

The background is a light blue field filled with various stylized icons. At the top left, there are purple grapes and a yellow slice of cheese. Next to them is a black stethoscope. To the right is a pink circular icon with a grid of dots. Further right is a white pill bottle. At the top right, there is a hand holding a black clipboard and a blue rubber mallet. Below these are a green avocado, a yellow syringe, and a green pea pod. In the center, there is a green apple. To the right of the apple is a white lab flask with an orange base. Further right is a white sheep. Below the apple are a white knife and fork, a blue fish, and a pink bowl. At the bottom left, there is a white mushroom, a blue and white can, a green leafy vegetable, and a yellow shovel. At the bottom right, there is an orange barn, a green hill with trees, and a white sheep.

**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](mailto: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 yearly [Action Reports](#) (scroll down to “Our Impact in Numbers” section).

## How to approach the media

If you haven't done it yet, put together a press list, by simply copying contact information from your selected medium's website and pasting them into a spreadsheet. 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 2024, the programme reached more than 5,000 teachers and 70,000 students
- From 2024 the programme is represented in 15+ countries through national HUBs all over the EU
- The downloadable lesson plans are available in 15+ 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

**Find more quotes in the 2024 Action Report !**

## 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.**
- **Follow the central FoodEducators social media channels and share our news with your comments in your own language.**
- **Make use of our Special Days templates, designed to be shared on food-related international days.**

## 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**

Explore our channels: **Facebook**, **Facebook Group** and **LinkedIn**.

# 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.

Following our article template, send us your latest news along with photos to be published on the FoodEducators website. Once these are published, make sure you share them on your own social media channels.

## Newsletters

FoodEducators central team sends regular newsletters to its subscribed users. Please 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](https://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](http://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.](#)

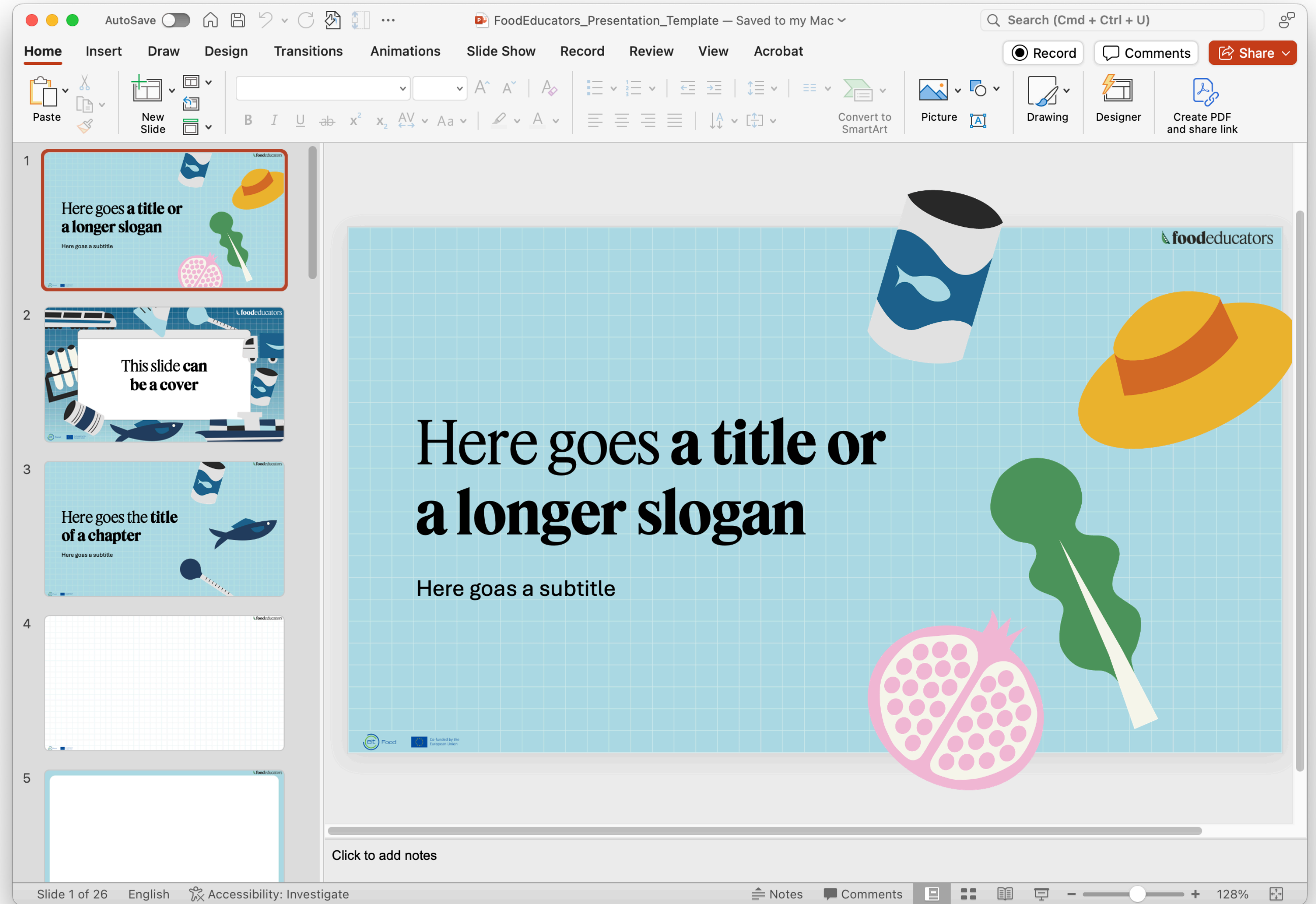
The screenshot shows a Beamer presentation slide titled "Welcome to the FoodEducators Info Webinar" for a "Teacher's Training Workshop". The slide features the "foodeducators" logo and a large graphic of a green pea pod with four white peas. The slide is displayed in a Beamer window on a Mac, with the title bar showing "FoodEducators\_Info-Webinar - Saved to my Mac". The Beamer interface includes a top navigation bar with tabs for Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Record, Review, View, and Acrobat. The main content area is a light blue grid with the text "Welcome to the FoodEducators Info Webinar" and "Teacher's Training Workshop". A sidebar on the left shows a list of slides, with slide 1 selected. The bottom status bar indicates "Slide 1 of 32", "English", and "Accessibility: Investigate".

