



FINLAND-CHINA
FOOD AND HEALTH NETWORK



UNIVERSITY
OF TURKU

Communication strategy for Finland – China Food and Health Network

1.2. (to be updated and developed when needed)

Index:

1. **Aims and scope of the communication plan**
2. **Roles of the coordinator and members in communication – meetings and events**
3. **Communication channels and tools**

1. Aims and scope of the communication plan

Purpose of the plan

The purpose of this document is to outline communication and dissemination activities, channels and principles for the **Finland – China Food and Health network (FCFH)** and to lay out a basic communication strategy to guide the production of the network-related materials and the dissemination of FCFH news and activities by all the partners. It also aims to clarify the roles of the members and partners at the network.

Communication strategy is a developing document and it can be updated when necessary.

The aim of this communications strategy is to support the implementation of FCFH's aims, goals and activities by ensuring effective, appropriate, and strategic communications. The communications strategy is a tool guiding FCFH's communications between and towards different groups of stakeholders.

Three overall communications objectives form the framework of all of FCFH's communications:

- Create general awareness of the framework

- Create awareness of FCFH's goals and main areas of focus
- Create awareness of how to get involved and work and communicate with FCFH

General communication principles

FCFH network currently spans across 21 higher education institutions in Finland forming a [Finnish consortia of FCFH](#). It is linked with the active connections of the Finnish Universities with Chinese researchers and universities and thus forms a platform for sharing and forming new partnerships to reach the goals of the network. The cooperation involves researchers and partners both in Finland and China and it is likely to be most efficient and useful to each member if it improves access to information and fosters tacit knowledge sharing and networking. Cooperation and communication with interested companies and stakeholders is also important.

The network's overall effectiveness is thus highly dependent on the relevance, depth and informativeness of communications of the network as a whole and in the contributions of each partner. The communication and dissemination activities revolve several layers. These include:

- External (public) communication of the network as a whole.
- Communication with Chinese partners, co-operators and researchers
- Communication of the coordinating team at UTU and network members
- Internal coordination and communication among the *Finnish consortia* and within each Finnish member institution
- Communication regarding the (related) project activities led by each HEI.
- Communication with other [MEC Global Programme networks](#), Finnish institutions and other stakeholders.

For these reasons, clear guidelines and a good understanding of these interrelated channels and everyone's role in those by all stakeholders are essential.

As projects under the FCFH network are self-directed by the Finnish member HEIs and the funding is allocated in most cases directly to each HEI (exception being the most of the universities of applied sciences), there is a broad opportunity and responsibility for active engagement, promotion of their activities and achievements in each organization themselves, and all members are encouraged to take full advantage of this.

The aim of general FCFH communications is to provide clear and easy to access information as well as resources and opportunities for all participants to learn, share and find partners through the network. Network coordinator provides [FCFH Privacy Notice](#) for FCFH activities and stakeholder contacts. In addition Finnish consortia members follow their own institutions GDPR instructions when organizing own activities.

2. Roles of the coordinator and members in communication – meetings and events

Workshops, webinars and focused subgroup's meetings and ad hoc meetings will be organised with a view to creating a space for meaningful dialogue and networking to create cooperation. Each member organization are encouraged to organize such activities in cooperation with the network and with support of the coordinator. Emphasis will be put on active collaborative work and discussions on food and health focused topics especially mainly under topics of the subgroups of FCFH network (but not necessarily solely). General network meetings will be reserved for broader information sharing and will be organized once a year.

For communication, special administrative contact persons' meetings will be organized regularly by the coordinator, to update the participating HEIs of the current stage of the network cooperation both at the network and institutions' level, and to discuss and proceed and create value with the relevant matters together. Each administrative contact person in the Finnish HEIs then has a key role in taking the matters into further discussions and carry on necessary coordination at their own institution as well as to bring into discussions relevant matters from their own HEIs at the network level.

A rough plan and schedule of webinars and events for every half year cycle will be prepared in advance. The subgroups' chairs will be responsible of coordinating the initiatives of the events together with network members. Member institutions are encouraged to bring up initiatives for the events and other activities and co-organise or organize events in relation to the network and its topics.

The FCFH network events will be announced in the [FCFH website](#) and directly to stakeholders via e-mail list and newsletter. The coordinator will take care of the registrations for all FCFH events unless agreed differently. Additional meetings can be organised based on ongoing activities, either online or face-to-face. Individual HEIs are also encouraged to host meetings related to network activities or topics and bring up ideas and initiatives, as well as any relevant (food and health related) activities into the network's knowledge. Participants of member HEIs are also encouraged to distribute the information about network events via their own channels and contacts.

