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## D5.1 Dissemination plan

### WP5 Dissemination and networking

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### ***Project documentation sheet***

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Website	<a href="http://www.foodstars.uns.ac.rs">www.foodstars.uns.ac.rs</a>

### ***Deliverable documentation sheet***

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V2	26/01/2016	Integration of comments from Partners	FINS
V3	28/01/2016	Verification by the Coordinator	FINS
V4	29/01/2016	Final version	FINS
V5	11/04/2017	Updated version	FINS
V6	28/12/2017	<u>Pdated version</u>	FINS

## **Abbreviations**

DoA - Description of Action

FINS - Institute for Food Technology, Serbia

S&T - Science and technology

TEAGASC - Agriculture and Food Development Authority, Ireland

UNIBO - University of Bologna, Italy.



## **Table of Contents**

1 Executive summary.....	4
2 Project description.....	5
3 Dissemination strategy.....	6
3.1. Objectives of the dissemination activities and plan .....	6
3.2. Target groups .....	6
3.3. Definition of key messages .....	8
3.4. Dissemination methods .....	9
3.5. Dissemination time plan .....	10
3.6. Responsibilities .....	10
4 Initial dissemination activities (M1-M2).....	12
4.1 Selection of the project logo and visual identity of the project.....	12
4.2 Creation of the first leaflet layout and press release .....	12
4.3 Project website .....	13
4.4 Establishing a social media accounts .....	13
4.5 Preparation of dissemination lists.....	14
4.6 List of events during 2016 .....	14
4.7 List of activities to be organized during 2017 .....	15
4.8 List of activities to be organized during 2018 .....	16
5 Conclusions.....	17



## ***1 Executive summary***

The purpose of this document is to present the report on deliverable *D5.1 Dissemination plan* within FOODstars project, in compliance with the list of all deliverables as stated in FOODstars DoA. The document presents the aims and objectives of FOODstars dissemination strategy, as well as actions undertaken by FOODstars team in order to broaden project's visibility across Europe.

FOODstars project offers the idea of generating new knowledge and turning it into new products and services as a direct response to wider economic and social challenges. This document aims to present the dissemination plan with all its elements (objectives of the dissemination activities, target groups for dissemination, specification of communication channels and dissemination tools, dissemination materials to be prepared, timing and responsibilities).

Project results will be disseminated to relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are established.



## 2 Project description

This project is related to the work programme Twinning - H2020-TWINN-2015. The specific challenge of the project will be achieved by significant strengthening research capacities of the Institute for Food Technology of Novi Sad, Serbia (FINS) in the area of *food technology* in close collaboration with internationally-recognized research institutions: Teagasc - Agriculture and Food Development Authority, Ireland (TEAGASC) and University of Bologna, Italy (UNIBO). Transfer of knowledge will be achieved through short-term trainings, schools, thematic workshops, study visits, joint publications and various outreach activities and will consequently allow FINS to carry out efficient and high quality research that will be transferable to industry. S&T capacity of the linked institutions will be enhanced, new ideas and scientific challenges offered and further activities and joint applications for internationally funded projects enabled.

This project offers the idea of generating new knowledge and turning it into new products and services as a direct response to wider economic and social challenges. The Work Plan summarized as the *Innovative Food Product Development Cycle* is designed to strengthen the scientific excellence and innovation capacity of FINS and to create preconditions for the implementation of innovative food solutions in industrial scales and the commercialization of research results, and finally to perform the dissemination and networking activities and exploitation of results in order to establish a communication bridges between research community and industry and strategic and durable cooperation with partner institutions.



### **3 Dissemination strategy**

Dissemination strategy of the FOODstars project consists of six core components:

- Objectives of dissemination: to identify the project dissemination objectives;
- Target groups: to identify crucial target groups and bodies that are interested in the project;
- Key messages: to identify core project messages for specific target groups;
- Dissemination methods: to identify dissemination methods, tools and channels;
- Dissemination time plan: to establish a timing of dissemination activities;
- Responsibility of the partners.

#### **3.1. Objectives of the dissemination activities and plan**

The main goals of FOODstars dissemination activities are to:

- Promote the project results, experiences and best practice to all important stakeholders;
- Establish the communication bridges among all relevant target groups: scientific community, food industry and general public;
- Raise awareness on the emerging knowledge from food science;
- Create the possibilities for further development of all target groups within the frame of the *Innovative Food Product Development Cycle*;
- Improve the communication towards policy makers concerning all the factors important for food quality and safety.

