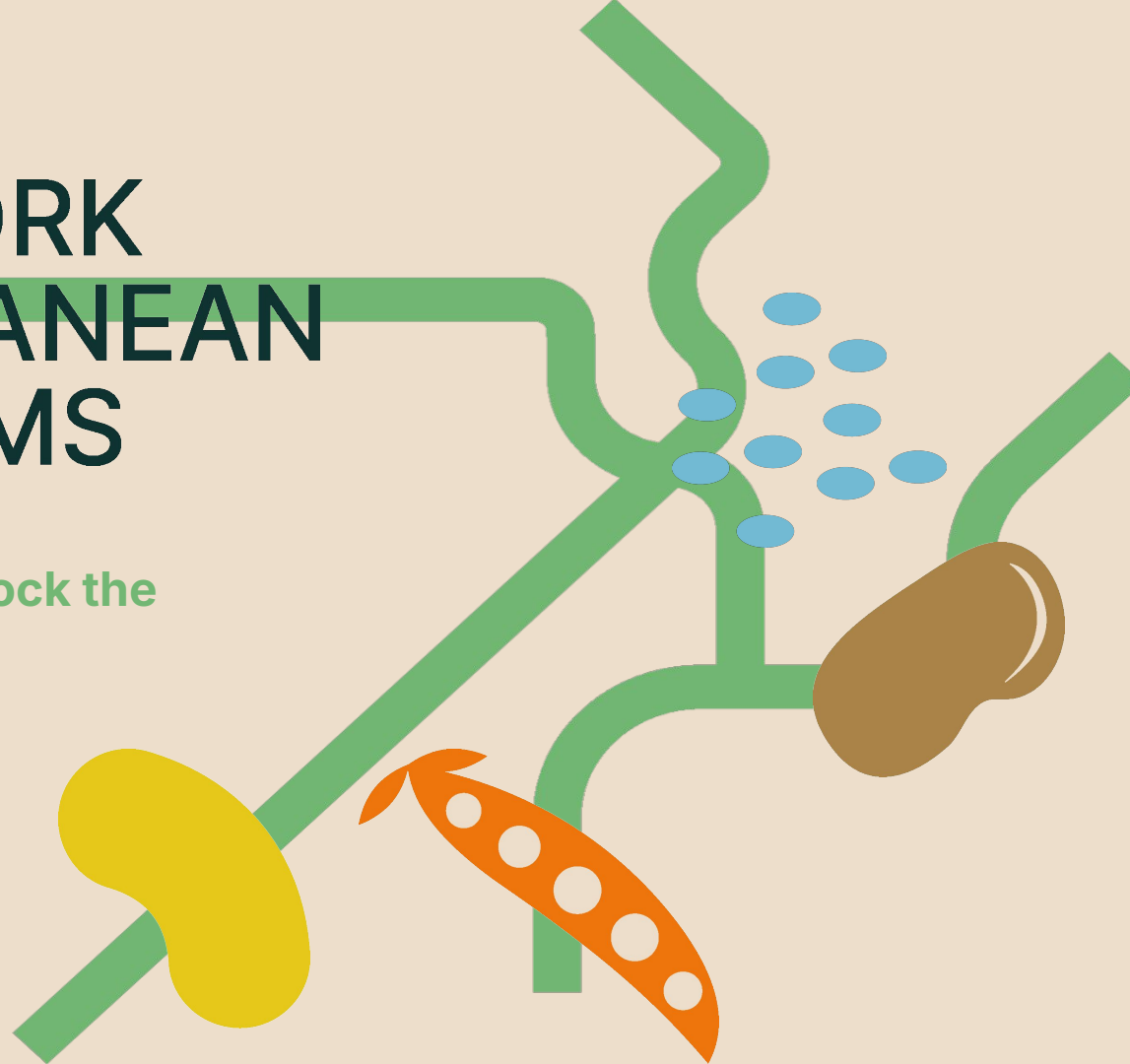


THE BEANS META NETWORK IN MEDITERRANEAN FOOD SYSTEMS

Communication Impact to unlock the
Power of Legume

Yasmine Seghirate



AXIS 1: Institutional Networking & Coordination



Objective: Position the BEANS Meta Network as the central Mediterranean hub bridging research, policy, and practice

