



# TASTE - Technological Adaptation for Sustainable Transformation of the Agri-Food Ecosystem in the Upper Austrian-South Bohemian-Vysočina Border Region

## COMMUNICATION STRATEGY

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## 1. Introduction

The project **TASTE - Technological Adaptation for Sustainable Transformation of the Agri-Food Ecosystem in the Upper Austrian-South Bohemian-Vysočina Border Region** is a joint initiative of academic, research institutions, regional development agencies and business support organisations from Austria and the Czech Republic aiming to promote sustainable agricultural transformation in the border region. The project is implemented within the framework of the **Interreg VI-A Austria-Czech Republic** programme and co-financed by the **European Regional Development Fund (ERDF)**.

One of the main motives of the project is the need to respond to the growing challenges facing the agri-food sector - climate change, pressure for efficient use of natural resources, digitalization and ensuring long-term food self-sufficiency. The project will test specific technological approaches that have the potential to deliver improvements in terms of both productivity and environmental impacts. Emphasis is placed on **knowledge transfer and experience sharing in the framework of cross-border cooperation**.

TASTE connects the regions of **Upper Austria, South Bohemia and the Vysočina Region** - areas that face similar conditions and challenges, and whose interconnection brings synergistic potential in research, practice and public policy. Already in the first phase of the project, an initial meeting of all partners took place, the first field tests were launched, and the project started to actively communicate itself to the public.

The communication strategy is being developed to establish clear rules and procedures to ensure high quality, coordinated and effective communication across all project partners and to external target groups, while reflecting the requirements of the funding programme and the Interreg logical frameworks.

## 2. Objectives of the communication strategy

The main objective of the TASTE communication strategy is to ensure an effective, clear and visually consistent presentation of the project, its outputs and activities to the professional and general public. Particular emphasis is placed on the visibility of cross-border cooperation, applied research, and the practical impact of the tested innovations.

The strategy pursues the following specific objectives:

- **Increase the visibility of the TASTE project** in the regional and international context using digital communication channels.

- **Informing the target groups** (farmers, researchers, food production companies, public administration, media) about the progress and results of the project, in a comprehensible form adapted to the needs of each group.
- **Encouraging the involvement and motivation of partners** to communicate together and share examples of good practice.
- **Ensuring compliance with Interreg rules**, in particular in the field of visual identity and mandatory publicity.
- **Creating a bridge between research and practice** - communicating project outputs towards users in the field and decision-making structures.

The communication strategy also serves as a tool for internal coordination between partners and for systematic planning of individual outputs, their timing and continuity throughout the project implementation.

### 3. Communication target groups

The communication strategy of the TASTE project is designed to reflect the different needs and expectations of the different target groups, which differ both in their expertise and in their level of interest in specific project outputs. The emphasis is on a combination of professional, popular and practice-oriented communication in line with the cross-border nature of the project and the three regions involved: **Upper Austria, South Bohemia and the Vysočina Region.**

#### 3.1 Main target groups

TASTE focuses on following target groups as stated in the Application form. They will be involved in the project either by cooperating with the project consortium on different tasks and also by getting informec access to the project outputs an activity.

- 1) Regional Development/Regional and local policy
- 2) Higher education & research institutes
- 3) SMEs
- 4) Business Support Organisations
- 5) National institutes/policy
- 6) Large-scale enterprises
- 7) NGOs and other interest groups

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**The communication strategy of TASTE will mainly address following target groups:**

**a) Farmers and food producing companies**

This group is the main addressee of the practical outputs of the project. Communication towards farmers aims to present concrete examples of the use of innovative technologies (e.g. sensors, agrovoltatics) and to motivate them to test and adopt these approaches themselves. Language accessibility, simple wording, and the use of visual aids are important factors.

**(b) Research and academia**

The project will generate research data and opportunities for international collaboration for experts in agronomy, climatology, food science and sustainable management. Particular attention will be paid to the publication of scientific outputs, sharing of test results and presentations at scientific forums. LinkedIn will be the main tool for targeting this group.

**c) Regional and local authorities, public administration**

This group has the potential to use the project results for strategy development and public policy planning in the fields of environment, agriculture and energy. Communication to this audience will emphasise the cross-border added value, the transferability of outputs and the possibility of integrating them into regional development plans.

### 3.2 Secondary target groups

**a) Media and journalists**

The project will be actively communicated through press releases, reports and media outputs. Already in the initial phase, Czech Television was interested and aired a report on soya planting. The aim is to continue this trend and expand the media reach of the project.

**b) General public**

Popularising issues such as food security, climate change or sustainable farming is an important part of the project's perception as a public benefit initiative. Communication will be in plain language, using social media (especially Facebook) and possibly through partners in the regions.

