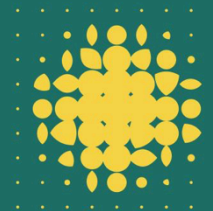




The GREAT LIFE project has received funding
from the LIFE programme of the European Union



GREAT ^{LIFE}
agricolo
creativo

GREAT Life

THE MARKETING & TRANSFERABILITY PLAN

GOALS & APPROACH

The success of the project is deeply connected to the ability to sustain the request of GREAT's products. The goal of the Marketing & Transferability Plan is to facilitate the penetration in the market of what we call "GREAT Food".

The Marketing & Transferability Plan was created on the basis of the acknowledgments we collected through the *GREAT it Easy!* campaign and the GREAT Community activities.

GREAT FOOD

By GREAT Food we mean:

good, healthy and genuine food, able to reflect both the territory and its traditions. An innovative food, an expression of awareness and attention to the environment. A food that adds value to the work of the farmer and respects the consumer, for a choice of taste and responsibility.

For this reason we work in order to reach a new placement for sustainability in the food sector: we want to move from an ethic individual choice to a collective movement capable of imagining a more sustainable future.

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1. PLACEMENT STRATEGY

We used tool as the semiotic square to identify the best adaption of the new products in the market.

1. IDENTIFICATION OF CLIENTS TARGET

GREAT consumer's profiles.

1. IDENTIFICATION OF THE UNIQUE SELLING PROPOSITION

Based on the results of the documented imagination exercise and the GREAT It Easy campaign.

1. LOGO & BRAND IDENTITY

2. PACKAGING & PRICING STRATEGY

Based on the key elements of products, relations and places emerged from the documented imagination exercise.

1. COMMUNICATION MATERIALS

2. ADV & PROMOTION PLAN

1. PLACEMENT STRATEGY

To identify the most suitable communication strategy to launch on the market the GREAT Food products and to create a strong community around the values of this kind of food, we researched a dominant narrative.

The strategic marketing is built on dominant narratives. A dominant narrative is an “abstract” and general story, which call into question some specific values.

A value can be represented in a story, but also in a map. In this map- which is called **semiotic square**- each value is inserted into its own “semantic constellation”, i.e. in the system of differences which make it works in a specific story.

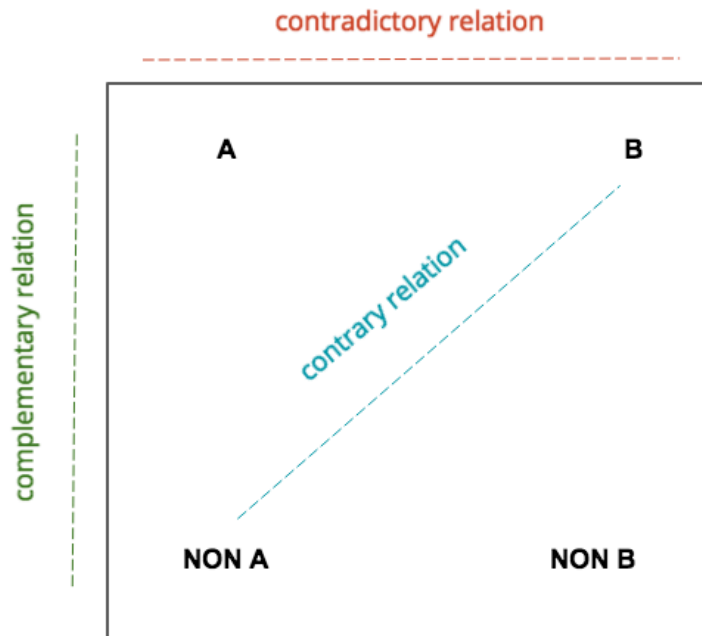
From here we can establish a placement. To strategically plan a strategy, a product or a vision it means *to take place* in a value map.

1.1 Semiotic square functioning

In the semiotic square there are contrary relations, contradictory relations and complementary relations.

The upper axis generally guarantee a stronger placement.

It is possible to imagine **a path inside the square**: we start from the left of the upper axis and descend, then we go back up on the right upper section: which is the “mature” point of the square.



1.2 Reference narrative premises

The Anthropocene and the impacts of climate change on Earth are always represented by a dystopic imaginary.

Since the emersion of environmentalism in the USA in the 60's, the dominant narrative around environmental themes has been characterized as an opposition (and so a negation) of dystopian realism. A form of victimism through yesterday's humanity, where we are embarrassed to take any kind of action for tomorrow's humanity.