# 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.](#)

The image shows a presentation software interface with a slide titled "Standard Certificate of Completion". The slide features a decorative border with food-related icons like a carrot, a blue pepper, a green pea pod, a yellow hat, a pink watermelon slice, a green avocado, a blue and white striped hat, a yellow umbrella, a pink fish, and purple grapes. The text on the slide includes:

- foodeducators logo
- Standard Certificate of Completion**
- Presented to \_\_\_\_\_
- for participating in the FoodEducators teachers certification program
- During the year \_\_\_\_\_
- Name of the Organization \_\_\_\_\_
- FoodEducators Project Lead \_\_\_\_\_
- eit Food logo
- Co-funded by the European Union logo

The software interface includes a top menu bar with options like Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Record, Review, View, and Acrobat. A toolbar below the menu contains various editing tools. The status bar at the bottom shows "Slide 1 of 4", "English", "Accessibility: Investigate", "Notes", "Comments", and a zoom level of "107%".

# 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

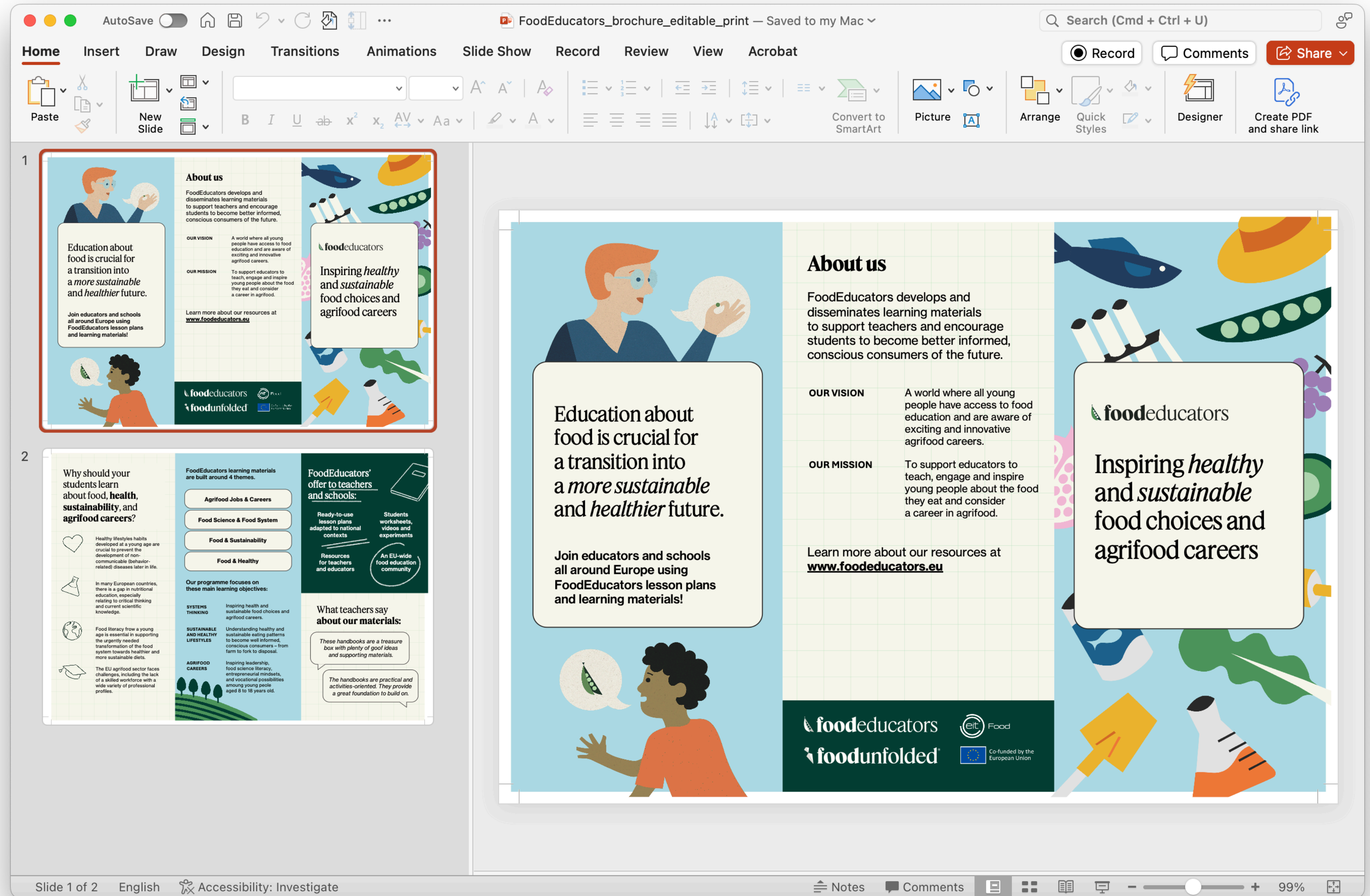
If you are creating videos about your FoodEducators activities (and please do, we love them!), please make sure that you use our intro. You can find it in the brand pack folder.

