF.
- Development of software (Environmental Decision Support System - EDSS) to support environmental decisions of companies producing PDO cheeses (hard and semi-hard) from cow's milk, aimed at optimizing performance from an environmental and economic viewpoint.
- Application of the best optimization techniques in the whole supply chain (with a Cradle-to-Grave approach) through the implementation of dedicated software to identify, describe and assess the real impact of the proposed technical solutions.

Perspectives

The software was designed, validated, and tested in the production context of the Italian Grana Padano PDO cheese and the French Comté PDO to become a model to optimize the environmental and economic

performance of companies of other PDO and PGI food chains in Italy and the EU. The perspectives of POLIMI for LIFE TTGG are mainly focused on:

- elaborating a dynamic dataset that can be used as a reference for the various PDO supply chains, for example, for research purposes and scientific publication in International Journals);
- Developing specific skills in the various agri-food chains to be analyzed with EDSS software to:
 - create reliable and straightforward environmental assessment models for sustainability policies;
 - disseminate the acquired knowledge to their students.

Needs - Institutions to reach with the LIFE TTGG communication plan

Communication should be addressed to national and European research bodies/associations working in the field of LCA, such as:

- Joint Research Centre of the European Commission (JRC - EC of ISPRA);
- Directorate-General for Environment of the European Commission (DG Environment - EC);
- ENEA and other Italian Universities;
- Italian LCA Network;
- European Dairy Association;
- Commercial data providers, such as Ecoinvent and Blonk Consultants;
- Students;
- Ministry of Energy Transition, Ministry of Economic Development, and Ministry of Agriculture.

4.2 UCSC - Università Cattolica del Sacro Cuore di Piacenza

A tool to be used with confidence

For Università Cattolica di Piacenza is crucial to talk about sustainability, specifically in livestock farming and milk production. Farmers and breeders often consider legal constraints as barriers., The software, created by the LIFE TTGG project, is instead a tool that can offer them the possibility for:

- measuring and crystallizing their current situation, which is not always standardizable because it is very much linked to the singular farm (and family) dynamics;
- moving forward by choosing the right solution for the environment, designed around their individual needs;
- putting in place mitigation measures (not yet possible, but expected)
- recording when the farmer does even better than legal requirements, thus positively accounting for his work.

Nowadays, when farmers do a compatibility study, they arrive at a result, and there they stop. The EDSS tool can show them the way forward from there, progressively finding new and non-standardized mitigation measures. Even the most petite individual farms can make decisions to be more sustainable and see an economic benefit (cost savings, for example).

To promote this possibility, some declinations of communication could be:

- **Training**
 - Master's degree course (two-year specialization course) at the University of Cremona focusing on sustainability;
 - A one-year course in smart farming thanks to European funds (FORMART);
 - How does the University protect the supply chain?
- **Associative**
 - Confagricoltura;

- CIA: Confederazione Italiana Agricoltori;
- National Confederation of Independent Farmers (Coldiretti);
- COPAGRI could be involved to increase its commitment to sustainability.
- **Institutional**
 - Ministry of Agriculture;
 - Local Institutions.
- **Social**
 - Re-opening fairs to the public;
 - Re-opening stables to families and schools;
 - Recalibrating communication to reflect the real impact of livestock farming.
- **Information / news**
 - Trade Magazines

Thanks to the EDSS tool relevant data can reach relevant stakeholders.

4.3 ENERSEM

The EDSS software, developed during the LIFE TTGG project, focuses on dairy cows' milk production. Initially designed to satisfy the needs of the Consorzio Tutela Grana Padano, it is flexible and perfectly modifiable. Its widespread use among the Consortium members makes it possible to monitor the progress of the supply chain's environmental performance and to verify the effectiveness of the actions undertaken by individual companies in terms of reducing the environmental impact.

In the two years following the conclusion of the LIFE TTG standard pathway, it is foreseen:

- the qualification of the EDSS software for environmental certifications according to the Made Green in Italy (MGI) protocol;
- a constant updating of environmental impact databases;
- the updating of benchmarks and performance indicators (KPIs);
- the management and updating of cloud software (web server maintenance, hosting, software updates);
- communication consulting about the results obtained in terms of indications, actions, and certifications.