With an eye towards the strategic placement of the project and the products, we asked ourselves:

- Is it possible to introduce an affirmative approach rather than a negative one?
- Is it possible to aim for creative imagination rather than dystopian realism? Humanity is the creator of the world and each one of its action is reflected in the others it can take; each one of today's action can influence tomorrow's actions.

1.2 Reference narrative premises

From a research on several markets, we extracted an interesting data: the majority of people who choose to buy organic food do that due to health reasons. A clear separation between self and environment is still present. The environment is not perceived as a part of the self, and vice versa.

By broadening our view from the food sector to other sectors, the health, the well-being or the sport sector, we can find out the focus is still on the individual.

Once again, with an eye towards the strategic placement of the project and the products, we asked ourselves:

- is it possible to move the focus of the conversation from an individual to the community? We take the cue from community-led dynamics to deconstruct the idea the choice is personal: the choice is necessarily collective, because each one of us is part of a system (not only peer groups).

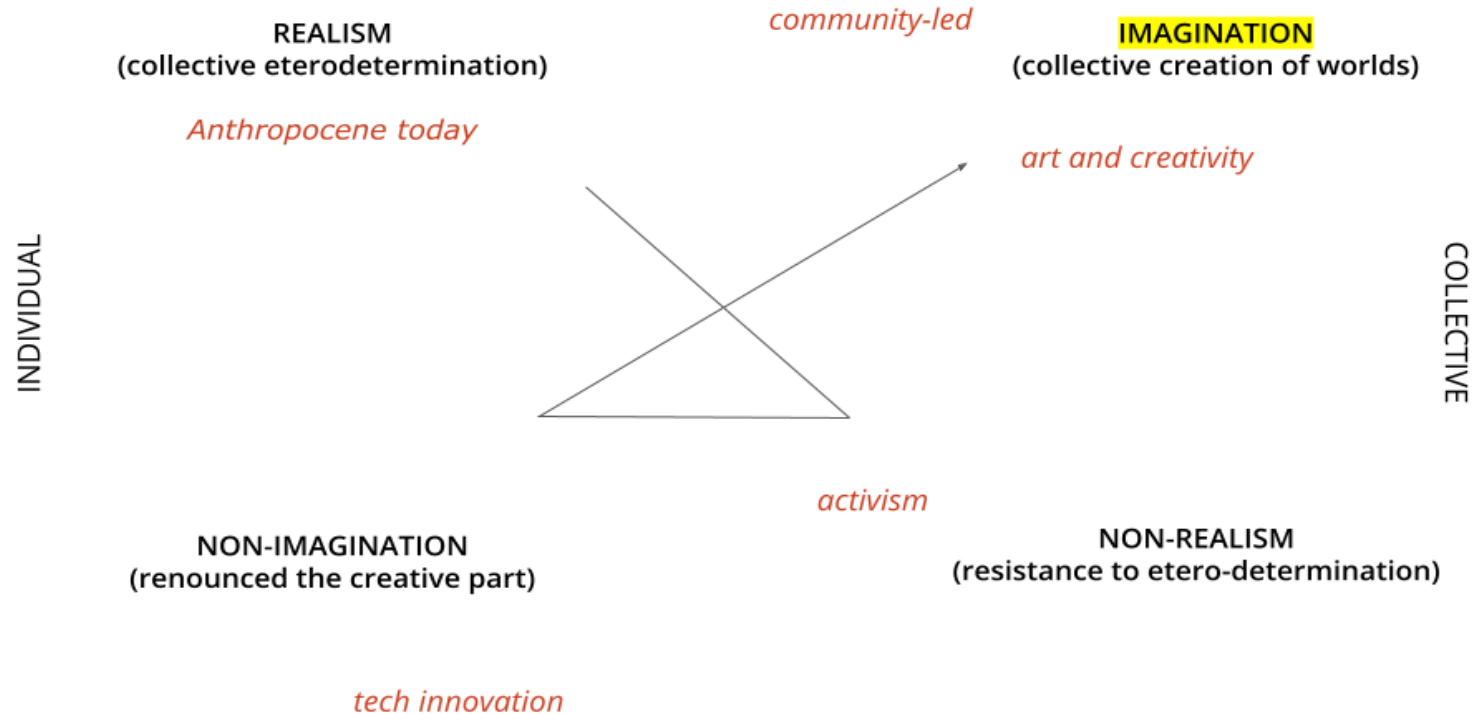
1.2 Reference narrative premises

The Anthropocene, as well as the climate change, are not dystopian scenarios, but an existing condition. This shows us a inclination to action and not to resistance.