**c) Students and young professionals**

Given the involvement of the University of South Bohemia and the FH OÖ, communication will also be directed towards university students and young professionals in agricultural and technical fields. The aim is to make them aware of new trends in agriculture and food production and to strengthen their interest in a career in this field.

### 3.3 Cross-border specificities of communication

Given the international nature of the project, it is essential to pay attention to the linguistic and cultural sensitivity of communication. Key deliverables will be available mostly in three languages - **Czech, German and English**, depending on the focus of the target group. The communication style will be adapted to the cultural expectations in both countries and the channels that have the greatest reach in the region will be used.

## 4. Key messages

The communication strategy of the TASTE project is based on clear, understandable, and consistent delivery of key messages to different target groups. These messages are expert-based but also tailored to the level of understanding of the target audience - from researchers to farmers, companies and the general public. →

The basic communication framework is based on the following messages:

- **TASTE is a cross-border project focusing on the modernisation and sustainable transformation of agriculture and the food system** in the region of Upper Austria, South Bohemia and the Vysočina Region.
- The project provides **practical solutions for farmers** by piloting soybean cultivation and the use of agrivoltaics. The aim is to show that technological innovations can be efficient, environmentally friendly, and economically sensible.
- **Precision farming, sensory technologies and water monitoring** are not just the domain of large agribusinesses - thanks to TASTE, they are also becoming accessible to smaller producers.
- **Agrivoltaics is not a competitor to agriculture, but a complement to it.** The project tests how food and energy production can be combined without losing soil fertility.
- **Cross-border cooperation is key:** climate challenges have no borders, and solutions must be shared. Austrian and Czech institutions are joining forces to share know-how, data and approaches.
- TASTE contributes to the **Green Deal for Europe**, the Sustainable Development Goals and the European Farm to Fork food strategy.
- Tools and methods for small-, medium-, and large-scale food producers to enhance resilience in their production value chain and adapt their processes to climate change

## 5. Communication channels and tools

The TASTE project will communicate with its target audiences mainly through **Facebook and LinkedIn**, complemented by media, partners' websites and personal participation in events. The choice of tools considers regional specificities, language availability, and the nature of the content.

### 5.1 Facebook

- Managed by the South Bohemia Science and Technology Park (JVTP), with active involvement of other partners.
- Target group: farmers, public, students, regional institutions, food producers
- Content type: photos from the field, short videos (e.g. from planting, workshops), graphics, news, media outputs.
- Periodicity: at least 1 post per month, more often during field activities.

### 5.2 LinkedIn

- Aimed at a professional audience: researchers, experts, innovation partners, strategic institutions, food producing companies
- Main publication channels: partner profiles (JU, FH OÖ, Biz-up), thematic groups.
- Content type: summaries of research outputs, links to expert articles, invitations to workshops.
- Periodicity: 1-2 times per quarter, depending on project output. → potentially syncing with Facebook & use parts of FB contents

### 5.3 Partner websites

- Basic information about the project, timetable, logos, links to outputs, reports and papers.
- Languages: CZ, DE, EN according to the possibilities of each partner.
- Updates at every important milestone.

### 5.4 Press and media

- Use of press releases for major events: launches, plantings, workshops, final results.
- Distribution through partners, regional editorial offices, and professional periodicals.
- Active cooperation with the media: interviews, commentaries, and photo material.

### 5.5 Events and direct communication

- Workshops, field visits, open days, and participation in conferences.

- Opportunities to pass on information in person, demonstrations of results in practice.
- Documentation of these events for subsequent online dissemination.

## 6. Roles and responsibilities of partners

The successful implementation of the TASTE communication strategy depends on the active and coordinated cooperation of all partners. Given the cross-border nature of the project, it is important to clearly define responsibilities for internal and external communication, with particular emphasis on transparency, timeliness, and language accessibility of messages.

### 6.1 Coordination of communication

Overall coordination of the project's communication and public dissemination is provided by the **lead partner Business Upper Austria (Biz-up)**, ensuring alignment with Interreg requirements and overall project milestones. Biz-up defines the communication strategy in close cooperation with **South Bohemia Science and Technology Park (JVTP)**, which is responsible for implementing and managing communication activities on the Czech side.

A detailed communication and dissemination plan will be developed at the beginning of the project, setting out all communication activities, milestones, and responsibilities. This plan will be regularly updated to reflect project progress and ensure consistent public outreach across all partners.

### 6.2 Responsibilities of JVTP (Czech side)

JVTP oversees implementing and coordinating the communication activities within the Czech Republic. Specifically, JVTP:

- Plans and executes communication outputs based on the approved plan,
- Manages the central Facebook page and collects input from partners,
- Prepares press releases and arranges their translation (CZ–EN–DE),
- Oversees the visual identity and compliance with the logo manual,
- Maintains an archive of outputs for reporting purposes.

