

NEWFEED

Turn Food Industry By-products into Secondary Feedstuffs via Circular-Economy Schemes

Grant Agreement number: 2013, Call 2020 Section 1 Farming IA

Dissemination and Communication Plan

Deliverable number 1.6

Work Package 1	Alternative feed value chains appraisal through a multi-actor approach
Task 1.3	Dissemination & Consumers Awareness
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Foreword

The work described in this report was developed under the project NEWFEED: Turn Food Industry By-products into Secondary Feedstuffs via Circular-Economy Schemes (Grant Agreement number: 2013/ Call 2020 Section 1 Farming IA). If you wish any other information related to this report or the NEWFEED project please visit the project web-site (www.newfeed-prima.eu) or contact:

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PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Executive Summary

This deliverable (D1.6) is an update version of D1.5 (submitted on M6), which initially presented the dissemination and communication plan for the NEWFEED Project. Specifically, D1.5 provided the overall project dissemination and communication strategy as well as the key stakeholders, the communication channels, the messages and the monitoring and evaluation mechanism, while a detailed description of the communication and dissemination activities that will take place during the lifetime of the project implementation were also presented. According to D1.5, Communication and Dissemination Plan will be regularly updated and adapted to new scenarios and events. In the present deliverable minor changes have been made, namely an additional paragraph has been added presenting the evaluation of the effectiveness of NEWFEED Communication and Dissemination Plan until M18 based on the set KPIs.

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1. Introduction

1.1 Project aim

NEWFEED overall objective is to develop and adopt alternative animal feeds, setting up a circular economy approach in the livestock production by turning food by-products into high value secondary feedstuff for animal feed and to increase the Mediterranean livestock sustainability by valorizing local food industry by-products to reduced environmental impact and costs.

Three value chains at the Mediterranean area will be validated to create new business opportunities based on a multi-actor approach in their conception, configuration, and its sustainability assessment:

- The 1st case study will assess the use of grape stem from wineries as a second-generation feedstuff to produce a new feed ingredient for ruminants (dairy sheep and cattle). This case study is led by AZTI and tested in Spain.
- The 2nd case study will assess the use of orange peel from orange juice industry to produce an improved feed ingredient for ruminants (dairy sheep). This case study is led by NTUA and tested in Greece.
- The 3rd case study will assess the use of olive cake from olive oil industry to produce an improved feed ingredient for poultry (broiler chicken). This case study is led by HUSD and tested in Egypt.

Within this framework, the specific objectives for the project are to:

- Optimize and scale-up three new feed ingredients from winery, orange juice, and olive oil industry by-products. The processing will include solid fermentation and enzymatic hydrolysis to improve their nutritional value and digestibility and enhanced drying process to stabilize them and foster their feed safety, security and shelf - life.
- Test and validate the entire value chain for three case studies with a multi-actor approach strategy (by-product generation, collection, processing-stabilizing, feed formulation, animal husbandry, consumer acceptability, sustainability, and regulatory aspects), which will help the adoption of new feed sources by livestock systems.
- Validate three intermediate ingredients and the final diets with animal feeding trials (TRL 6-7).
- Assess the sustainability of the new value chains from the environmental, economic, and social point of view.
- Define the market replicability of each value chain in the Mediterranean area (business models, road maps).
- Communicate and disseminate the project results and developments to the relevant stakeholders.

1.2 Communication & Consumers Awareness

In the Task 1.3 of WP1 the Communication and Dissemination Plan of the project will be defined.

Task 1.3 aims at:

- raising visibility of the project and the public awareness on sustainability, circular economy, resource efficiency, climate neutral, food system interconnexion, local innovation, economic growth, jobs in rural or renewable biological resources,
- facilitating communication and sharing of knowledge among partnership and establishing the projects' communication & dissemination strategy, and
- developing targeted activities for the communication and dissemination of project achievements.

The Communication and Dissemination plan will contain the procedures and methods to be followed for the communication of project objectives and results as well as the overall strategy for dissemination. A clear communication & dissemination strategy will be established from the first days of the project, and it will be followed by the necessary adjustments for the whole project lifetime. The Communication and Dissemination Plan will describe the aim and scope, it will identify the target audiences, it will describe the communication channels that will be used and it will map the networking activities that will be developed with other projects initiatives.