# 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.](#)

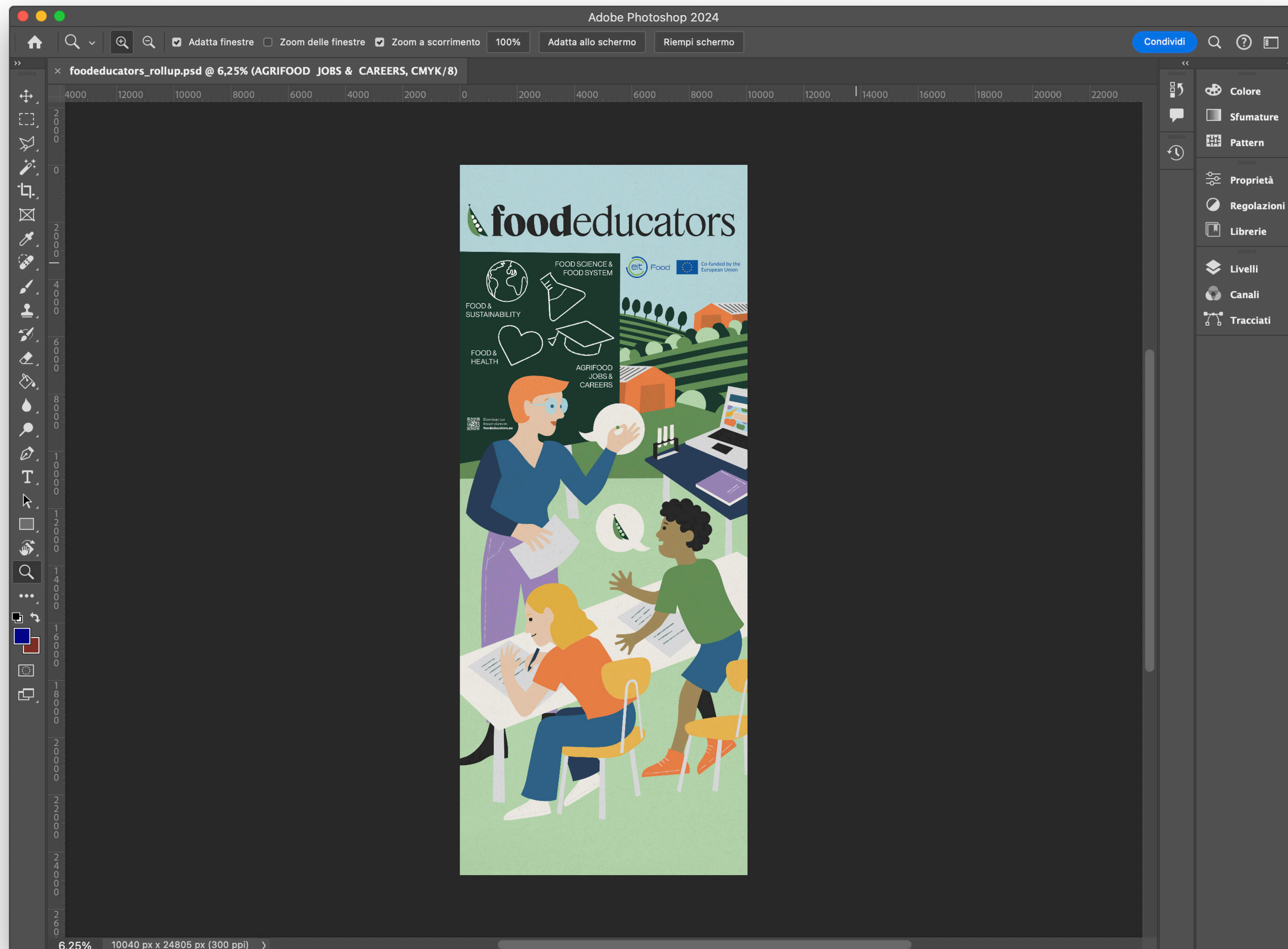


# Editable roll-up

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.](#)