Our benchmark analysis showed a tension between eterodetermination and autodetermination, especially in terms of mediation of the supply chain.

At the moment, this creational ability can be translated only in a technological or scientific innovation. But we know this innovation is more about imaginary rather than science.

1.3 Semiotic Square



2. IDENTIFICATION OF A DOUBLE TARGET

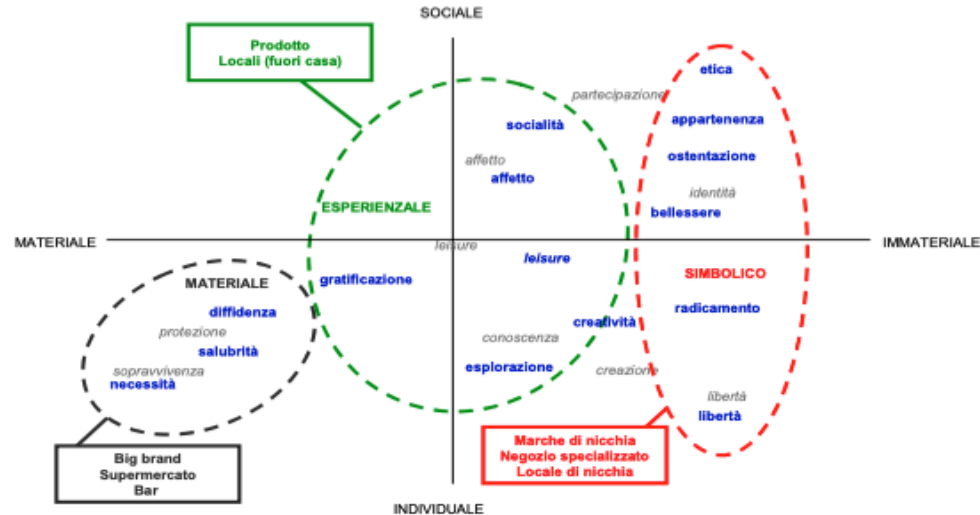
The experimentation and the market analysis outlined the presence of a **double target** for GREAT's millet and sorghum: **B2C** and **B2B**.

The identification of **B2C** target comes from the **definition of some experiences related to food**. For the **B2B** target we created a **personas profile**- a classic tool of human centered design- which came from observing the needs of the entrepreneurs we engaged and interviewed.

Because the products are new and the goal is to create a new identity it is important not to be narrow-minded but to put in **relation and conversation** these two targets. Mutual contamination between these two audiences is fertile soil for **experimentation and prototyping** on the product and on the activities related to it.

2. IDENTIFICATION OF TARGET: B2C CLIENTS

There are 13+2 experiences bounded to food.



Taken from: *Food-marketing and culture: vissuti del cibo e "food-styles* (Dania Mastrangelo e Fabio Colacchio)

2.2 Food Experiences

On the map we can identify three territories: the **material** one, the **experimental** one and the **symbolic**. Each territory defines the value and the meaning of the act of eating and prefigures a different balance between product, brand and context.

- the territory of **material** reflects the traditional and modern vision of food. In this territory the organoleptic properties and the nutritional and health functions are dominant. Here the well-known brand act as quality guarantor. The consumption process takes place with a low investment and go through shopping at the supermarket or other functional places (like bars).
- The territory of **experiences** is the one where the post-modern consumption vision is based on the enjoyable and pleasing experience for the body, the psyche and the intellect: the food is sensory stimulus, an opportunity for gathering, an object of study, a medium for affection. In this territory **the brand is dimmed by the context**.
- In the territory of **symbolic**, food is a way to understand each other, to talk about oneself and to feel fulfil: the product is not denotation but connotation. **The risk for big brands is to not be sufficiently characterized to become a strong symbol, which is easier for sub-cultural brands; places are relevant only in reference to subjective visions (a certain consumption place can mean “belonging” for a certain sub-culture but not for another social group).**

2.2 GREAT Fitness

Consumers linked to salubrity, territory of material

GREAT Fitness

Mens sana in corpore sano: to eat healthy is the best way to stay fit and fight illness!

You know the magic properties of any food. You follow a specific alimentary regime, stay informed and talk about the theme, pay attention to nutritional values and possible effects on the organism, and also to healing properties.

Always on a quest for what is healthy, natural and organic, you are a fountain of information about what concern certifications, alimentary combinations and benefits- for both you and the environment.