From the second half of 2022, the EDSS software will be available to Consortium members who will request it. From 2023, the tool will be available by subscription, with a maintenance fee paid by the Consortium and a fee for each member who decides to use the software.

Thanks to the way it has been designed and developed, the tool is suitable for other energy-intensive production sectors. A new version will be developed for other sectors, thanks to the obtained results. Designed for individual PDO products, the EDSS tool created by the LIFE TTGG project can:

- estimate the environmental impact linked to the company's production;
- compare it with the benchmark calculated on the Consortium members' facilities;
- compare it with the benchmark of the supply chain, reducing time and costs of applying the LCA/PEF methodology to obtain environmental product certifications, such as Made Green in Italy;
- provide indications on the measures to be adopted to reduce the impact and energy expenditure, improving the environmental performance of companies and the supply chain as a whole: in the case of hard and semi-hard cheeses, for example, we mean breeders, dairies, packagers;

- provide and constantly update indicators for corporate sustainability reports and increase corporate competitiveness in the face of growing demand for products with high environmental qualifications;
- facilitate corporate and consortium social communication on issues related to environmental sustainability. It makes it possible to have a shared and homogeneous tool among all consortium members, and it allows to set up equally specific improvement strategies and related communication activities;
- monitor results over time.

4.4 FONDAZIONE QUALIVITA

Over the last five years (2017 - 2022) the LIFE TTGG project has been working to increase the know-how of stakeholders and consumers on the PEF methodology, providing reliable and simple information through a variety of means and channels.

Among other things, Fondazione Qualivita has organized:

- the coverage in national, international, generalist and industry media;
- the editorial calendar on social networks, with articles and posts in Italian and English in agreement with the partners;
- a very important occasion of visibility at AFIDOP congress (Grosseto, 11st June 2021), in collaboration with oriGIn Italia.
- a final event within Cibus 2022 (Parma, 3-6th May 2022), which includes:
- restitution of the experience by the Consorzio di Tutela del Grana Padano; storytelling of the new phase: adoption of the tool and continuous advice in the energy field;
- institutional presentation of the project results and the first software release;
- workshop at the stand of Grana Padano for GP companies and for other consortia in the dairy sector working with bovine milk on hard and semi-hard cheese.

In view of the expansion of the LIFE TTGG project, therefore, Qualivita could bring its communicative and relational experience with numerous companies in the Italian agri-food sector, thanks to its collaboration with Qualivita and to the promotional activity in the PDO and IGT Consortia national network. It is worth remembering that this sector is not easy to engage and involve in "new" and "technological" activities, because intrinsically linked to the local traditions of the country.

The Foundation's experience in the LIFE TTGG project can be crucial in the evolution of the project, in which the following will be decisive:

- contacts already acquired
- the time frame already verified
- the contents already produced
- the channels of communication already open.

When possible, Fondazione Qualivita - in connection with oriGIn Italia - might be interested to collaborate with other partners (Cattolica, Endersem, Politecnico) for the storytelling of the new project and its results.

A different kind of deal would obviously be requested in case of software manifest promotion, for which it is not yet possible to organise original ad hoc activities without a defined budget.

4.5 oriGIn

oriGIn is the global alliance of Geographical Indications (GI) and it represents about 600 producer associations and other GI-related institutions in 40 countries. As part of the LIFE TTGG project, origin has been a leader in the action dedicated to the transfer of project results and involved in dissemination activities at European and international level.

Due to the global pandemic, the activities turned into online events (webinars) to present the LIFE TTGG project and its results even beyond the European context. oriGIn will not participate in future LIFE TTGG communication activities.

5 LIFE TTGG COMUNICATION PLAN

The communication plan accompanying the follow-up of the LIFE TTGG project is the central object of this document. Its primary purpose is to understand how to tell new Consortia and possible stakeholders:

- the results of the pilot project;
- the PEF methodology declined from a Consortium perspective;
- the EDSS tool in its versatility and functions, including the possibility of collecting useful data for certain certifications.

As requested by Politecnico di Milano, the plan indicates the communication activities for the following two years, starting in September 2022. It does not specify how to implement them, although it does give indications of possible contributors. Aside from the plan, general estimates are also presented (as requested, indicating a min/max range), calculated based on:

- the experience on similar projects managed by the person who created this plan;
- directions by Enersem.

