

T'AURUS

MS15 | FACTSHEET

IMPACT INDICATORS



TAURUS IMPACT OVERVIEW

Over the first 18 months, TAURUS has achieved significant milestones, enhancing visibility and engagement within the agrifood manufacturing sector.



KEY RESULTS

+190

LinkedIn Followers

+70

social media &
outreach actions

+111,900

estimated potential reach through
partner networks

8

Specialised blog
posts

2

education/industry
publications

13

Partner newsletter
editions

+5K

estimated readers
per edition

+16K

partner contacts
existing databases

6

Targeted events

4

Webinars &
infodays

5

Regional events

FROM VISIBILITY TO ENGAGEMENT

01 — AWARENESS

TAURUS established its visual identity and digital presence, expanding project visibility across European agrifood, skills and innovation ecosystems.

WEBSITE
LINKEDIN
PARTNER
NETWORKS
EVENTS

02 — INTEREST

Content increased awareness of the skills challenges linked to the digital and green transformation of agrifood manufacturing.

BLOGS
PUBLICATIONS
VIDEOS
NEWSLETTERS

03 — ENGAGEMENT

Direct interaction with SMEs, workers, technology providers, researchers, policymakers and other relevant stakeholders.

WEBINARS
INFO DAYS
SURVEYS
EVENTS

02 — INTEREST

The communication strategy is now moving from visibility towards participation, uptake and long-term impact.

PLATFORM
TRAINING
PILOTS
MENTORING

KEY ACHIEVEMENTS



BEYOND PROJECT-OWNED CHANNELS

Partner networks significantly amplified TAURUS content and helped extend its reach.

STRONG EVENT PERFORMANCE

Targeted events, webinars and regional activities exceeded the communication targets established in the Grant Agreement.

CONTENT ECOSYSTEM ESTABLISHED

The project created a consistent set of communication assets: website, social media content, publications, videos and promotional materials.

ADAPTING THE STRATEGY TO MAXIMISE IMPACT

The TAURUS newsletter was postponed to the second period while the dedicated audience was being built. In the meantime, 13 partner newsletters were used to reach established stakeholder communities reaching over 15.000 readers.



WHAT'S NEXT?



As TAURUS transitions from **communication impact** to **stakeholder action**, our focus is on fostering deeper engagement with partners across the agrifood manufacturing industry. We aim to create a robust platform that encourages participation and drives sustainable outcomes for all stakeholders involved.

The upcoming phase will prioritise initiatives such as **platform registrations, training, and pilot engagement**. Our goal is to empower SMEs and stakeholders through comprehensive assessments, mentoring opportunities, and active policy engagement, ensuring that the benefits of TAURUS are fully realised within the industry.



PLATFORM

Platform registrations facilitate enhanced outreach.

TRAINING

Training participation equips stakeholders with essential skills.

PILOTS

Pilot engagement allows for practical, hands-on experience.

ASSESSMENTS

SME assessments provide tailored support for growth.



Thank you for your
invaluable support and
collaboration!

“Engagement is the key to
driving sustainable impact
in agrifood innovation.”

– TAURUS Team