2.2 GREAT Explorer

Consumers linked to exploration, territory of experiential

GREAT Explorer

What does travel mean for you? A shopper full of unknown but authentic, fair trade and high-quality ingredients.

On one side, the taste is a fundamental feeling through which you accomplish and learn; on the other, you pour into it your nature, your values and traditions- in the form of flavour, combinations and way of consumption. To explore the world that surrounds you, to discover different habits, to get to know new cultures: you start travelling from the stove!

You look for food and beverage prepared according to local recipes and traditions, your gastronomic experiences are based on authenticity.



2.2 GREAT Activist

Consumers linked to ethic, territory of symbolic

GREAT Activist

Your mission? Revolution! To change the world (and the consumptions) in order to protect our ecosystem is definitely your goal.

In the meantime, you do everything is necessary to save the environment, but not only that: you support local activities and products (even better if they are organic and 0 kilometer), you are concerned with the economic and productive processes to respect workers and ecosystem needs. You follow a vegetarian or vegan diet.

The collection of information goes beyond the ones immediately available and to discover non-ethic processes can make you boycott brands which do not share your values.



2.3 PERSONAS PROFILE: B2B CLIENT



Who is?

Simone, 37 years old

Has a vegetarian restaurant in Bologna

Is part of an association which promote alimentary sovereignty

***"If I can't eat it,
it's not my
revolution"***

Needs

To eat good and genuine food

To use in his restaurant products from an ethic supply chain

Skills

Works with unusual raw materials

Fermentation expert

Goals

His restaurant to become a landmark in the city for vegetarian cooking experimentation

Resources

A very active and retained net built around his restaurant

A well-known Facebook page of vegetarian recipes

2.4 CREATION OF A B2B NETWORK

Starting from the needs emerged from the personas profile, it is possible to identify a territorial network of potential B2B clients, interested not only in the product itself but also in the experimental approach and the themes of the project. Once the subjects are identified, **ad hoc activities** are created to engage the net.



- ☀ Mario Ferrara | Trattoria Scacomatto
- ☀ Chiara Battistini | Agriturismo Casa Vallona
- ☀ Denise Ania | VETRO
- ☀ Anna Arteisani | Botanica Lab
- ☀ Sara Farina | Malerba
- ☀ Matteo Calzolari | Il Forno Di Calzolari
- ☀ Marco Canelli | Massimiliano Poggi Cucina
- ☀ Luca Giovanni Pappalardo | Pane e panelle
- ☀ Federica Frattini | Podere San Giuliano
- ☀ Aurora Mazzucchelli | Marconi
- ☀ Forno Brisa



3. Unique Selling Proposition (USP)

The impact vision, which is the change we want to generate, is what leads the USP construction, and reads as follow:

We create change by bringing on the market resilient agricultural products accessible to everybody by including all the supply chain from the cultivation to the final market, in order to promote awareness about the contribution of alimentary choices on the environment, health and economy.

3. Unique Selling Proposition (USP)

The good food you chose, for you and for the Planet

GREAT Food's USP was built by highlighting three fundamental aspects:

1. The aware choice of a food which is good for you;
2. *It is good* because it respects the earth and the territory;
3. It is good because it's organic and created for the well-being of people.

The proposition has an “active” meaning: the user is responsible, called into question directly.

4. BRAND & SUB-BRAND IDENTITY

The visual identity of GREAT Food products was created by declinating the project's visual identity. The visual identity of the products is coordinated to GREAT's logo and brand identity.



5. PACKAGING AND PRICING STRATEGY

MILLET AND SORGHUM GRAINS

GREAT products' packaging is designed to be as transparent as possible for the consumer.

Following the prototype of Alce Nero's products packaging, the seal on the front of the pack contains all the essentials information.



5. PACKAGING AND PRICING STRATEGY

BISCUITS AND SALTY SNACKS

It's immediately possible to discover:

1. The origin of raw material
2. Nutritional properties
3. The context in which the product was developed: Great Life experimentation

The image shows the packaging for Frollini Sorgo e Miglio biscuits. The box is orange and white. At the top, there is a circular logo with a horse and rider, labeled 'alce nero'. The text 'BIOLOGICO ORGANICO' is written around the top of the circle. Below the circle, it says 'BICO DI RAME', 'SORGO E MIGLIO ITALIANI', and 'FONTE DI FOSFORO E MAGNESIO'. The product name 'FROLLINI SORGO E MIGLIO' is prominently displayed, followed by 'CON GOCCE DI CIOCCOLATO'. The box also features the 'CREATES food' logo and the European Union organic logo. A small text block mentions 'The GREAT LIFE project has received funding from the LIFE programme of the European Union'.