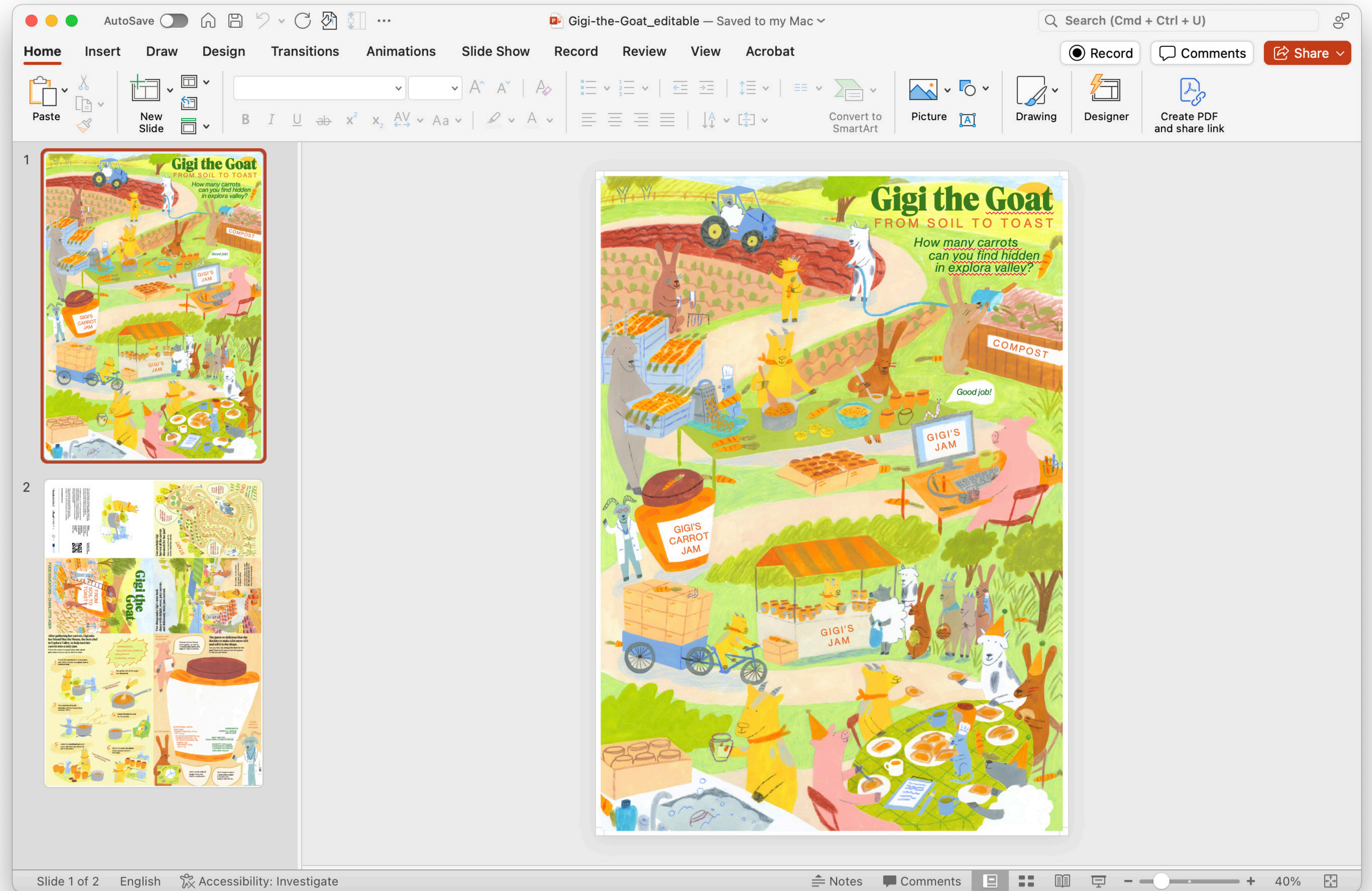


# Editable Gigi the Goat zine for children