2. Dissemination and Communication and strategy

2.1 Overall objectives

The NEWFEED Dissemination and Communication Plan and forthcoming activities will ensure that the project achievements will be widely disseminated to the target audience, at appropriate times and via appropriate channels, and that external stakeholder who can contribute additional value to the development, evaluation, uptake and exploitation of these achievements can be identified and encouraged to participate.

The main objectives of NEWFEED's Dissemination and Communication Plan are:

- to increase the visibility of the project and disseminate the achieved results,
- to trigger the interest and attention of wider public and consumers on the solutions provided by the project,
- to generate awareness and engage stakeholders to the exploitation and valorization of food industry by-products, and
- to develop a collaborative network among different related projects, companies, and stakeholders for sharing experiences and results.

Communication and dissemination activities are an essential part of project actions, which are designed to inform the stakeholders of the relevant value chains and the public about the goals and outcomes of NEWFEED project. The overall communication objectives of the project are:

- Development of Project Identity & Branding.
- Development of Promotional Materials.
- Launching and maintaining of Project Website.
- Establishment of Project Social Media presence.
- Facilitation of Media Coverage.

- Publication of project results in scientific journals, magazines, etc. and presentations in conferences and events.
- Organization of Demonstration Workshops at National and Mediterranean level.
- Networking with other projects and initiatives.

2.2 Strategy Approach

The NEWFEED Dissemination & Communication Plan will be based on the following 4-stages methodology:

1st Stage: Why to disseminate? (Aim & Scope)

A project with high visibility and active interaction with key stakeholders will facilitate the effective dissemination of its outcomes. Providing to the target audience with advance notice of future activities will increase its awareness, it will create links with the project, and it will establish and reinforce a wider networking activity. It is very crucial to promote the project results outside the partnership for the following reasons: i) the project results will be fully exploited in the most effective manner; ii) the knowledge and information gained through the project, can be made available to the food sector stakeholders; iii) the project achievements and solutions can be reused and replicated in other projects, becoming a reference point triggering further developments in the field and beyond; v) the project results will bring value and benefits to society in general.

2nd Stage: What to disseminate?

This stage is dealing with the appropriate selection of the project information capable for dissemination, on a clear and obvious way and keeping in mind the protection of specific part of knowledge so as not to endanger the results exploitation. Taking these under consideration, the following will be disseminated: i) Aim, objectives and key facts of the current situation concerning the exploitation of food industry by-products ii) Achievements and results iii) Events promotion and results i) Ready for use solutions, along with lessons-learned and recommendations, ii) Demonstration sessions on the new solutions.

3rd Stage: What are the target groups for dissemination?

Starting from the participating countries (Spain, Greece, Egypt and Turkey) the NEWFEED project will be demonstrated to the stakeholders of the food, feed and livestock sector in the whole Mediterranean area. More specifically the target groups are:

- Public Authorities and administrations in charge of managing, planning and regulating the environmental policies within the food value chain.
- Scientific community involved in food chain sustainability research due to its role in developing knowledge guidelines and best practices.
- Investors and relevant professionals that can develop business opportunities within recovery of food waste value chain or the production of animal feed.
- Food, feed and livestock companies.
- Organizations focused on environmental protection due to their potential to disseminate and support these types of initiatives.

- The society to increase environmental awareness about climate change and to create a more sustainable society.

4th Stage: How to disseminate?

Given that the target groups identified cover the whole food, feed and livestock sector, a different approach is necessary for each target group. At the same time, the usage of specific social media, such as Twitter and LinkedIn and the dedicated website play an important role, for the dissemination of the project and its results, promoting possible future cooperation but even more providing real feedback over the circulation of project and a valuable participants' data bank for future projects. The methods and channels will prepare for the scaling-up of the project solutions and will allow for getting the market ready for their use.

The focus for Year 1 will be to raise awareness on the project's objectives, expected results and general impact. In the second and third year a more targeted approach will be followed, with the aim to create synergies with other similar projects and engage stakeholders more actively. During the final year dedicated demonstration workshops will take place to ensure the diffusion of proposed solutions while special focus will be given to the development of a continuation strategy to follow up the exploitation strategy. To ensure effective implementation of the plan, all project partners will be involved in the planned Dissemination and Communication activities, under the guidance of SEVT, which will ensure that the project activities and results will be widely shared among the identified stakeholders in time and through the most appropriate channels.