FROLLINI BIOLOGICI AL SORGO E MIGLIO CON GOCCE DI CIOCCOLATO

Ingredienti: farina di sorgo* (12%), farina di frumento*, panna di cioccolato* (10%), zucchero di canna*, panna di cacao*, tuorlo di uovo*, emulsionante: lecitina di girasole*, acido citrico*, aromi naturali, sale. *Prodotti biologici.

Valori nutrizionali per 100 g

	100 g	% VNR*
Energia	2092 / 498 kcal	
Carboidrati	72 g	
di cui: zuccheri	2,9 g	
Proteine	44 g	
di cui: proteine	27 g	
Fibre	3,8 g	
Polifenoli	7,8 g	
Sale	0,45 g	
Fosforo	144 mg	21%
Magnesio	66,5 mg	18%
Rame	0,303 mg	39%

28g e
Contiene 4 frollini

Alce Nero S.p.A. Via H. Ford 2/A, Castel S. Pietro T. (RI), 40024 - Italia
info@alcenero.it - www.alcenero.com

The image shows the packaging for Snack Salati Sorgo e Miglio. The box is orange and white. At the top, there is a circular logo with a horse and rider, labeled 'alce nero'. The text 'BIOLOGICO ORGANICO' is written around the top of the circle. Below the circle, it says 'BICO DI RAME', 'SORGO E MIGLIO ITALIANI', and 'FONTE DI FOSFORO E MAGNESIO'. The product name 'SNACK SALATI SORGO E MIGLIO' is prominently displayed, followed by 'GUSTO POMODORO E ORZANO'. The box also features the 'CREATES food' logo and the European Union organic logo. A small text block mentions 'The GREAT LIFE project has received funding from the LIFE programme of the European Union'.

CRACKERS BIOLOGICI AL SORGO E MIGLIO CON POMODORO E ORZANO

Ingredienti: farina di sorgo* (15%), farina di frumento*, farina di miglio* (10%), olio di semi di girasole*, pomodoro disidratato* (1%), aromi naturali, sale, agenti levitanti (carbonati di sodio, carbonato di calcio), estratto naturale di cipolla. *Prodotti biologici.

Valori nutrizionali per 100 g

	100 g	% VNR*
Energia	1974 / 470 kcal	
Carboidrati	76 g	
di cui: zuccheri	1,3 g	
Proteine	46 g	
di cui: proteine	5,8 g	
Fibre	3,2 g	
Polifenoli	5,1 g	
Sale	0,83 g	
Fosforo	2,2 mg	14%
Proteine	188 mg	26%
Magnesio	72 mg	19%
Potassio	329 mg	14%
Ferro	0,617 mg	14%
Zinco	1,8 mg	18%

270g e
Contiene 10 crackers

Alce Nero S.p.A. Via H. Ford 2/A, Castel S. Pietro T. (RI), 40024 - Italia
info@alcenero.it - www.alcenero.com

5. PACKAGING AND PRICING STRATEGY

THE PRICING

GREAT LIFE products' pricing placement is settled between Alce Nero's premium organic products.
The goal is to valorize the specific properties of raw materials.



6. COMMUNICATION GOALS AND STRATEGY

For each one of the two identified target a dedicated communication strategy is defined on the basis of audience's specific goals and languages.

For what concern the B2C target, the goals focus on awareness about the product and the values which revolves around it.

For the B2B target, on the other hand, the goals focus on the penetration of the product in new communities through the engagement of a territorial network.

Although is necessary to create specific strategies for different goals, is equally important to promote the meeting between the two target through combine actions.

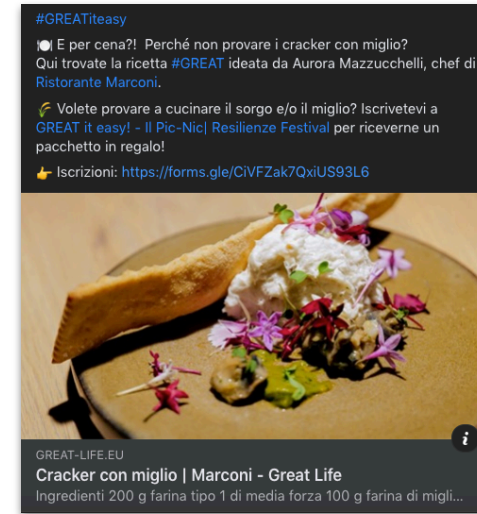
6.1 B2C COMMUNICATION MATERIALS

EDITORIAL PLAN: RECIPES

Millet and sorghum are forgotten cereals not only in the fields but also in the kitchen.