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.

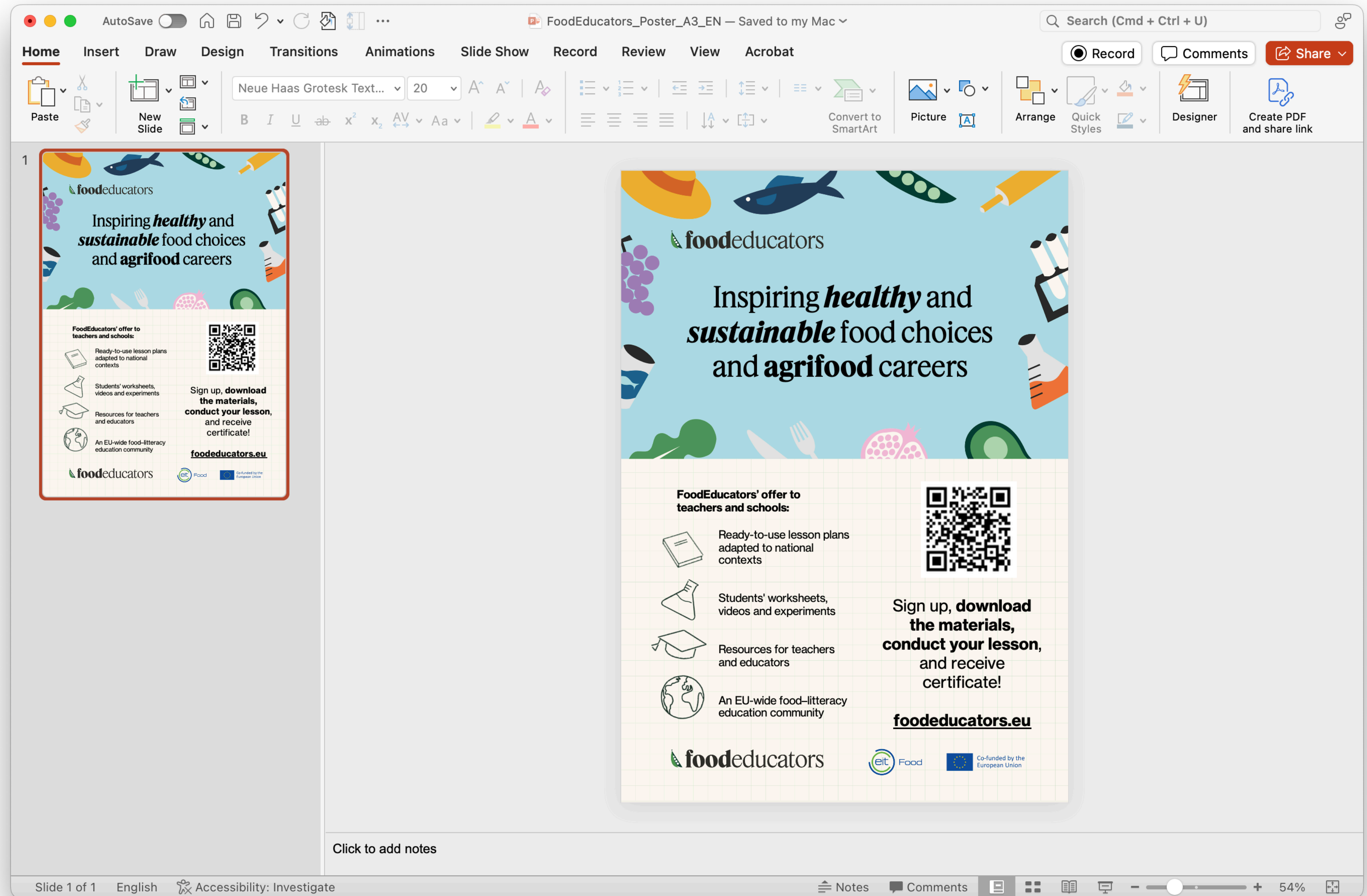
[You can find it here.](#)