5.1 Strategy

LIFE TTGG after the end of the project phase mixes different instances: communication will therefore follow different trajectories, in some moments sequential, in others they could be in parallel:

- **mature communication** by the Consortia already participating and already engaged in using the EDSS software. E.g., Grana Padano DOP: results obtained, mitigation measures applied, possible criticalities solved, etc.;
- **development communication** by the Consortia that have just started to audit and adapt EDSS to their production. E.g., Asiago PDO (currently involved in the verification of the applicability of the methodology and the software to the PDO) and Prosciutto di Parma PDO, which is outside the dairy circuit;
- **promotional communication** addressed to representatives of supply chains not yet explored;
- **institutional communication**, addressed to possible decision-makers concerning a wider system sustainability. E.g., Ministries; Universities.
- **informative communication**, towards all the consortia for which the use of the software would be less decisive but which would still benefit from the use of an environmental performance assessment tool. E.g., for the reduction of energy consumption.

- **generalist communication** to make the concept of "sustainability" clearer and more concrete and the PEF methodology more accessible. E.g., involving schools and the general public.

The development of these different communication trajectories is designed to be carried out through multiple moments, tools, and activities, sometimes contextual even if active on other fronts, and always with a view to the greatest possible synergy. **Offline communication** - traditional media, relationship-building, live events, and conferences - will be complemented by **online dissemination** - social posts and newsletters, webinars, and podcasts, targeting different audiences depending on the time and occasion.

Example 1. The activation and maintenance of contacts with Ministries and trade associations (D - institutional communication) can be done immediately, both because it can focus on the results already obtained with the LIFE TTGG project, and because it can play a strategic role in spreading the knowledge of the possibilities and advantages offered by the tool.

Example 2. Thanks to the LIFE TTGG project, the Consorzio di Tutela del Grana Padano has acquired a greater awareness of the environmental aspects associated with the production cycle of its PDO. Its involvement in mature communication actions (A) will demonstrate how the adoption of an EDSS tool at the Consortium level allows it to "boast" a commitment to sustainability that is not only generic but also certified and even included in its environmental sustainability protocol. In the meanwhile, other Consortia will probably communicate the results of the first audits of their companies' plants. Still, others will announce the development of the first ad hoc energy efficiency measures for their production (B).

5.2 Channels, tools, contents

Logos and visuals

All the communication channels of the LIFE TTGG phase will try to maintain a certain visual affinity with the feeling of LIFE TTGG project, even if they cannot always use its logo, which is specifically designed for hard and semi-hard cheeses. Instead, where possible (this point should be immediately verified), they will retain the logo of the European LIFE program that allowed the initiative to be launched in 2017.

Website

The website of LIFE TTGG project <http://www.lifettgg.eu> will be adapted to the PRO PDO purposes, keeping available to users also the contents related to the activities carried out until June 2022.

Social media

At least 12 posts will be published, which can be increased up to 24 (1/month) if the budget allows it. Given a certain unpredictability of content production and the mainly offline dynamic that has successfully attracted new Consortia, there is no need/opportunity to commit budget to sponsored campaigns. Instead, the communication coordinator should always be concerned with involving partners through posts to encourage sharing.

Newsletter

It will be the responsibility of the communication coordinator to check all possible opportunities for partners to propose LIFE TTGG and EDSS-related content in partners or related newsletters.

Press releases

Updates on new developments in the EDSS (functions, users, institutional involvement) could be communicated - when relevant - to the national and/or local press in the areas of interest. The acquisition of new Consortia should lead to at least 4 press releases.

Sector press

To reach the final stakeholders/users, issues in sector publications (agronomy, zootechnics, dairy) are considered useful. They can be obtained with proper press office work. It is advisable to evaluate possible advertorials in essential publications if the budget allows.

Networking / PR

Attending trade shows with a project booth would likely cost too much. Therefore, it is advisable to verify punctually the possibility of participating in events (considered strategic by partners) together with consortia that already use the software or are already involved in the path to use it, taking care to have an ad hoc roll-up and brochures in digital format to be sent. In this context, it is worth checking the availability of oriGIn and oriGIn Italia to involve one or more partners in a reference event for PDOs to report on the progress of the LIFE project, both in terms of TTGG and PRO DOP. If relevant, it is helpful for this activity to assess budget availability.