3. SWOT Analysis of enabling environment for communication and dissemination

The SWOT Analysis presents the strengths, weaknesses, opportunities and threats of the environment in which the communication and dissemination activities will be performed. The recognition of the current situation and the factors which will affect the communication and dissemination strategy will enable the development of targeted actions and will lead in better results. The purpose of the analysis is to become aware of the potentials and barriers to better plan the strategic approach. The SWOT analysis is presented in Table 1.

Table1: SWOT analysis of NEWFEED communication environment

Strengths	Weaknesses
<ul style="list-style-type: none"> • Transnational character of the project – implementation in 4 countries. • Topic in line with the main strategies of EU & UN (Green Deal, F2F & SDGs). • Meet a market demand for advanced exploitation of agri-food by-products • Credibility offered by the financing of PRIMA Programme. 	<ul style="list-style-type: none"> • Low recognition of project brand. • Lack of impact points and results that can be presented the 3 first years. • The complexity of the scientific part of the project which sometimes is difficult to be understandable from the media and public. • The high level of technological knowledge risks generating a language which hinders understanding for non-technical stakeholders.

<ul style="list-style-type: none"> • Partners composition which covers effectively all the participating countries. • The number of case studies and end-users ensures a widespread reach and visibility. • Experience of partners in organizing dissemination and communication activities. • Networking with other projects and initiatives at national and European level. • The high pool of stakeholders which each partner carries in the project. 	<ul style="list-style-type: none"> • The lack of experience, of scientific partners mainly, to present the scientific results in layman manner. • The project information has been drafted in English and its transfer to the national languages leads sometimes in ambiguities. • The success of the communication and dissemination strategy depends on the effort of each partner at national level. • The decline of the monitoring activities for the implementation of the communication and dissemination strategy. • The decline of communication and dissemination activities after the end of the project.
<p>Opportunities</p> <ul style="list-style-type: none"> • Novelty: project provides innovative solutions for the exploitation of by-products, especially for the area of North Africa. • Diffusion of innovative approaches and initiatives to the North African relevant industry sectors. • Development of networking activities and cooperation between South Europe and North Africa. Reach out to new markets and actors forming new constellations. • Improvement of relevant industry sectors image in both geographical areas. 	<p>Threats</p> <ul style="list-style-type: none"> • Lack of attention from the relevant stakeholders • Covid-19 pandemic has limited the organization of big dissemination events. • Not reaching statistically significant input/feedback from stakeholders. • The non-effective understanding of the provided solutions from the relevant industry sectors.

The analysis shows that NEWFEED has a strong foundation on which to create impact, being an innovative and widely applicable project. The challenge will be to use resources wisely, giving the right people, the right information at the right time for maximum impact.

4. Communication and dissemination principles & objectives

To ensure maximum efficiency and impact of the dissemination and communication plan the abovementioned principles will be followed:

- Flexibility: the communication and dissemination strategy need to be flexible in order to adapt to the changing needs and challenges of the target groups and the environment that takes place.
- Adaptability: To maximize efficiency and impact to all target groups, the partnership will develop core messages tailored to the different target audiences while expressed in a relative context.
- Exploitation: it is important to exploit all the relevant synergies and networking to reach key audiences and to avoid a duplication of effort.
- Multi-targeted communication: The communication strategy will cover the entire project and will include a variety of tools and channels to cover effectively all the target groups.

The main communication objective of NEWFEED Dissemination & Communication Plan is the public recognition of NEWFEED brand in the 4 participating countries and beyond them among the selected target groups. The ultimate communication and dissemination objective is the better capitalization and exploitation of project outcomes for the benefit of society. Figure 1 presents the process for the progressive increase of communication and dissemination activities.

1st Year	2nd & 3rd Years	4th Year
<ul style="list-style-type: none"> - Create awareness for the project - Disseminate scope, aim and concept in relevant stakeholders - Build project brand - Engage stakeholders and general public - Build networking activities with other projects 	<ul style="list-style-type: none"> - Continue to create awareness. - Communicate and disseminate the first results in public events - Keep engaging stakeholders and general public further - Keep building networking activities with other projects 	<ul style="list-style-type: none"> - Enhanced communication and dissemination of project results through the communication channels of all partners. - Increased press coverage. - Preparation for wider update of the NEWFEED outcomes through the 4 demonstration sessions - Preparation of the exploitation of project solutions