- **Targeted Channels:** Leveraging LinkedIn and a dedicated newsletter to share funding opportunities (Horizon Europe, PRIMA), technological innovations, and expert insights
- **From Science to Policy:** Highlighting multi-country studies via "Living Labs Diaries" and publishing targeted Policy Briefs to align national agricultural agendas

=> **Strategic Imperative: A Shared Communication Platform**

- BEANS must establish an active, shared dashboard among all partners
- Exchange best practices, centralize research data, and foster a unified voice across the Mediterranean network

AXIS 2: Public Awareness & Engagement



Objective: Modernize the image of legumes, stimulate market demand, and actively engage youth and women

- **A Modern Digital Narrative:** Utilizing highly visual platforms (Instagram, TikTok) to re-establish legumes as a vibrant, modern pillar of the Mediterranean diet
- **Interactive Campaigns:** Launching the **#BeansChallenge** in collaboration with Mediterranean Chef Ambassadors to promote local varieties
- **Empowering Next Generation:** Organizing network **"Takeovers"** by young AgriTech entrepreneurs and women's cooperatives to showcase their market-ready innovations
- **Market-Ready Focus:** Teasing successful, commercialized legume products to prepare consumers and stakeholders for the future Mediterranean Sustainability Label.

AXIS 3: Visibility & the Amplification Strategy



Objective: Anchor BEANS in political agendas and territories through high-impact physical and hybrid events

Key 2026-2027 Milestones

Spring / Summer 2026

**Targeted didactic materials
(flyers, infographics) for Summer
Schools and the Youth Forum**

Early Autumn 2026

**High-impact branding
(Kakemonos) for the High-Level
Policy Round Table**

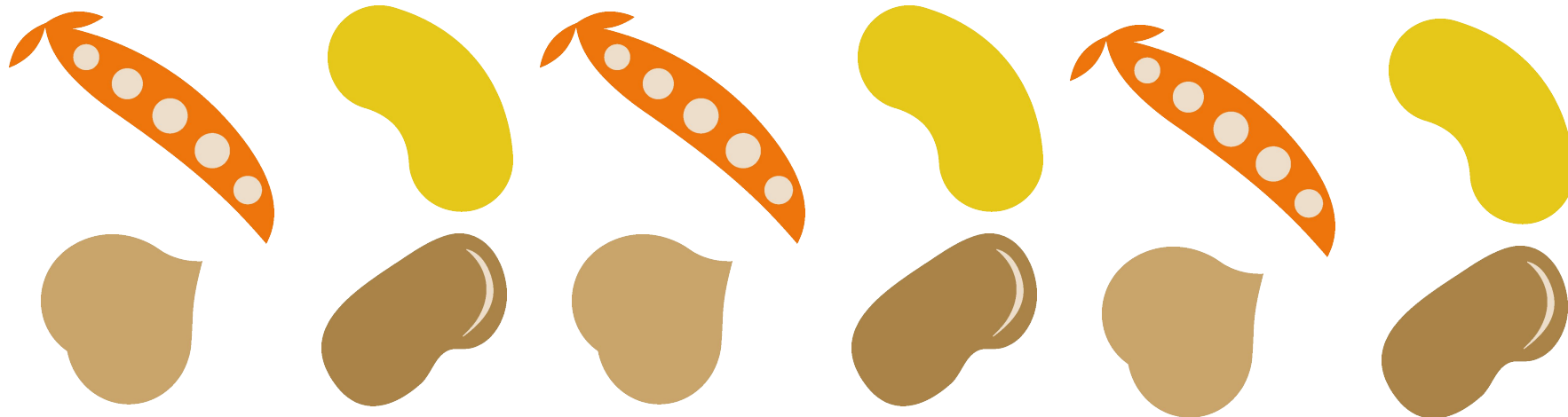
Late 2026 / Early 2027

**Comprehensive communication
kit for the Bi-Annual
Mediterranean Legume Summit**

The Mutual Amplification Imperative:

- To overcome budget constraints and maximize global reach, our shared communication platform must also be a **tool for mutual amplification**
- **Call to Action:** Partners are encouraged to use and distribute **BEANS "Communication Kits"** through their own established institutional networks, acting as a unified megaphone for our shared goals

THANK YOU!



Let's keep in touch - seghirate@ciheam.org