



RIS Fellowships 2019

Communication Actions
& working with Hubs



RIS Fellowships

EIT FOOD PLATFORMS



WEBSITE/BLOG

Update RIS Fellowships' page in the EIT Food website.

Write news for the blog with testimonials of 2018.



YOUTUBE

We will upload all the audiovisual material to EIT Food Youtube channel.



FACEBOOK

We will design different ads and interesting content for our target and use EIT Food facebook to post them.



LINKEDIN

We will use EIT Food LinkedIn profile to achieve our goals and get more candidates and companies that are interested in the project.



TWITTER

We will adapt facebook posts to this platform in order to increase our scope.

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OUR PLATFORMS



OFFICIAL WEBSITE (UW)

Update the website with the new process, new RIS Countries, new internship opportunities... Add a blog section to improve the web positioning and to inform about all the progress and news.

We could change the domain to an easiest one:

timo.wz.uw.edu.pl/risfellowship
www.risfellowships.eu



PARTNERS WEBSITES

We also have to update or create a new page about the project in the web / blog of our company.

We will send you an english version.



SOCIAL CHANNELS

We will send you examples and material so you can use them in your social networks.

Each company is different so of course you can adapt the posts to your editorial philosophy.

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EXAMPLES FOR SOCIAL CHANNELS



WHAT HAS A NEW, FRESH,
FOREIGN APPROACH
BROUGHT TO GRUPO AN?

Rested eyes see
things that are not
seen by tired eyes,
do not have the
same prejudices
and provide new
solutions.



The work allowed the
possibility to learn
and work with
new monitoring
technologies and
a first immersion
in data analysis.

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NEW MATERIALS



VIDEO

We have a video that we will use to promote the project.

The video has been created by the University of Warsaw with the collaboration of GrupoAnn, Maspex, Pepsico, AZTI and Raben.



EMAILING

We will design two emailings: one for companies and another one for intermediaries.

CONTACT LIST

We will work on creating a contact list to reach potential candidates. We will give some guidelines to the hubs of each country so they can create their own lists.



BROCHURE

We will design a brochure for candidates so the hubs and collaborators (universities...) can use to promote the project and inform potential candidates.

PLACEMENT

We have to think about where to place these supports strategically in each country to reach the maximum of our target.



MAS MEDIA KIT

We will prepare a specific kit for the media that includes a press release, a promotional video, a brochure, a presentation... so the hubs can send to the media of each country.

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EMAILING FOR INTERMEDIARIES

As we don't have the contact of potential candidates, we have to use intermediaries (people and centers that are in contact with students or doctoral students) so they can send information to potential candidates.

The email for intermediaries will be similar to the one we send to companies.

We will adapt the text and attached documents to the new target.



Would you like to have talented people in your company?

We will look for talented students and graduates from top universities with different backgrounds and offer them **3-6 months internship** in your company.

RIS FELLOWSHIPS INTERSHIP

The EIT Food RIS Fellowships project aims to provide internships for the best students and graduates from RIS countries supporting cross-country mobility to engage in learning-by-doing activities.

Interns profile

During the recruitment process we will look for young passionate people from higher education who will become future food sectors' employees or will set up their own businesses.



We will have two types of candidates:

RIS Fellowships, talents from higher education and young entrepreneurs. They will have the opportunity to apply academic knowledge in practical context of work to spur a wave of entrepreneurial innovations in their home countries.

RIS Talents, doctoral students and young postdocs.

They will benefit from lessons learned in their own academic research and will also be encouraged to engage in industrial collaboration or entrepreneurship. They will participate in innovation projects of EIT Food.

Benefits for your company

- **Precise matching** students to the offered internships areas specified by each host organizations
- Expanding **brand awareness** in the RIS countries.
- Your company is **free of charge**, as interns will obtain a scholarship to support to cover travel and accommodation expenses.
- You will host in your working team a person who can contribute with different points of view, and **fresh and innovative ideas**.

If you are interested, you can [READ MORE INFORMATION](#) about the project and [FILL THE APPLICATION FORM](#).

Do you want to know more?

[CONTACT US](#)

Project Team



RIS Fellowships

SOCIAL MEDIA CAMPAIGN



Social Media CAMPAIGN

We will launch a social media campaign in collaboration with a Professional Agency.