Figure 1: The process of the communication and dissemination activities

4.1 Target groups - Stakeholders

The most crucial goal of NEWFEED Communication and Dissemination Plan is to identify the key target groups who will contribute to the project and influence its success. It is essential to understand the needs and the expectations of these stakeholders since each of them needs different approach. Each stakeholder category has a different level of power in influencing, communication reach or decision making. In this context, the stakeholders which are more important to reach and engage, must be identified appropriately to assist with the dissemination of the project results to the right audience. Dissemination channels and materials must be created and developed accordingly to achieve maximum impact. The following target groups have been identified as critical for the project success:

- Food, feed and livestock companies
- Public Authorities and administrations in charge of managing, planning and regulating the environmental policies within the food value chain.
- Scientific community involved in food chain sustainability research due to its role in developing knowledge guidelines and best practices.
- Investors and relevant professionals that can develop business opportunities within recovery of food waste value chain or the production of animal feed.

- Organizations focused on environmental protection due to their potential to disseminate and support these types of initiatives.
- Media / Press
- Citizens / society, to increase environmental awareness about climate change and to create a more sustainable society.

The following table provides an overview of the stakeholders' description, importance and means to reach them.

Table 2: The Target Groups and the communication channels

Stakeholder - Target Group	Presentation	Importance	Communication channels
Food, feed and livestock companies	The producers of food products from which the by-products arise, the producers of feedstuff who are looking for new more sustainable sources of ingredients and the livestock producers who want to maximize the performance through the improvement of animals' diet.	High	<ul style="list-style-type: none"> • Website/social media • Demonstration workshops • Advisory boards • Newsletters • Leaflets • Info-events • Networking activities with other projects
Public Authorities and administrations in charge of managing, planning and regulating the environmental policies within the food value chain	A critical target group for the exploitation of the project results and realization of the long-term impact of the project.	High	<ul style="list-style-type: none"> • Website/social media • Advisory boards • Info-events • Newsletters • Targeted communication with project results
Scientific community	This target group refers to research and academic organizations, scientific journals, committees, and other groups in research fields related to food, feed and livestock chain sustainability research due to its role in developing knowledge guidelines and best practices.	Medium to high	<ul style="list-style-type: none"> • Website/social media • Info-events • Networking activities • Newsletters • Publications • Conferences & workshops • Networking activities with other projects

Investors and relevant professionals	This target group focuses on the organizations and professionals that can develop business opportunities within recovery of food waste value chain or the production of animal feed	Medium to high	<ul style="list-style-type: none"> • Website/social media • Demonstration workshops • Newsletters • Leaflets • Info-events
Organizations focused on environmental protection	These organizations have the potential to disseminate and support these types of initiatives	Medium	<ul style="list-style-type: none"> • Website/social media • Newsletters
Media & Press	Media & Press are crucial for the wide dissemination of project	Medium to high	<ul style="list-style-type: none"> • Website/social media • Press Releases
Citizens / society	The focus in this group is to increase environmental awareness about climate change and to create a more sustainable society	Medium to high	<ul style="list-style-type: none"> • Website/social media/ Media

The categories of high importance consist of the major stakeholder groups that are directly interested in NEWFEED advances. Consequently, the approach to communication will be tailored to their needs and will engage them in future collaboration. The stakeholders list will be assessed and updated on a regular basis during the project.

4.2 Tailor made messages

A research project will be successful not only when it produces the expected research results but also when these results will be communicated through tailor made messages to the right audience. Tailored messages for the project, for the sustainability of agrifood, feed and livestock industry and for the circular economy approach will be developed. A set of specific and well understood messages (general, short general and tailored) are presented below.

Short General Message 1

NEWFEED will exploit food industry by-products for the development of alternative animal feeds both in South Europe and North Africa countries

Short General Message 3

NEWFEED is a pioneer innovation initiative in the field of Food, Feed & Livestock producers, connecting 4 countries in 2 continents (Europe and Africa), led by AZTI a research center in Spain and funded by European Commission, via the PRIMA Programme.

Short General Message 5

The results of the NEWFEED project will be delivered by the end of 2025 and will contribute to the long-term competitiveness and sustainability of the livestock sector in South Europe and North Africa.

Short General Message 2

NEWFEED will make the European and the North-Africa agri-food sector greener and more sustainable:

- by implementing a set of innovative solutions to valorize the food industries by-products into high value secondary feedstuff for animal feed
- by promoting the approach of the circular economy into the agri-food supply chains and by providing solutions which can be implemented in other by-products as well.