The dissemination plan objectives of FOODstars projects are to:

- Identify the target groups at different territorial levels: EU, national, regional;
- Identify the communication needs of the target groups;
- Establish core messages of the project to be disseminated to the target groups;
- Identify dissemination methods and tools;
- Disseminate the results, solutions and knowledge collected within a project to the target groups;
- Define the timing of dissemination activities;
- Define the partners' responsibilities in dissemination activities.

#### **3.2. Target groups**

The project results will be disseminated throughout activities planned and designed at different levels to address the interests of broad range of target stakeholders:

- Scientific community;
- Food industry;
- General public;
- Relevant national and international food and science associations;
- Authorities;
- Media.



### ***3.2.1. Specification of target groups for dissemination***

#### ***Scientific community:***

- Universities,
- Research Institutes,
- Centres of Excellence.

#### ***Food industry:***

- Food SMEs,
- Food corporations,
- SME clusters and business associations.

#### ***General public:***

- Consumers,
- School children,
- Undergraduate students of food science and technology,
- NGOs.

#### ***Relevant national and international food and science associations***

- Centre for the Promotion of Science, food forums,
- ISEKI Food Association, IUFoST, EFFoST, EUFIC,
- Relevant networks all over Europe.

#### ***Authorities:***

- Associations and public bodies dealing with food science and technology issues,
- Policy makers.

#### ***Media***

- TV and radio at national and regional level,
- Web portals and blogs that collect and publish news from various fields of science,
- All interested journalists in Serbia and region.





### 3.3. Definition of key messages

**Table 1.** Key messages and foreseen impact of dissemination activities for target groups

Target group	Key messages	Foreseen impact
Scientific community	<ul style="list-style-type: none"> <li>- Clear information on the project: objectives, benefits and results.</li> <li>- Information on the <i>Innovative Food Product Development Cycle</i>.</li> <li>- Exchange of information and experiences.</li> <li>- Publishing in highly ranked scientific journals.</li> <li>- Presentation of the results at international conferences.</li> </ul>	<ul style="list-style-type: none"> <li>- Better scientific research orientation.</li> <li>- Better integration of different research, industry and consumer teams in the process of food product development.</li> <li>- Increased contacts and broaden networks, facilitated discussion between partners and developed durable partnerships.</li> <li>- Joint activities implemented.</li> </ul>
Food industry	<ul style="list-style-type: none"> <li>- Clear information on the project: objectives, benefits and results.</li> <li>- Information on the <i>Innovative Food Product Development Cycle</i>.</li> <li>- Exchange of the information and experience and potential implementation models.</li> <li>- Promoting joint actions.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased awareness on the improved innovation processes in the industry to enable better technology and/or product solutions.</li> <li>- Better understanding of the consumers' needs.</li> <li>- Increased innovation rate and competitiveness of the food industry.</li> <li>- Created long-lasting science–industry cooperation at any step in the innovation process.</li> <li>- Established cooperation through joint actions.</li> </ul>
General public	<ul style="list-style-type: none"> <li>- Clear information on the potential benefits derived from the project.</li> <li>- Information on the success stories.</li> <li>- Invitation to the planned public project events.</li> </ul>	<ul style="list-style-type: none"> <li>- Strengthen bonds with consumers and their involvement in the innovation process within the food industry.</li> <li>- Raised general public awareness on the food issues.</li> <li>- More involvement of youngsters in interactive food science education.</li> </ul>
Policy makers/ Food associations	<ul style="list-style-type: none"> <li>- Information on the <i>Innovative Food Product Development Cycle</i>.</li> <li>- Project results/impacts.</li> <li>- Invitation for the planned public project events.</li> </ul>	<ul style="list-style-type: none"> <li>- Improved understanding of factors important for policy makers.</li> <li>- Created synergies and cooperation established.</li> <li>- Increased awareness on the emerging knowledge from food science.</li> <li>- Increased awareness on the consumers' needs.</li> <li>- Broaden networks.</li> </ul>
Media	<ul style="list-style-type: none"> <li>- Information on success stories.</li> <li>- Invitation to the planned public project events.</li> <li>- Information on the <i>Innovative Food Product Development</i></li> </ul>	<ul style="list-style-type: none"> <li>- Establish a communication bridges between research community and industry.</li> <li>- Dissemination of information on project activities and results.</li> <li>- More public awareness of importance on food related issues</li> </ul>



Target group	Key messages	Foreseen impact
	Cycle.	