Workshop/webinar

Online workshops would be very useful to involve prospective Consortia (prospect) and inform them of the advantages they would gain from the software tool. In synergy with each Consortium, it is possible to reach the final producers and invite them to follow a series of speeches also in relation to the PDO produced. Viceversa, it will always be worth exploring the possibility of participating as speakers in oriGIn, oriGIn Italia and Qualivita conferences.

5.2.1 Contents

Partners involved in the dissemination of the software are the source of the contents of the communication plan, which must be concerned with enhancing:

- their storytelling needs;
- their evolutions in the project;
- new partnerships entered into with the consortia and their members.

Therefore, the availability of material and the possibility of producing a new one must be regularly verified with the partners, precisely as done during LIFE TTGG. Until the end of the project, social posts, newsletters, and webinars benefited from the written contributions and live participation of project managers, who were the most excellent experts in the field as direct promoters of the operation.

5.3 Coordination and implementation

For the plan's implementation, it is estimated that a communication professional should be hired to work on the project at least one day a week, or two half-days if more functional. Of course, in the months when no updates are planned, the amount of hours can be kept for times when more work is needed, such as at events, coordination meetings, document writing, press office activities, etc.

The dedicated person should be able to deal directly with:

- updating the website texts;
- systematizing existing useful contacts of the different partners;

- initiating contacts with the communication of the Consortia when necessary;
- writing social posts (1 per month or 1 every two months, ITA/ENG);
- writing press releases and sending them to the trade press, using the channels already opened by LIFE TTGG project;
- collecting and providing material for possible podcasts;
- coordinating contributions for possible webinars;
- verification of all possible co-marketing actions with the Consortia (Publications, Webinars, Podcasts, etc.);
- miscellaneous (given a fairly limited number of hours).

6 Action and planning

This communication plan is monthly based, and it schedules:

- a regular set of actions - **Alignment and Finalisation** - to check
 - contents availability,
 - software improvement,
 - audits and jobs at dairies / other supply chains plants,
 - interest/possibility to attend events in the following months.

The coordinator will repeat at least this alignment at the beginning of every month in planning (except in August, which is usually the holiday period in Italy).

- a routine set of actions to prepare attendance to **events**;
- a variable set of activities to get and keep in touch with different **stakeholders**.

A sequential number indicates each action/type of action: 1. 2. 3., etc. When the action/type of action has a particular task in the same field or about the same subject (e.g., Social Network, Website, etc.), it is indicated by the same number preceded by an asterisk: *1. *2. *3.

The type of information disseminated is indicated according to the 5.1 scheme.

6.1 Alignment and finalization

This communication plan is monthly based, and it schedules:

- a regular set of actions - **Alignment and Finalisation** - to check
 - contents availability,
 - software improvement,
 - audits and jobs at dairies / other supply chains plants,
 - interest/possibility to attend events in the following months.

The coordinator will repeat at least this alignment at the beginning of every month in planning (except in August, which is usually the holiday period in Italy).

- a routine set of actions to prepare attendance to **events**;
- a variable set of activities to get and keep in touch with different **stakeholders**.

A sequential number indicates each action/type of action: 1. 2. 3., etc. When the action/type of action has a particular task in the same field or about the same subject (e.g., Social Network, Website, etc.), it is indicated by the same number preceded by an asterisk: *1. *2. *3.

The type of information disseminated is indicated according to the 5.1 scheme.

6.2 Events and stakeholders

These are the monthly actions for events and contacts:

- Content and contacts assessment and finalization for events;
- Checking **existing contacts** between project partners and target groups;
- Opening the necessary **channels for** the official presentation → Preparation and adaptation of shared document;
- Feedback;
- **Possible content** to communicate after these two kinds of action
Evaluate *3, *4, *5
 - national newspapers (economic pages);
 - local newspapers, where present in the PDO Region/Zone of interest for the project (PDO already involved to be involved in the communication).

6.3 Planning

In the following work planning table, routine actions described above (6.1 and 6.2) are listed as **6.1 + 6.2.** and deeper analysed when already possible (E.g., Events). Calendar also contains other spot communications actions.