Short General Message 4

NEWFEED project is implemented in 4 countries:

- Spain
- Greece
- Turkey
- Egypt

NEWFEED project covers following sectors:

- Food (wine, fruits & juices & olive oil)
- Feed for food-producing animals (Ruminants, Dairy Cattles & Poultryes)
- Livestock (Ruminants, Dairy Cattles & Poultryes).

General Message

NEWFEED aims:

- to develop and adopt alternative animal feeds, setting up a circular economy approach in the livestock production by turning food by-products into high value secondary feedstuff for animal feed.
- to increase Mediterranean livestock sustainability by valorizing local food industry by-products to reduced environmental impact and costs.

Three value chains at the Mediterranean area will be validated to create new business opportunities based on a multi-actor approach in their conception, configuration and its sustainability assessment:

- the use of grape stem from wineries as a second-generation feedstuff to produce a new feed ingredient for ruminants (dairy sheep and cattle),
- the use of orange peel from orange juice industry to produce an improved feed ingredient for ruminants (dairy sheep),
- the use of olive cake from olive oil industry to produce an improved feed ingredient for poultry (broiler chicken).

The tailored key messages can be construed according to different target areas:

Food Industry-oriented message 1

NEWFEED provides high value alternatives for the recovery of food by-products by establishing synergies between food industries and feed and livestock sectors:

Outcomes to be presented:
- Valorisation strategies.

Valorisators-oriented message 2

NEWFEED provides new business opportunities within the recovery of food by-products value chain following the principles of circular economy.

Outcomes to be presented:
- Valorisation strategies.
- Business model

Feed & Livestock-oriented message 3

NEWFEED provides value-added alternative feeds that contribute to guaranteeing the supply of feed to livestock and, therefore, the sustainability of Mediterranean livestock farming.

Outcomes to be presented:
- Feeding strategies.

Commercially-oriented message 1

The exploitation of food industry by-products will create new business opportunities. NEWFEED will provide new business models and plans for the proposed valorization strategies.

Commercially-oriented message 2

NEWFEED will lead to the deduction of the cost of the specific livestock production, and it will increase the quality of the final products.

Commercially-oriented message 2

NEWFEED will reduce the dependence on imported raw materials for feed production.

Story-oriented message

NEWFEED solutions show that the circular economy approach is possible to the food and feed sector and leads to the development of high value secondary feeds which promote animal health and affect positively the quality of the final food products, without jeopardizing food and feed safety and satisfying consumers demands for more sustainable diets.

5. Communication channels and activities

The presented Communication and Dissemination plan predicts the implementation of following communication activities and channels:

5.1. Communication activities & channels

Logo

By Month 3 the partnership will release the official NEWFEED logo which will represent the visible “brand” of the project. Logo will be elaborated to include the concept of circular economy, food by-product and feed. The logo will be used in all material, actions and activities developed by project partners.

Project Website

The website will be the main tool for communication and dissemination activities during project lifetime and after it. All the produced communication material, public deliverables, announcements for events will be posted in the website. Visiting the project site, the interested audience will get informed for the project, its progress, activities and achievements. All project deliverables, newsletters, multimedia and related articles will be posted on the website. SEVT will be responsible for the creation and development of it and for the update of the content with the contribution of all partners. To increase the traffic of the website, it will be shared for the social media of the project and the partners. The official URL of the project will be www.newfeed-prima.eu and will be finalized by month 6.

Table 3. Structure, objectives, and content of NewFeed website.

<i>Main sections</i>	<i>Sub-sections/ Objectives</i>	<i>Content</i>
Home	Easy access to the main information about the project (case studies; involved beneficiaries; news & events).	<ul style="list-style-type: none"> • Reference to each case study with a link to direct visitors to a specific section with more details about each one. • Easy access to events of the project with the development of a widget. • An active section for the visitors to easily find our profiles in Twitter and LinkedIn. • Newfeed partners, logos, and links for each one. • Development of a widget in which the visitor can easily access Newfeed’s Twitter feed.
About	Challenge	<ul style="list-style-type: none"> • A summary of the project scope and overall objectives. • Presentation of each case study, description, and main goals. • Direct link to each case study latest news and updates.
	Strategy	<ul style="list-style-type: none"> • Project methodology. • Specific objectives.
	Impact	Presenting the impact in the framework of circular economy.
Partners	Introducing the Newfeed partnership	Each partner’s logo with a direct link to its website.