### 3.4. Dissemination methods

#### 3.4.1 Specification of communication channels and dissemination tools

##### Communication channels:

- **On-line:** Internet; social networks; research networks, press releases, research papers;
- **Off-line:** leaflets, press releases, research papers, newspapers and magazines;
- **Face to face:** personal communications, press conferences, events: Congress, workshop, round table, open day, information evening, and school.

##### Dissemination tools:

The project dissemination tools are expected to be effective both within institutions and project partner countries and beyond.

**Table 2.** Dissemination tools for Target groups

	Dissemination tool	Scientific community	Food industry	General public	Food associations	Policy makers	Media
<b>On-line</b>	Website	x	x	x	x	x	x
	Social networks	x	x	x	x	x	x
	Research networks	x	x		x	x	x
<b>On/off-line</b>	Press releases	x	x	x	x	x	x
	Research papers	x	x				
<b>Off-line</b>	Leaflets	x	x	x	x	x	x
	Newspapers/Magazines		x	x	x		x
<b>Face to face</b>	Congress	x	x		x	x	x
	Workshops	x	x		x	x	x
	Round tables	x	x				x
	Open days	x	x	x			x
	Information evenings			x			x
	Schools	x					x

#### 3.4.2 Types of dissemination materials to be prepared

- Leaflets in English, Serbian and Italian developed to present the main facts of the project at the beginning and the main project achievements at the end of project, they have to be easily understood by targeted stakeholders.
- Press releases- containing the most important project results.
- Web, social media channels – regularly updated information about the project.



### 3.5. Dissemination time plan

Developed *Dissemination Plan* will be made publicly available for interested external parties through the project website when it is launched and will be annually monitored and updated if in the case of newly identified, emerging activities.

**Table 3.** Timing for on-line and off-line dissemination activities

Communication channel	Dissemination activity title	Planned date (M)	Deliverable No
On-line	Website	7	D5.2
	Social networks	continuously	D5.2
	Research networks	continuously	D5.2
On/off-line	Press releases -2	34	D5.4
	Research papers	continuously	-
Off-line	Leaflets -2	31	D5.3
	Newspapers/Magazines	periodically	D5.4

**Table 4.** Timing for face to face dissemination activities

Dissemination activity	Dissemination activity title	Planned date (M)	Deliverable No
Workshop	New value from food processing waste streams and by-products	4 (21-22 March 2016)	D1.1
	Protective/preventive role of bioactive food components in human health	11 (25-27 October 2016)	D1.1
	Green extraction techniques in food science	19	D1.1
	Recent developments in microencapsulation of food ingredients	11 (October 2016)	D2.4
	Creation a successful business plan	16	D2.4
	IPR in food science	25-27	D4.1
	Knowledge transfer to food SMEs	29-31	D4.1
	From idea to innovative food product	28-33	D5.6
	On the road to Innovation Union: European food legislation	28-33	D5.6
School	Methods of optimization for advanced food processing	7 (June 2016)	D2.2
Outreach activities	Information evenings: <i>Everything you want to know about food quality but had no one to ask</i> (3)	16, 24, 31	D5.5
	Open days: <i>Inside FINS</i> (3)	16, 24, 31	D5.5
Round table	<i>Current problems in food SMEs in Serbia– and the ways of overcoming them</i> (2)	15, 28-33	D5.6
Congress	IV International Congress <i>Food Quality, Technology and Safety – FoodTech 2018</i>	32	D5.7

### 3.6. Responsibilities

All involved project partners are participating in the dissemination activities. Partner responsibilities in the dissemination activities were defined and updated at the project's kick-off meeting. New tasks will be allocated to partners and the table will be updated during the project implementation, if new activities emerge.