Fellowships

Talents

SEGMENTATION

We have two types of targets:

- Ris fellowships from 28 RIS Countries
- Ris talents from 28 RIS Countries

The segmentation is very important for this type of campaigns so we will work with the media agency and the hubs to define our audience as specifically as we can so we can achieve better results. Facebook allows even to segment the campaign to students of a specific university or people who follow a specific fanpage.

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STRATEGIC CONTACTS



There are some forums, websites, blogs or social media profiles that can help us to reach our target and most of them are free.

UNIVERSIA

Universia, for example, is a fellowships search engine (**Google for fellowships**).

FOLLOWERS

98.756 Facebook

46.900 Twitter

2.694 Instagram

9.081 LinkedIn

<https://becas.universia.net/>

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STRATEGIC CONTACTS



QUIERO SALIR THE MI PAÍS
(I WAN'T TO GO OUT OF MY COUNTRY)

Another example of an interesting platform for our project.

FOLLOWERS

486.917 Facebook

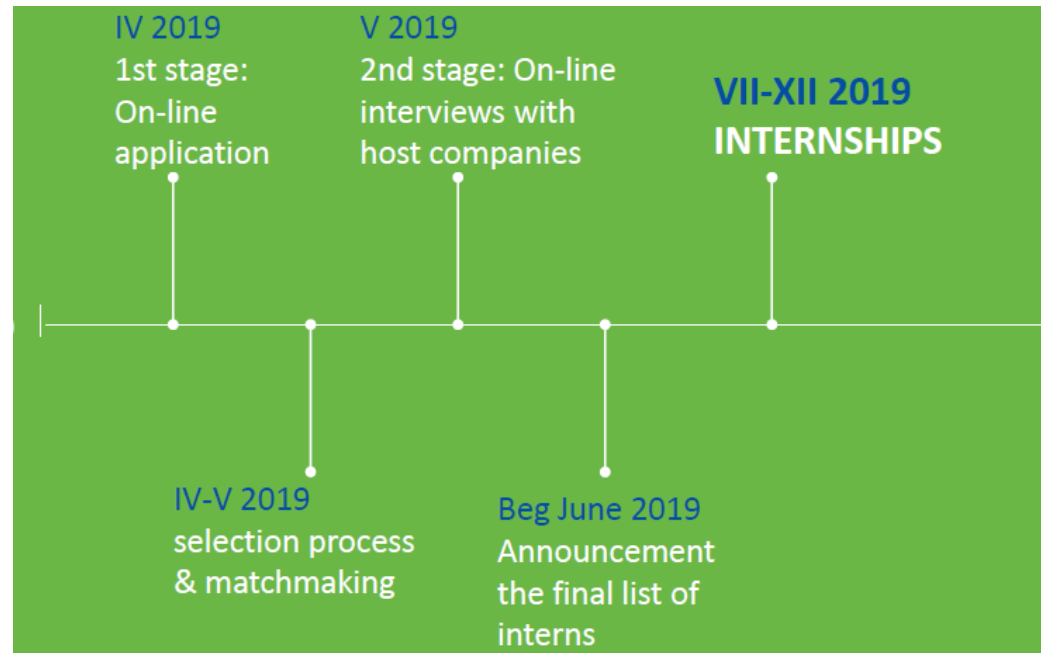
11.100 Twitter

22.200 Instagram

<https://www.facebook.com/quierosalirdelpais/>

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TIMING



To fit with this timing our idea is to **design** the emailing, the brochure, Social Media ads.. during **MARCH**.