News & Events	Dynamically changing section with news and events related to NewFeed project.	<ul style="list-style-type: none"> News about: each case study progress, announcements of publications (such as newsletters and project press releases) and in general news about the project (annual meetings, advisory boards etc.). Events: announcement of the upcoming events (conferences, workshops etc..) along with relevant information and participation links. Articles about the finished events, in which NewFeed project partners participated or organized with information about the outcomes, the participation etc. News about each case study would be easy to be found, by clicking the specific category.
	Informing the visitors about the latest news of the project related to each case study and announcements of publications.	
	Promoting the upcoming events and reporting those that have been performed.	
Media corner	Media kit	Communication material (Leaflet; Notice board; Roll up).
	Newsletter	Newsletters of NewFeed project with download option.
	Press Release	Press Releases of NewFeed with download option in English, Spanish, Greek, Turkish and Egyptian.
Stakeholders corner	Networking A section dedicated to other projects related to NewFeed, allowing and promoting stakeholders' engagement and their participation to networking activities.	<ul style="list-style-type: none"> A reference to relevant projects to NewFeed by incorporating their logo, a link to their website and an executive description of each (start-end date, aim of the project etc.) A section for reporting clustering activities with other relevant projects. Contact information for potential collaboration with other relevant projects.
	Advisory board A section dedicated to the Advisory boards during NewFeed project to engage stakeholders and provide information about this action.	<ul style="list-style-type: none"> General information regarding the NewFeed Advisory boards. Contact information for participation. News about the performed Advisory Boards (participants, objectives, outcomes). Information about the upcoming Advisory boards.
	Demonstration workshops Providing information about this action. Promoting stakeholders' engagement.	<ul style="list-style-type: none"> General information and main goals of NewFeed Demonstration workshops. Calendar of possible dates. Contact point for participation. Latest news on completed Demonstration workshops.
Outcomes	Public results	<ul style="list-style-type: none"> Public deliverables of NewFeed project. Videos presenting results of the project.
	Scientific articles	<ul style="list-style-type: none"> Scientific articles published in open access and/or SCI journals with relevant details (authors names; title; DOI)
	Conferences	<ul style="list-style-type: none"> Reference to the conferences that the Newfeed partners would attend and present scientific results.

		<ul style="list-style-type: none"> • Information about the authors, title of presentation or poster, date, and the title of the conference • Access to the presentation, abstracts and posters developed and presented to each conference by Newfeed partners.
Contact us		<ul style="list-style-type: none"> • Contact information. • Easy access to Twitter and LinkedIn NewFeed profiles.

Partners' websites

The partners will create in their websites, a section for the project where the main scope, the objectives and the expected results and the link to the project website will be presented. The funding source must be cited.

Press releases

Press releases will be published at the key milestones of the projects:

- Press release # 1: Kick of meeting of the project
- Press release # 2: Demonstration Workshops
- Press release # 3: Communication of the project outcomes

Press releases will be prepared in English, and they will be translated and adjusted in the languages of the project. SEVT will contact international media and one partner per country will be in charge of local media. SEVT in Greece, AZTI in Spain, METU in Turkey and Heliopolis University in Egypt. The PR produced in all languages will be uploaded on the project website. In specific cases local partners are free to prepare extra Press Releases, if needed, using the logo and the key messages of the project.

Press kit for media

Press kit will include all the basic information for project and its aim is to be distributed to the media of the participated countries at any time and occasion. The Press kit will include:

- The presentation of the project.
- A short presentation of each partner
- Statements from the companies of the project
- The brochure of the project

The content of the Press Kit will be developed in English and each partner must adjust to local language. All versions will be published on the project website.

Newsletter

Newsletters will be prepared and published on yearly basis. They will include information about the project status and progress, planned dissemination and communication activities, research work progress and the outcomes. The newsletter will be developed in english and each partner will decide if its nessecary to be translated or not. The Newsletter will be uploaded in project website and it will be spread from partners to all relevant stakeholders. SEVT will be responsible for the development of the Newsletter with the contribution of all partners.

Project Brochure

A brochure containing the basic information of the project will be developed up to Month 6. The brochure will be designed taking under consideration the logo and the project concept and it will include the aim, the specific objectives, the expected outcomes, and the partnership as well as the basic data on financing and duration. It aims to increase the visibility of the project. Each partner will decide if it will be translated to its national language or not.