Meetings are organised mainly through Zoom (available also for the Chinese participants) to create a space for dialogue and information sharing:

- General network meetings are organised by the coordinator 1 times per year for broader information sharing.
- Administrative contact person's meetings will be organised regularly for information sharing and for development of the network and activities
- Meetings related to selected topics/themes are organised by the academic subgroups to encourage discussion, aiming at collaborative actions (matchmaking)

and planning the events and activities. These can also be organized face-to-face or as hybrid-events.

- Meetings of the subgroup chairs will be organised once a month to proceed with activities and network activities development.
- Individual meetings with partner institutions and within partner institutions may also be arranged when needed.
- Individual higher education institutions are also encouraged to host meetings related to network activities and organise internal meetings to plan their own activities to create synergy for the network.

3. Communication channels and tools

A visual identity of FCFH network consists of a logo and color scheme. Templates for Powerpoint and Word documents will be available. The FCFH logos and materials are intended for the use of all network members.

Regular communication channels

For general meetings and information sharing of the network:

- Microsoft Teams network channel for document sharing, chat and comments will work as a platform for information sharing between *Finnish consortia* and coordinator. As the usage has not been very active, and it is not inclusive for all partners (Chinese do not have an access), newsletter and administrative contact persons' meeting as well as yearly general meetings will probably take more role in the future communication.
- Zoom meetings and online events (as Teams is not widely used in China)

For coordination:

- Generic Platform contact email, for public use and external stakeholders as well as general queries/notifications to the coordinating team: fcfh-coordinator@utu.fi.
- For *Finnish consortia* members, a mailman email list encompassing all representatives of the 21 HEIs who wish to be on the network's mailing list. The information for email list is updated by the members and it is also used when sending invitation for the subgroups' and other meetings among the *Finnish consortia*.
- The contact list for all Chinese and Finnish individuals participated to the FCFH event and/or wishing to be informed of the activities. The email list will be used to send newsletters at regular intervals for updating about the network (instead of using this list to send personalized email updates). The e-mail lists will remain for special purposes, where the members should be reached in short notice.

- For direct questions, email to the coordination team to fcfh-coordinator@utu.fi or for the subgroup coordination please refer to the [website](#).

Website and intranet

The FCFH network has a website which reflects the work and results of all members and a visual identity of its own. Main dissemination materials for external target groups, as well as among partners, will be published on the website. Partners are also encouraged to communicate about their relevant projects via their own websites and link that to FCFH website. Content will cover general network information as well as HEI-specific project activities.

As activities in the [MEC Global programme](#) include both joint network action as well as individual initiatives led by the Finnish network members on their own behalf, the production and dissemination of news on activities will be dispersed. The FCFH website will provide an additional platform (not a competing one) for the dissemination of information related to activities led by all member HEIs, increasing visibility under the broader national umbrella and amidst international partners. The website will offer a space to showcase projects, publications and activities of member HEIs, either directly on the site or through links to the HEIs' own web pages.

General network news, links and materials will be maintained by UTU and contributions such as blogs or news pieces from all partners will feature visibly in the news sections. Researchers and students participating in projects are also encouraged to produce blogs, posts and comments in their own channels, and member HEIs and Chinese partners can introduce links to such materials on the FCFH website (in English). The FCFH website and newsletter will provide an additional platform for the dissemination of information related to activities led by members institutions and partners, and simultaneously increasing visibility under the broader umbrella. There will be a space to showcase events, projects, publications and activities as well as look for new potential co-operators. If you wish to submit a news item or advertise e.g. your event related to our topics, please contact fcfh-coordinator@utu.fi.

Network also has preparedness for intranet, where e.g. research material and partner seeking can be published among the registered partners only. At the current stage, there has not been need/content for the platform yet. The intranet would work as a common platform for information sharing as Chinese collaborators do not have access to the Teams platform. In research cooperation, the network follows the different guidelines for international and ethical cooperation, such as [Responsible conduct of research and procedures for handling allegations of misconduct in Finland](#) appointed by the *Finnish Advisory Board on Research Integrity* (TENK), which is appointed by the Ministry of Education and Culture in Finland

Newsletter

Network starts publishing a newsletter 3-4 times a year. Newsletter will also feed material for the website and vice versa. In addition to the network level news and activities promoted in the newsletter, the significant part of the content (e.g. research, cooperation) for the newsletter will also be collected from the members, partners and stakeholders. Active contribution of materials from the partners will be appreciated. You can subscribe the newsletter from here: <https://fcfh.utu.fi/newsletter/>

Social media channels

The use of social media requires further discussion within the network. At the current stage FCFH is not setting up its own social media channels. It is appreciated, however, that any FCFH activities and news could be shared by the members via their own social media channels, for example by highlighting posts published by the faculty, students or official channels of the network members.

The primary hashtag used for FCFH in social media channels are **#FCFH** and **#Foodandhealthnetwork**.

Developing this document

If you have any questions or ideas for developing FCFH communication, you can always contact us: fcfh-coordinator@utu.fi.