By approaching the consumption profiles like personas profiles, it is possible to create recipes designed for different kind of consumers. This is a good strategy to engage the audience and to encourage them to try a little-known product.

Best practice for the dissemination of the recipes is to create a web archive and to communicate them on social channels.



6.1 B2C/B2B COMMUNICATION MATERIALS

EVENTS AS COMMUNICATION TOOL

The events, as well as being an important moment for building relations, can be an opportunity for testing the products and to promote awareness on their use.

Especially for what concern little-know products, is very important to engage the audience through experiences where they can experiment in first person with the product in an active way. By engaging the audience through a one-to-one relation it is possible to create a relationship of trust.

Furthermore, testing the product during the events permits to harvest a real time feedback.



6.2 B2C/B2B COMMUNICATION MATERIALS

CHEF & ENTREPRENEURS AS INFLUENCERS

To create content through the help of a B2B net (like the recipes) is a strategic choice for two reasons:

- on one side, it tells the importance of experimentation. Chef and makers' experience and creativity play a crucial role in the creation of innovative dishes.
- on the other side, to collaborate with subjects which are known in the territory it's an opportunity to create awareness on the product inside new communities. In this ways chef and makers become a sort of influencers for their target communities.



6.3 B2B COMMUNICATION MATERIALS

PANEL DISCUSSIONS AND EVENTS AS ENGAGING TOOL FOR B2B TARGET

The strengthening of a B2B net implies not only individual action, but especially **network activities**.

Events are an effective way to engage B2B world.

To organize panel discussions which give to the professionals the possibility to discuss significant themes in a collective way is a very effective method to create relevant content and engage the net by expanding the experimentation from the product only to the imaginary and discussion connected to it.



6.3 B2B COMMUNICATION MATERIALS

FROM THE ONLINE TO THE OFFLINE

Even if we live in a more and more digital world, it is very important to remind the importance of having a matching part of the online activity in the **offline world**. To create a bridge from the online to the offline it's a good strategy not only in order to **cultivating connections and relations** with the net, but also to **give materiality and significance** to the online actions.

If we decide to create an **online mapping** of our B2B net, a good idea could be to **track this network offline** (for example, we did it through a window decal).



FROM OFFLINE TO ONLINE

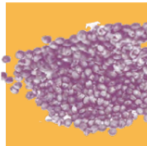
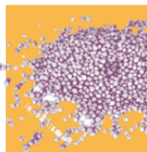
Starting from the gamification on the consumer profiles, we created a brochure with recipes fitting each profile.



GREAT LIFE Food

Per noi GREAT food è un cibo buono, salutare e genuino, capace di raccontare un territorio e le sue tradizioni. Un cibo espressione di consapevolezza e attenzione all'ambiente e al clima. Un cibo che valorizza il lavoro dell'agricoltore e rispetta il consumatore, per una scelta di gusto e responsabilità.

- È fra i cereali più nutrienti e digeribili, naturalmente privo di glutine
- Contiene triptofano, un amminoacido da cui si genera la serotonina, fonte del **buon umore**.
- Altamente digeribile, privo di glutine e ricco di sali minerali come il ferro, il calcio, il potassio, la vitamina E e la vitamina B3.
- È una fonte naturale di antiossidanti e fitocomposti come acidi fenolici, fitosteroli e flavonoidi.



GREAT LIFE Community

GREAT LIFE è un'unica comunità che crede nel valore del cibo per la tutela delle risorse naturali, dell'ambiente e della salute. Vuole promuovere la consapevolezza del contributo che le scelte alimentari possono avere sull'ambiente, sulla salute e sull'economia.

Partecipa e iscriviti al gruppo
f GREAT Community

GREAT LIFE è il progetto europeo con capofila il Dipartimento di Scienze e Tecnologie Agro-Alimentari dell'Università di Bologna e come partner Kilowatt, Alice Nero, Comune di Cento e LCE. Dalla produzione agricola, alla trasformazione fino ai consumatori finali, il nostro obiettivo è sperimentare nuove colture resilienti per ridurre l'impatto del cambiamento climatico sulle attività agricole della Valle del Po e dell'Italia nel suo complesso, contribuendo a sostenere il reddito dei coltivatori, a ridurre il consumo di risorse idriche e a produrre cibi di qualità per il mercato finale.

great-life.eu



GREAT LIFE agricolo creativo

The GREAT LIFE project has received funding from the LIFE programme of the European Union

SPERIMENTA CULTURE RESILIENTI PER RIDURRE L'IMPATTO DEL CAMBIAMENTO CLIMATICO SULLE ATTIVITÀ AGRICOLE DELLA VALLE DEL PO E DELL'ITALIA.