Outcomes' infographic

At the last six months of the project and in relation with the Demonstration Workshops an infographic will be prepared to present the concrete outcomes of the project. It aims to enhance the transferability of the project results. The infographic will be distributed during the Demonstration workshops in Europe and Africa. It will be drafted in English and each partner will decide if it will be translated in the national languages. All infographic variations will be published on the project website. The Infographic will be finalized by month 45 and will be distributed in electronic version or, if any, printed.

Roll-up

A Roll-up with the basic information of the project will be developed after M12 to be used in live events and workshops. A version in English will be created and each partner will decide if it will be translated or not. At least one per country will be printed.

TWITTER account

A Twitter account [@NewfeedP](#) will be created and maintain an up-to-date communication regarding the project's progress, future activities, and active communication with interested parties. SEVT will manage the Twitter account and it will be the main focal point for the partners. At the same time each partner will be requested to contribute monthly regarding the events and/or meetings taking place in their country and to provide information for posting. The Twitter account will be developed by M6.

LINKEDIN page

A [Linkedin](#) page will be created to publish technical-related news on NEWFEED and to catch the attention from researchers and the industrial stakeholders. SEVT will manage the LINKEDIN page and the partners will be requested to contribute with posts on a monthly basis.

Notice Board

A Notice Board will be developed which will be displayed at strategic places in all partners premises, accesible and visible to the public. The Notice Board will be maintained at least for 2 years after the end of the project. It will be developed by SEVT and it will contain the basic infos for the project (Title, objectives, beneficiaries, duration, budget, EC funding and PRIMA and project logo). The Notice Board will be created the first six months of the project implementation.

Presentation on conferences, workshops, food, feed and livestock sectors dedicated events

The partners will exploit any available opportunity to disseminate the project and its results in conferences, workshops and events. For this purpose, the presentation template of the project will be created by SEVT, the first six months of the project, to be used by all partners. All the events to which the different partners attend to disseminate the project, will be communicated in advance to SEVT to be spreaded on the website and social media.

Publishing in journals, international congresses, newspapers and magazines

It will be followed by 2 types of publications: the first one concerns the scientific journals and international congresses where the universities and research centers of the partnership will publish their scientific work, in which there will always be reference at the project and the funding body and the second one concerns the publications in newspapers, magazines, etc where the industrial and business support partners will present the project and its results in a language friendly to the citizens. In both cases, the partners are required to notify SEVT of each dissemination act, in such a way as to allow these actions to be included in the main communication channels: NEWFEED website, twitter, linkedIn.

Electronic info-sheets on selected results to be disseminated

The last months of the project, when the results will have been finalized, electronic info-sheets will be developed to present the provided solutions in catchable way to industrial partners mainly. These info-sheets will be disseminated in the Demonstration Workshop and will be sent to food, feed and livestock companies.

5.2 Project events

To effectively ensure the visibility of the project, to disseminate its results and to establish important liaisons, NEWFEED partners will organize several events, as described below.

Advisory board meetings

An Advisory Board acting as a knowledge sharing round table will be set to analyse and validate the project objectives and results and the hurdles and bottlenecks of the whole value chain (raw material availability; valorization strategy; feed requirements; consumer awareness). It will be consisted of 2-3 representative members of the main sectors or stakeholders involved in the recovery and exploitation of food by-products or potentially affected by the project's results:

- 1) Food companies
- 2) Logistic & valorisation companies
- 3) Feed producers
- 4) Livestock
- 5) Public authorities and Policymakers
- 6) Research Organizations and Universities and
- 7) General public.

Table 4. Detailed information about the performed and upcoming Advisory Boards.

ADVISORY BOARD	DATE	OBJECTIVES	NUMBER OF PARTICIPANTS
1RST	15/12/2021	Description of the project scope and aims Analyse and validate the objectives and expected results of the project	13 PERSONS, 11 COMPANIES
2ND	15/02/2023	Validate the proposed solution before the scaling up of the Valorisation strategies and Validation of alternative feeds	19 PERSONS, 17 COMPANIES
3RD	Jun-24	Get the stakeholders feedback about Exploitation Strategy. Encouraged them to participate in the new business activity.	----

Demonstration workshops

Three Demonstration Workshops at Region level will be organized in each case study region (Spain, Greece, Egypt). The main objective will be transnational knowledge transfer of project solutions. A special effort will be made to demonstrate the potential of results to the food industries (wineries, orange juice and olive oil industry) and to end users of ingredients (cattle, sheep or poultry feed producers and livestock).