**Table 5.** Partner responsibilities in dissemination activities

Dissemination tool	No. of activities	Delivery date (M)	Description of dissemination tool	Responsible partners	Participating partners
<b>Dissemination plan</b>	3	2 (14, 26)	Plan of dissemination activities, publicly available on website, updated yearly	FINS	all
Website	1	7	All information relevant for the project implementation, updated regularly	FINS	all
Visual identity of project	1	7	Project logotype, graphic framework for project recognisability and visibility, used for all project materials	FINS	all
Social networks	100+	-	Facebook, Twitter, Instagram, LinkedIn	FINS	all
Research networks	10+	-	Relevant networks for food science and technology	FINS	all
Press releases	2	34	Information for media about project fact and achievements	FINS	all
Research papers	5-10	-	Research results obtained during the project	all	all
Leaflets	2	31	Main facts and achievements of the project	FINS	all
Newspapers/ Magazines	5-10	34	Articles for media about project fact and achievements	FINS	all
Congress	1	33	IV International Congress <i>Food Quality, Technology and Safety – FoodTech 2018</i>	FINS	all
Workshop	3	20	Plant bioactive raw materials and ingredients	UNIBO	UNIBO FINS
Workshop	2	19	Innovative food product development	TEAGASC	TEAGASC FINS
Workshop	2	32	Food science: IPR and knowledge transfer	TEAGASC	TEAGASC FINS
Workshop	1	34	On the road to Innovation Union: European food legislation	FINS	TEAGASC FINS
Workshop	1	34	From idea to innovative food product	FINS	FINS
Round tables	2	34	Current problems in food SMEs in Serbia– and the ways of overcoming them	FINS	FINS
Open days	3	32	Inside FINS	FINS	FINS
Information evenings	3	32	Everything you want to know about food quality but had no one to ask	FINS	FINS
School	1	9	Methods of optimization for advanced food processing	TEAGASC	TEAGASC FINS



## 4 Initial dissemination activities (M1-M2)

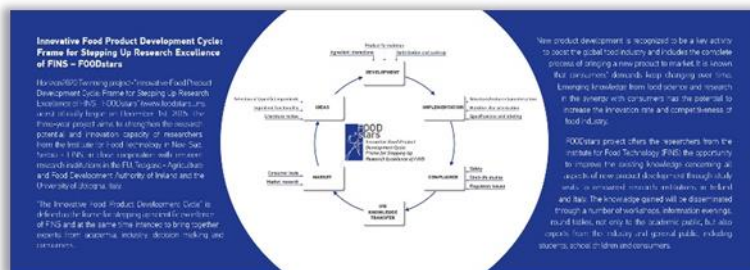
### 4.1 Selection of the project logo and visual identity of the project

Project logo has been designed, presented at the kick-off meeting, and after changes accepted by the Steering Committee. To ensure the visual identity of the FOODstars throughout the duration of the project, a set of templates has been designed including templates for project deliverables, PowerPoint and Poster presentations. Although the project visual identity was due to M7, the project Steering Committee agreed to pursue with suggested project branding.



### 4.2 Creation of the first leaflet layout and press release

The first leaflet containing the main facts of the project has been presented at the kick-off, and will be translated to Serbian and Italian language, printed and distributed within partners' networks. Leaflet will be available for downloading from the FOODstars website, once the FOODstars website is on the air (from M3).





Up to date several press releases in local and national newspapers have been launched, and will be a part of D5.4. FOODstars has been promoted at TV station with national frequency (Radio Television Vojvodina) in a live show *Razglednice* (20.000+ viewers).

### **4.3 Project website**

The project website domain is [www.foodstars.uns.ac.rs](http://www.foodstars.uns.ac.rs). The structure of the webpage is defined, material for website is prepared, and the project website is under construction. Deliverable D5.2 – FOODstars website is scheduled for M7.

Website will include the following pages:

- Home page
  - About FOODstars
  - Project overview
  - News
  - Events/calendar of events
  - Follow us (Facebook, Twitter, LinkedIn)
  - Open forum
- FOODstars overview
  - Objectives
  - Work Packages (WP1-WP6)
  - Expected Impact
  - Technical details
- Partners
  - FINS
  - TEAGASC
  - UNIBO
- Outcomes
  - Workshops
  - Trainings
  - Schools
  - Study visits
  - Outreach activities
  - Round table
  - Congress
- Internal portal (for Project members only)

### **4.4 Establishing a social media accounts**

To enable a two-way communication with the web community, the following accounts were set up:

- Facebook - <https://www.facebook.com/FOODstarsProject/>
- Twitter - [https://twitter.com/FOODstars\\_PR](https://twitter.com/FOODstars_PR)
- LinkedIn - <https://www.linkedin.com/in/foodstars>
- Instagram - [https://www.instagram.com/foodstars\\_pr/](https://www.instagram.com/foodstars_pr/)



#### 4.5 Preparation of dissemination lists

For all recognised and targeted stakeholders who are going to be involved in dissemination and networking activities, the initial list containing relevant data, such as company, name, email, and phone is in the phase of preparation. Generated list will be available on FOODstars website for project team members only. On-line document will be shared with EC upon request.

#### 4.6 List of events during 2016

FOODstars website contains the list of events organized by the FOODstars and events at which project results were promoted and presented.