### 6.3 Responsibilities of Biz-up (Austrian side / Lead Partner)

Biz-up ensures:

- Strategic communication towards the Interreg programme,

- Management of communication outputs in Austria (in cooperation with FH Oberösterreich),
- Coordination of cross-border outputs and linguistic consistency,
- Verification of compliance with ERDF publicity rules.

## 6.4 University of South Bohemia (JU)

JU contributes by:

- Professional communication of research results via LinkedIn and scientific fora,
- Popularizing outputs among students, public, and media in the Czech Republic,
- Providing background materials (photos, test data, interviews).

## 6.5 FH Oberösterreich

FH OÖ contributes by:

- Providing professional materials for LinkedIn and international outputs,
- Popularising activities in Upper Austria and among the professional community,
- Supporting technical aspects of data digitalisation and result sharing (e.g. monitoring systems).

## 6.6 Potatoe Research Institute (VUBHB)

VUBHB contributes by:

- Providing professional materials for LinkedIn and international outputs,
- Popularising activities in Vysočina region and among the professional community,
- Providing background materials (photos, test data, interviews).

## 6.7 Associated & other partners

Each partner commits to:

- Actively contributing content (photos, quotes, news),
- Disseminating information through their networks (industry groups, websites, newsletters),
- Assisting with translation or linguistic adaptation as needed.

## 6.7 Internal communication flow

- All partners share draft communication outputs via a shared repository (e.g. Google Drive).
- JVTP circulates draft posts/campaigns at least 5 working days before planned publication.
- Translations are provided by individual partners according to language competence (CZ–DE–EN).
- Coordination meetings on communication take place at every project meeting and at least quarterly online.
- Communication activities (postings, articles, media coverage etc.) will be documented in communications list on sharepoint by the responsible partner

## 7. Schedule of communication activities

Communication activities in the TASTE project are spread evenly throughout the project implementation period, reflecting the seasonal rhythm of agricultural activities and the timing of the pilot tests. Communication will be linked to real milestones on the ground and at the administrative level. Emphasis will be placed on regularity, consistency of communication and flexible response to unplanned events such as media interest or exceptional field conditions.

### 7.1 Project timeframe

- Implementation period: 1 April 2025 - 31. March 2028
- Communication runs from the beginning to the end of the project, with the possibility of ex-post publicity (within partners' deliverables).

### 7.2 Main communication milestones and deliverables

The dates provided are preliminary and may change over the duration of the project implementation.

Period	Activity	Type of output	Channel
April 2025	Project launch, kick-off meeting in Hagenberg	Press release, photo gallery	Partner websites, FB, media
May-June 2025	First soybean plantings and installation of agro voltaics	Photo reports, video, contributions	FB, LinkedIn
June 2025	Media interest (CT report)	Links, media coverage	FB, web

Period	Activity	Type of output	Channel
Summer 2025	Stand monitoring, sensory data	Graphics, educational content	FB, LinkedIn
September-October 2025	First evaluation - yields, impact of agrivoltaics	Infographics, expert summary	LinkedIn, web
Winter 2025/26	Interim reporting, popularisation of benefits	Summary, partner quotes	FB, LinkedIn
Spring 2026	Second season of field tests	Photo reports, blog entries	FB, LinkedIn
Summer 2026	Preliminary conclusions, field trips	Video, short interviews	FB, web
September-December 2026	Ex-post outputs (JU, FH, Biz-up)	Research articles, presentations	Professional media, LinkedIn
November 2026 – January 2027	Finalisation of water footprint audits (WFA) for soybeans and potatoes; draft recommendations	Audit reports, summary graphics	LinkedIn, professional media, partner websites
March 2027	Cross-border workshop to co-create climate resilience strategy	Workshop proceedings, joint statement	Media, LinkedIn, partner newsletters
June 2027	Public presentation of the strategy and dissemination to farmers and food industry	Press release, infographics, whitepaper	FB, LinkedIn, professional media
September 2027	Popularisation campaign – benefits of agrivoltaics and water optimisation (follow-up to strategy)	Video, short interviews, blog posts	FB, LinkedIn, regional media
January 2028	Academic outputs: journal articles on water audits and agrivoltaic trials; policy briefs	Peer-reviewed papers, policy briefs	Professional journals, LinkedIn
April 2028	Final ex-post dissemination: lessons learnt and methodological guidelines (CZ–EN–DE)	Guideline document, webinars, conference talks	Partner websites, EU platforms (Interreg)

### 7.3 Periodicity of communication

- **Facebook:** min. 1 post per month, more in seasonal periods (e.g. every 2 weeks during planting and harvest).
- **LinkedIn:** min. 1 professional presentation per quarter (summary, article, invitation).