09/22	6.1 + 6.2 *3 Preparation of new social profiles LinkedIn and Facebook (C) (E). *5 Adaptation of ITA/ENG website (E). *7 ➤ September 22 ➤ October 22 ➤ November 22
events 09/22	Prosciutto di Parma Festival (previous one in September 2021) Terra Madre Salone del Gusto 2022 - Turin *8 Coordination with Grana Padano and Asiago for an updated account of LIFE TTGG - (A) (B) Coordination with Prosciutto di Parma for an account of the opening to non-dairy DOPs - (C) to be part of the meetings organised during the Exhibition/Fair or in the sustainability communication that will accompany the relative participations of the three PDOs at the events. *9 *10 (D) ➤ Slow Food; ➤ Università di Pollenzo *12 (A) (B) (E) (F)

	<p>Content collection and follow-up communication on</p> <ul style="list-style-type: none"> ➤ house organs / company newsletters ➤ food specialised releases; ➤ releases / house organs of trade associations such as breeders, primary producers, etc. social profiles of the project and partners.
10/22	<p>6.1 + 6.2</p> <p>*2 (C) (E)</p> <p>Launch of the LIFE TTGG project in newspapers / house organs / newsletters / social profiles of the newly acquired PDO Consortia</p> <p>*2 (A)</p> <p>Review of LIFE TTG development:</p> <ul style="list-style-type: none"> ➤ collection of material; ➤ proposal to dairy sector publications; ➤ press release possibility screening depending on relevance. <p>*7</p> <ul style="list-style-type: none"> ➤ → December 22 ➤ → January 23 <p>*9 *10</p> <p>Ministry of Agriculture </p> <p>Ministry of Ecological Transition (D)</p> <p>Ministry of Economic Development </p> <p>*11 *12</p> <ul style="list-style-type: none"> ➤ Feedback from three Ministries
events 10/22	<p>*8</p> <p>Festival delle DOP Venete - Dogana Veneta (Asiago DOP) (F)</p> <p>Zootecniche - 28/30 ottobre 2022, Cremona</p>
11/22	<p>6.1 + 6.2</p> <p>*7</p> <ul style="list-style-type: none"> ➤ February 23 ➤ March 23 <p>*9 *10</p> <ul style="list-style-type: none"> ➤ biggest farming associations in Italy (new contacts to share feedback from Ministries): <p>Confagricoltura </p> <p>CIA Confederazione Italiana Agricoltori </p> <p>Coldiretti (D)</p> <p>COPAGRI </p> <p>*11 *12</p> <ul style="list-style-type: none"> ➤ Feedback from biggest farming associations Organise a Webinar in February / March 2023 ➤ alignment with Enersem for invitations, depending on opened contacts. <p>(C) (E)</p>
events 11/22	<p>*8</p> <p>https://www.cosmofood.it/</p> <p>https://ilbonta.it/ 26/28 novembre 2022, Cremona</p> <p>Others to check</p>
12/22	<p>6.1 + 6.2</p>

	<p>*7 ➤ April 23 *9 (D) Joint Research Centre (JRC – EC, ISPRA); ENEA (National Agency for new technologies, energy and a sustainable economic development) Italian Universities concerned with environmental and energy issues (listed by POLIMI, UCSC, Enersem) Rete Italiana LCA https://www.reteitalianalca.it/ Data provider as Ecoinvent https://ecoinvent.org/ Blonk Consultants https://blonksustainability.nl/</p>
events 12/22	*8 To check
01/23	<p>6.1 + 6.2 *7 ➤ May 23 *10 *11 *12 ➤ cultural and research institutions in 12/22 *13 Preparing Webinar for new PDO to reach Mapping Related Graduate and Postgraduate Courses (es. CdL Sostenibilità - Cremona) (D) (F)</p>
events 01/23	<p>*8 A. B. Tech Expo 2023 (triennale) 21/25th of January, Rimini https://www.sigep.it/a.b.tech/presentazione</p>
02/23	<p>6.1 + 6.2 *7 ➤ June 23 ➤ To check https://www.convegnoretelca.it/ (previous one in June 2022) *10 *14 ➤ Graduate and Postgraduate Courses Mapping University and Master Open Days (listed by POLIMI and UCSC) (D) (F) *13 *3 (C) (E) Webinar for PDO (listed by project partners) to introduce and explain software EDSS benefits and opportunities. ➤ Evaluate to involve also trade press as Il latte and Ruminantia</p>
events 02/23	<p>*8 https://www.feriazaragoza.com/enomaq-2023</p>
03/23	<p>6.1 + 6.2 *7 ➤ July 23 *10 (D) DG Environment - EC European Dairy Association *10 *15 ➤ Open Days</p>