GREAT LIFE EU
FB: GREAT Community



GREAT LIFE Agriculture

Coivoliamo gli agricoltori per sostituire colture cerealicole che mai si adattano al cambiamento del clima (mais) con altre più resilienti (miglio e sorgo), per ridurre l'impatto dell'agricoltura sull'ambiente, per aumentare la biodiversità e l'accesso a cibi di qualità, per sostenere il reddito degli agricoltori.



MIGLIO

- Richiede pochissima acqua, meno di qualsiasi altro cereale
- Si adatta e produce grano anche nelle regioni più aride e nei climi più caldi

SORGO

- Richiede solo la metà dell'acqua necessaria per coltivare il mais
- È una pianta di grande valore perché, oltre alla granella, è possibile usare stocchi e foglie come foraggio materiale da costruzione o combustibile a fini energetici



CHE CONSUMATORE GREAT SEI?

Segui le frecce

INIZIO



GREAT ACTIVIST

La tua missione? Rivoluzionare! Cambiare il mondo (e i consumi) per salvare l'ambiente e proteggere il nostro ecosistema.



GREAT FITNESS

Mens sana in corpore sano: mangiare sano è il modo migliore per rimanere in forma e sconfiggere le malattie!



GREAT EXPLORER

Cosa è il viaggio per te? Una stopper piena di ingredienti sconosciuti, ma autentici, equo solidali e di grande qualità.



TESTO FINITO QR CODE - RICETTE!
Miglio (*Panicum miliaceum*) è una pianta erbacea annuale che fa parte della famiglia delle

GREAT FOOD FLYER

Born with the purpose of presenting GREAT products-produced thanks to Alce Nero's experience in organic food market- the brochure deepens the nutritional properties of millet and sorghum, which are detailed in its pages.

GREAT food

GREAT LIFE

The GREAT LIFE project has received funding from the LIFE programme of the European Union

È il progetto europeo con capofila il Dipartimento di Scienze e Tecnologie Agro-Alimentari dell'Università di Bologna e come partner **Kilowatt, Alce Nero, Comune di Cento** e **LCE**. Dalla produzione agricola, alla trasformazione fino ai consumatori finali, l'obiettivo è sperimentare nuove culture resilienti - miglio e sorgo - per ridurre l'impatto del cambiamento climatico sulle attività agricole della Valle del Po e dell'Italia nel suo complesso, contribuendo a sostenere il reddito dei coltivatori, a ridurre il consumo di risorse idriche e a produrre cibi di qualità per il mercato finale.

GREAT LIFE è un'unica comunità che crede nel valore del cibo per la tutela delle risorse naturali, dell'ambiente e della salute, che vuole promuovere la consapevolezza del contributo che le scelte alimentari possono avere sull'ambiente, sulla salute e sull'economia.

Zn

Lo Zinco contribuisce

- alla protezione delle cellule dallo stress ossidativo
- al mantenimento della capacità visiva normale
- al mantenimento di capelli normali
- al mantenimento di ossa normali
- al mantenimento di una pelle normale
- al mantenimento di unghie normali
- al normale metabolismo degli acidi grassi

Cu

Il Rame contribuisce

- al normale trasporto di ferro nell'organismo
- al mantenimento di una pelle normale
- al normale funzionamento del sistema nervoso
- alla normale funzione cognitiva
- alla normale funzione del sistema immunitario
- alla normale pigmentazione dei capelli
- alla protezione delle cellule dal

K

Il Potassio contribuisce

- al mantenimento di una normale pressione sanguigna
- al normale funzionamento del sistema nervoso
- alla normale funzione muscolare

GREAT food

Dalla sperimentazione Great Life nascono i primi **prodotti biologici** a marchio **Alce Nero** preparati utilizzando miglio e sorgo coltivati in Italia.

Sorgo biologico Alce Nero
Il sorgo Alce Nero è **100% biologico** e **Italiano**. Il sorgo è naturalmente ricco di **fibra e proteine**, oltre ad essere per natura fonte di **ferro, magnesio, potassio, rame e zinco**.