**Table 6.** Events organized by FOODstars in 2016

Type	Date	Place	Name	Type of audience	Audience size	Partner involved
Workshop	21-22 March 2016	FINS	New value from food processing waste streams and by-products	Scientific community, food SMEs	63	FINS, TEAGASC
School	23-27 May 2016	FINS	Methods of optimization for advanced food processing	Scientific community	22	FINS, TEAGASC
Workshop	6-7 Oct 2016	Novi Sad, Serbia	Recent developments in microencapsulation of food ingredients	Scientific community	58	FINS, TEAGASC
Workshop	13-14 Dec 2016	Novi Sad, Serbia	Protective/preventive role of bioactive food components in human health	Scientific community	60	FINS, UNIBO

**Table 7.** Events at which FOODstars was promoted at 2016

Type	Date	Place	Name	Type of audience	Audience size	Partner involved
Outreach activities	7-8 May 2016	Novi Sad, Serbia	International Festival of Science and Education 2016	all	300+	FINS
Conference	25-27 Oct 2016	Novi Sad, Serbia	FoodTech 2016	Researchers and industry	350+	Teagasc, UNIBO and FINS
Conference	21-25 Aug 2016	Dublin, Ireland	18th IUFOST World Congress of Food Science and Technology	Researchers		Teagasc and FINS
Outreach activity	23 Nov 2016	Teagasc, Ashtown, Ireland	Food Innovation Gateway	Researchers and industry	100+	Teagasc and FINS



## 4.7 List of activities to be organized during 2017

FOODstars website will contain details of events after their completion.

**Table 8.** Events already scheduled by FOODstars in 2017

Type	Date	Place	Name	Type of audience	Audience size	Partner involved
Workshop/ Hands-on training	21-22 Mar 2017	FINS	Green extraction techniques in food science	Scientific community, food SMEs	60+	FINS, Leiden University
Round table	17 May 2017	International agricultural fair, Novi Sad	Current problems in food SMEs in Serbia—and the ways of overcoming them	Food SMEs, food industry	50+	FINS
Outreach activities	5 May 2017	FINS	Open days: Inside FINS	High-school students	40+	FINS
Outreach activities	13-14 May 2017	University of Novi Sad	International Festival of Science and Education 2017	All	500+	FINS
Workshop	22-23 May 2017	FINS	Creation a successful business plan	Scientific community, food SMEs	60+	FINS, UNIBO
Outreach activities	June 2017	FINS	Everything you want to know about food quality but had no one to ask	Consumers, general public	50+	FINS
Workshop	December 2017	FINS	IPR in food science	Scientific community, food SMEs	50+	FINS, TEAGASC





#### 4.8 List of activities to be organized during 2018

FOODstars website will contain details of events after their completion.

Table 9. Events already scheduled by FOODstars in 2018

Type	Date	Place	Name	Type of audience	Audience size	Partner involved
Round table And Workshop	Februar/March 2018	Provincial Secretary for technological Development of Autonomous Province of Vojvodina	Round table: Interaction with food SMEs and workshop: From idea to innovative food products	Scientific community, food SMEs, brand managers, stakeholders	100+	FINS
Outreach activities	15 March 2018	FINS	Everything you want to know about food quality but had no one to ask	Consumers, general public	80+	FINS
Outreach activities	To be determined	FINS	Everything you want to know about food quality but had no one to ask	Consumers, general public	80+	FINS
Outreach activities	March 2018	FINS	Open days: Inside FINS	Undergraduate students From Serbia and from Africa	40	FINS
Workshop	17 May 2018	International agricultural fair, Novi Sad	Knowledge transfer to food SMEs	Scientific community, food SMEs, stakeholders	100+	TEAGASC, FINS
Workshop	June/September 2018	Serbian Chamber of Commerce	On the road to Innovation Union: European food legislation	Scientific community, food SMEs, stakeholders	120+	TEAGASC, FINS
Congress	October 2018	To be determined	International Congress Food Technology, Quality and Safety - FoodTech	Scientific community, food SMEs, stakeholders	300+	FINS, TEAGASC, UNIBO



## ***5 Conclusions***

This dissemination plan provides FOODstars project with a framework for the dissemination strategy of the project results and networking throughout the planned activities foreseen in the project. The objectives were set and various stakeholders identified to achieve the effective dissemination. This plan is flexible, aiming to maximize the use of project deliverables and will be used as an initial strategy which will be reviewed, revised and updated. The project team members have an experience in the identified dissemination tools, and this plan enables the future development of the team and provides a clear timing on foreseen activities.