# Editable A3 Poster

Use our poster to represent the programme during presentations and events.

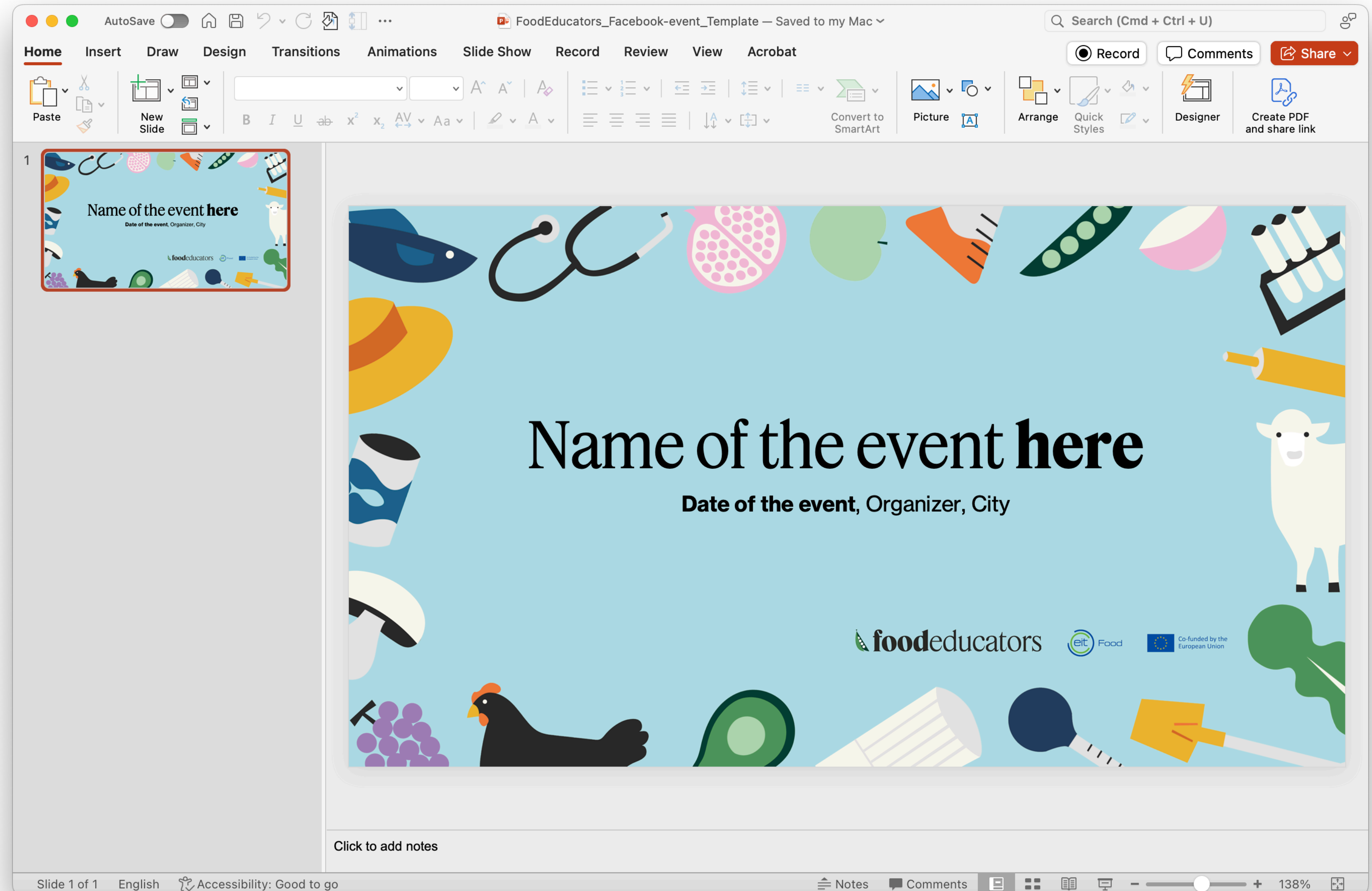
[You can find it here.](#)