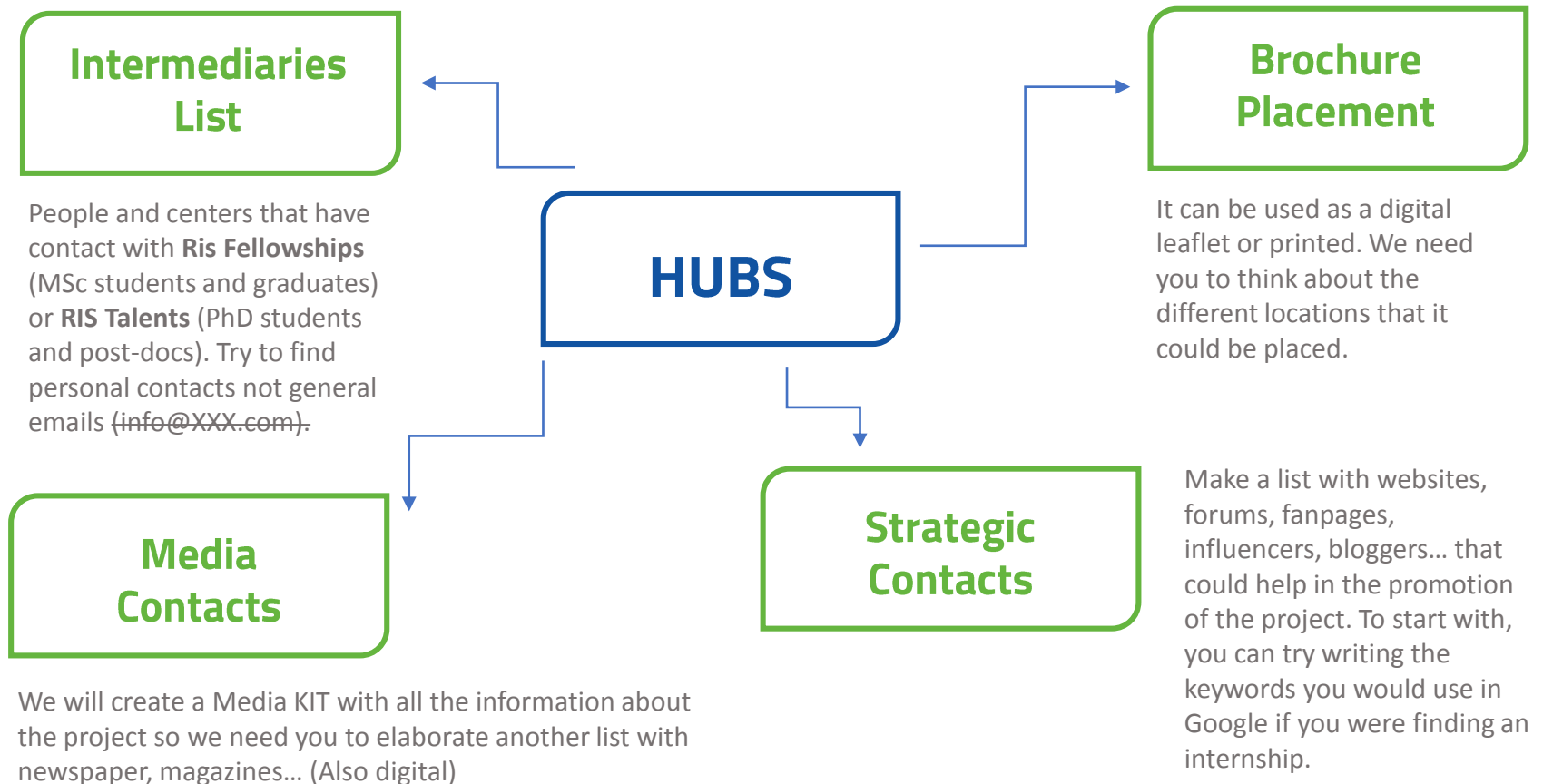
We would **start with the campaign for candidates** (sending emails, dispensing brochures, activating the social media campaign...) on **APRIL**.

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WORKING WITH HUBS



The HUBS are an essential part of RIS Fellowship project. We need your help for the following issues.



A blue-tinted photograph of two men in an office. The man on the left, wearing glasses and a checkered shirt, is high-fiving the man on the right, who is wearing a dark shirt. In the foreground, a laptop sits on a desk, displaying a presentation titled "Company's Growth" with a "GLOBAL BUSINESS REVIEW" subtitle and a chart showing "85%".

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

Lee Iacocca

Good communication is as stimulating as black coffee, and just as hard to sleep after.

Anne Morrow Lindbergh



**For more information about the content of the presentation
contact us:**

Estibaliz Arango earango@azti.es (People and Organization)

Javier García jgarcia@azti.es (People and Organization)

Ainhoa Ruano aruano@azti.es (Marketing & Communication)