Miglio biologico Alce Nero
Il miglio Alce Nero è **100% biologico** e **Italiano**. Il miglio è naturalmente fonte di **fibra e ferro**, oltre ad essere

LE MATERIE PRIME

MIGLIO

Il **miglio** (*Panicum miliaceum*) è una **pianta erbacea annuale** che fa parte della famiglia delle Graminacee. È una cultura cerealicola che riesce ad adattarsi ed essere produttiva anche su **terreni a bassa fertilità**, nelle regioni più aride e nei climi più caldi. Il cereale che ne deriva è considerato minore, di natura quasi esotica. In realtà, questo cereale è presente nella tradizione alimentare del nostro territorio. La sua coltivazione nel Nord Italia è testimoniata proprio dalla toponomastica vestigiale, basti pensare che in Emilia Romagna diverse piccole città presentano una denominazione derivata dalla parola "miglio" - come "Migliolina" in provincia di Ferrara - o dalla parola "panicum" - come "Borgo Panicola" in provincia di Bologna. Le origini del miglio si trovano in Asia: la pianta è stata poi introdotta in Europa dagli antichi greci e romani, ricoprendo un ruolo primario nella dieta quotidiana delle persone durante il Medioevo.

SORGO

Il **sorgo** (*Sorghum bicolor* L. Moench) è un cereale **altamente digeribile e privo di glutine**, dalle caratteristiche fisiologiche e agronomiche molto simili a quelle del miglio. La sua coltivazione, diffusa su superfici limitate dell'Asia settentrionale, è testimoniata fin dall'epoca romana. Il sorgo è una pianta **incrollabilmente tollerante allo stress, resiliente e adattabile**. Non necessita di particolari condizioni pedoclimatiche e resiste a svariate temperature. Si adatta a diversi tipi di terreno, dai terreni più sabbiosi a quelli più argillosi, presentando una forte capacità di recupero di fronte alla siccità, poiché riesce a trovare una fonte di irrigazione nella semplice umidità residua. Tollera bene la salinità del suolo e non è incline ai pericoli di contaminazione da micotossine, poiché resiste a molti agenti patogeni del grano.

LE QUALITÀ NUTRIZIONALI

Fe

Il Ferro contribuisce

- al normale metabolismo energetico
- al normale trasporto di ossigeno nell'organismo
- alla normale formazione dei globuli rossi
- alla normale funzione cognitiva
- alla normale funzione del sistema immunitario
- alla riduzione della stanchezza e dell'affaticamento

P

Il Fosforo contribuisce

- al mantenimento di denti normali
- al mantenimento di ossa normali
- al normale metabolismo energetico

Mg

Il Magnesio contribuisce

- alla normale sintesi proteica
- al mantenimento di denti normali
- al mantenimento di ossa normali
- al normale funzionamento del sistema nervoso
- al normale metabolismo energetico
- alla normale funzione muscolare
- alla normale funzione psicologica
- alla riduzione della stanchezza e dell'affaticamento

GREAT FOOD RECIPE BOOK

GREAT Food Recipe Book is thought to help users in approaching some knowledge regarding millet and sorghum.

To create information on the raw materials and on how they can be cooked is at the centre of the recipe book project. The content is curated by **Professor Giovanni Dinelli**- for what concern agronomic themes and environmental impacts- and by **Chef Pina Siotto** for what concern the healthy and sustainable recipes.

The publication will be available in the first place for the parents of **Comune di Cento's** schools and then will be distributed to the different audiences approached by the project.



7. ADV & PROMOTION PLAN

ACTION FOR B2C TARGET

- **Press Office Activities** dedicated to the narration of the project and the launch of the product in the main windows;
- Promotion of the project, the products and their peculiarities on the **main editorial web platforms** addressed to the B2B target;
- Promotion of a **social campaign with divulgative purpose** on project partner's channels, by using already developed content- like the Great Food video;
- Promotion of the project inside **specific institutional contexts** (ex. Festambiente panel discussion);
- **Promotional activities** for the valorization of the product on **Alce Nero's e-commerce**;
- **Partnership with information Media** for the divulgation of the project through specific action.

7. ADV & PROMOTION PLAN

ACTION FOR B2B TARGET

- **Press Office Activity** focused on trade for the promotion of GREAT products, with specific activities addressed to the horeca and food service channels;
- **Planning of publicity content** on the main trade and horeca magazines;
- **Participation at food service or trade fairs events** already in Alce Nero's network (es. Biofach, Cibus, TuttoFood) in order to valorize organic food.



GREAT^{LIFE}
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