# Facebook event cover template

Whenever you are organising FoodEducators-related events, make sure you use your social media channels for communication! Please use this editable Facebook event cover.

[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.**

FoodEducators\_Social-media\_Templates — Saved to my Mac

Search (Cmd + Ctrl + U)

Record Comments Share

Paste New Slide

Convert to SmartArt

Picture Drawing Designer Create PDF and share link

1 A question or a long sentence goes all the way here.  
A longer text goes here, or a caption. Feel free to get inspired thanks to our slogans and messages in the Communication Toolkit!

2 A question or a long sentence goes all the way here.  
Subhead or caption goes here and all over there.

3 Produce is wasted at every level of the food supply chain

4

5 Here can go an inspiring quote or a testimonial from a teacher or a student. Check at our slogans too!  
Name of the person, organisation

6 Our partners offer activities days to hundred of students.

A question or a long sentence goes all the way here.

A longer text goes here, or a caption. Feel free to get inspired thanks to our slogans and messages in the Communication Toolkit!

foodeducators® eit Food Co-funded by the European Union

Click to add notes

Slide 1 of 7 English Accessibility: Investigate Notes Comments 290%

# Special Days templates

We selected the most relevant food-related “special days” from the calendar and created editable social media templates for them. Feel free to translate them and use them on your channels.

[You can find the .pptx here.](#) You can find the Canva version [here.](#)

The screenshot shows a PowerPoint slide titled "World Water Day" from the "foodeeducators" template. The slide features a blue grid background and a circular infographic showing the water footprint of different foods. The data is as follows:

Food Item	Water Footprint (litres per kilo)
Wheat	900 litres
Potatoes	500 litres
Rice	5000 litres
Beef burger	2000 litres

The slide also includes the "foodeeducators" logo, the text "World Water Day", and a circular image of rice plants in a field. At the bottom, it cites "Source: WWF" and includes logos for "eit Food" and "Co-funded by the European Union". The PowerPoint interface shows the slide is part of a presentation titled "FE\_Special-Day\_templates" and is currently on "Slide 1 of 8".

A collage of colorful icons representing food, medicine, and science. The icons include a stethoscope, a pink pill, a green avocado, a yellow syringe, a hand in a blue glove, a blue pea pod, a green apple, a white sheep, a blue fish, a pink bowl, a white mushroom, a blue can with a fish, a green leafy vegetable, a white knife and fork, a yellow spatula, a white bowl, a blue barn, and a green hill with trees. The background is light blue.

Thank you for helping us reach  
more teachers and students  
all around Europe!