- **Press releases:** min. 2 (launch + closure), ideally also intermediate phases (e.g. evaluation of agrovoltatics).
- **Internal communication check:** 1 time per quarter + at each project meeting.

## 8. Visual identity and logo manual

A strong, consistent and professional visual identity is an essential part of the TASTE project communication strategy. It not only strengthens the project's recognition among the professional and general public but also ensures compliance with the publicity rules of the **Interreg VI-A Austria-Czech Republic** programme, including the prescribed partner and funding authority labelling.

The visual style of the project has been defined in a separate logo manual, which contains the mandatory logo design, colour scheme, typography, and examples of use. All partners are obliged to follow this manual.

### 8.1 The TASTE project logo

The project logo consists of the name **TASTE** and an accompanying element depicting the link between technology and the agricultural landscape (green leaf trail, blue energy, orange field).

The logo is available in the following versions:

- colour (primary use),
- black and white (for print use only),
- on light and dark backgrounds.

The minimum size of the logo is set at **25 mm** (for print) or **200 px** (for web use). The logo may not be deformed, overlaid with other elements, or combined with any other graphic symbol outside the specified templates.

### 8.2 Mandatory labelling

Each deliverable of the TASTE project must include:

- **The TASTE project logo,**
- **Interreg Austria-Czech Republic logo** (including mention of ERDF co-financing),
- **Logo of the relevant partner** responsible for the output.

The obligatory order of the logos is:

1. Interreg AT-CZ,
2. TASTE logo,
3. Partner logos (in order of their role or alphabetical order).

For online outputs (e.g. FB and LinkedIn posts), a simplified form of labelling can be used, e.g. hashtags and links, but for graphics or attachments the logos must always be part of the visual.

### 8.3 Project colour palette

Colour	RGB code	HEX
Green (agriculture)	133, 185, 71	#85B947
Blue (energy, water)	0, 153, 204	#0099CC
Orange (soil, sun)	255, 153, 51	#FF9933
Grey (neutral background)	128, 128, 128	#808080

Colors are used in presentations, infographics, and web banners. Every visual output should contain at least two of these color elements.

### 8.4 Typography

Recommended fonts:

- **ARIAL** - for headings and plain text (print, web),

### 8.5 Graphic templates

The JVTP, as communication coordinator, will provide partners with:

- PowerPoint presentation templates,
- graphic templates for social media posts (FB and LinkedIn),
- headers and footers for documents (Word),
- basic infographics for sharing results.

The use of these templates is mandatory for deliverables presented on behalf of the project (e.g. public presentations, flyers, press releases).

## 9. Evaluation of communication activities

The success of the communication strategy will be continuously monitored and evaluated during the project implementation. The aim is not only to quantify the outputs (number of posts, visitor numbers, reach) but also to **qualitatively assess** whether the project is reaching the different target groups and strengthening the visibility of the project and the issues it addresses.

### 9.1 Main indicators

Area	Indicator	Target value
Online outputs	Number of FB posts	min. 15 during the project
	Number of posts on LinkedIn	min. 8
	Active traffic (FB reach)	> 3000 users
Media	Press releases issued and shared	min. 2-3
	Media outputs on TV, press	at least 2 (including already run CT report)
Events	Number of participants at public events	min. 60 cumulative
Partnerships	Involvement of other external stakeholders	min. 5 mentions or follow-up contacts

JVTP as coordinator will continuously collect data and prepare:

- **Internal quarterly review of** outputs and outreach,
- **A final summary report on publicity** will be annexed to the final project report.

### 9.2 Measurement tools

- FB and LinkedIn statistics (Meta/LinkedIn analytics tools),
- Google Analytics for website traffic (if relevant),
- Media monitoring (including archiving reports and articles),
- Event feedback and questionnaires (for exit workshops).

## 10. Summary and recommendations

The communication strategy of the TASTE project is designed to support its **main objectives** - disseminating examples of innovation in agriculture / food production raising the profile of cross-border cooperation and bringing topics such as agrivoltaics, soy and water management to a wider audience.

The focus is on:

- **Accessibility of the message** to different target groups (from researchers to farmers),
- **creative use of social networks** - especially FB and LinkedIn,
- **visual professionalism and consistency of** output across partners,
- **proactive and coordinated cooperation** between actors from the Czech Republic and Austria.

The strategy is a living document - it will be continuously adjusted based on actual experience, public reactions, and the progress of the project. It is recommended to regularly review and update the strategy at least **twice a year** at project meetings.

## Attachments

1. TASTE Logomanual