	<p>*4 (C) (E) Profession Fromager https://www.professionfromager.com/ https://www.lemonde.fr/produits-laitiers/</p>
events 03/23	*8 To check
04/23	<p>6.1 + 6.2 *7 ➤ July 23 *11 ➤ European institutions listed in 03/23 *4 (F) https://www.radio24.ilsole24ore.com/podcast-originali/alfabeto-sostenibilita</p>
events 04/23	<p>*8 https://www.solagrifood.com/ - to check International Exhibition of Quality Agri-Food https://www.marca.bolognafiere.it/home/1348.html Italian White Label (Own-brand) Exhibition</p>
05/23	<p>6.1 + 6.2 *7 ➤ August 23 *10 *15 Selected Open Days Workshop % Museo del prosciutto di Parma (B) - to check</p>
events 05/23	<p>*8 https://www.tuttofood.it/ 8/11th of May 2023, Milan B2B exhibition for national and international Agri-food System</p>
06/23	<p>6.1 + 6.2 *7 ➤ settembre 23 *4 (F) From LIFE TTGG → #Eplanet (tv show, June 2021)</p>
events 06/23	<p>*8 https://www.convegnoetelca.it/</p>
07/23	<p>6.1 + 6.2 *7 ➤ October 23 ➤ November 23 *4 (F) From LIFE TTGG → Rete 4 (Slow Tour Padano - budget required?)</p>
events 07/23	*8 To check
08/23	Basic Maintenance
events 08/23	*8 To check
09/23	<p>6.1 + 6.2 *7</p>

	<p>→ December 23 Organise a Webinar for European PDO → alignment with Endersem for invitations, depending also on opened contacts.</p>
events 09/23	<p>*8 Prosciutto di Parma Festival (in 2021 in September)</p>
10/23	<p>6.1 + 6.2 *7 ➤ January 24 https://www.fieragricola.it/it 01.31 - 2.3 Verona *4 (F) Contact Linea Verde + Agrilinea (tv) Check interest / budget availability for a thematic podcast.</p>
events 10/23	<p>*8 to check</p>
11/23	<p>6.1 + 6.2 *7 ➤ February 24 *4 (F) Contact with TV2000 - New Farmers (check if still on air) *17 *3 Webinar for European PDO (listed by project partners) to introduce and explain software EDSS benefits and opportunities. *18 Podcast production</p>
events 11/23	<p>*8 to check</p>
12/23	<p>6.1 + 6.2 *7 ➤ March 24 *4 (F) Contact with Mela Verde (tv show) *18 Podcast production</p>
events 12/23	<p>*8 to check</p>
01/24	<p>6.1 + 6.2 *7 ➤ April 24 *14. Evaluate possibility for a webinar aimed at European DOP (selected by project partners) to show and explain potential benefits of using EDSS/SSDA software.</p>
events 01/24	<p>https://www.fieragricola.it/it 31.1 - 3.2 VERONA</p>
02/24	<p>6.1 + 6.2 *7 ➤ May 24 *18 Publishing Podcast</p>

events 02/24	*8 to check
03/24	6.1 + 6.2 *7 ➤ June 24
events 03/24	*8 to check
04/24	6.1 + 6.2 *7 ➤ July 24 ➤ August 24
events 04/24	*8 to check
05/24	6.1 + 6.2 *7 ➤ September 24 (TERRA MADRE SALONE DEL GUSTO - previous one in September 22)
events 05/24	*8 CIBUS 2024
06/24	6.1 + 6.2 Report and Hand Over
events 06/24	*8 to check
07/24	6.1 + 6.2 *19 Report and Hand Over
events 07/24	*8 to check
08/24	Basic Maintenance / Update
events 08/24	*8 to check