Specifically, one Demonstration Workshop at Mediterranean level will be organized, inside the World Rural Forum focused on the replication of the proposed solution at Mediterranean level. The plan is to have workshops in Spain, Greece, Egypt from month 33 to 45 (Table 5).

Table 5. Detailed information about the planning of the Demostration workshops.

DATE	ORGANIZER	PLACE	GEOGRAPHICAL COVERAGE	MAIN AUDIENCE
Jun-24	NTUA	Greece	National	Food, feed and livestock companies
Feb-25	AZTI	Spain	National	
Oct-25	HUSD	Egypt	National	
Mar-24	UAGA	Mediterranean region	European	

5.3 Networking with other projects and initiatives

Partners will create a collaborative network among related projects to share experience and results. The focus will be given to other projects (mainly H2020) and in international conferences and workshops. In the first-year projects and initiatives related to NEWFEED project will be recorded and in the next years the networking activities will be organized. These activities will include the

presentation of the project and its results in other projects’ meetings, events, etc., the organization of joined workshops to increase synergies and participation in international congresses.

6. Monitoring and evaluation

6.1 Monitoring and evaluation of dissemination and networking activities

All dissemination and communication activities will be closely monitored to ensure the successful implementation of the plan. The effectiveness of the NEWFEED Communication and Dissemination Plan will be evaluated every year during the lifetime of the project. The active contribution of all partners is very important for the implementation of the plan. SEVT, responsible for the development of the Communication and Dissemination Plan, will also be in charge for the monitoring of its implementation. The communication and the dissemination plan’s effectiveness will be evaluated based on the followings KPIs.

Table 6: KPIs for the effectiveness of the Communication & Dissemination Plan

Communication Activity	Year 1	Year 2	Year 3	Year 4
Visual Project identity (logo, Presentation templates, etc)	Create project visual identity. Final Logo & presentation & deliverable templates.	Revise visual identity if necessary	Revise visual identity if necessary	Revise visual identity if necessary
Project website & Partners’ websites	Launch website & partners webpages	Update the website & the partners webpages	Update the website & the partners webpages	Update the website & the partners webpages
PRESS RELEASES	1 for the Kick-off meeting of the project. The PR will be drafted in English by SEVT and it will be sent to all partners to disseminate it in each national language.	-	<ul style="list-style-type: none"> • 1 for Demonstration Workshops (they will be developed from the organizers of the Workshops) • 1 for the communication of the project outcomes (it will be developed by SEVT in collaboration with AZTI, it will be sent to all partners to disseminate it in each national language). 	
PRESS KIT FOR MEDIA	Development of the Press Kit with the basic information for the project.	Update of the Press Kit with the results of the project	Update of the Press Kit with the results of the project	Update of the Press Kit with the results of the project
NEWSLETTER	1 Newsletter (At least 250 receivers per country)	1 Newsletter (At least 250)	1 Newsletter (At least 250)	1 Newsletter (At least 250)

		receivers per country)	receivers per country)	receivers per country)
Project Brochure	Creation of Project Brochure & Dissemination (electronic or printed) of Project Brochure (At least 250 receivers per country)	Dissemination (electronic or printed) of Project Brochure (At least 100 receivers per country)	Dissemination (electronic or printed) of Project Brochure (At least 100 receivers per country)	Dissemination (electronic or printed) of Project Brochure (At least 100 receivers per country)
OUTCOMES INFOGRAPHIC	-	-	-	Development and distribution of Outcomes Infographic (At least 300 receivers per country)
ROLL-UP	-	Creation of Project Roll-up and display of it in partners' events	Display of Roll-up in partners' events	Display of Roll-up in partners' events
TWITTER account	Development of Twitter Account. 20 tweets, 50 followers	20 tweets, 100 followers	20 tweets, 150 followers	30 tweets, 200 followers
LINKEDIN page	Development of Linkedin page. 20 posts, 50 connections	20 posts, 100 connections	20 posts, 150 connections	30 posts, 200 connections
Notice Board	Development of the Notice Board and display in partners premises	-	-	-
Presentation on conferences, workshops, food and feed sector dedicated events	At least 10 presentations from the whole partnership	At least 10 presentations from the whole partnership	At least 10 presentations from the whole partnership	At least 15 presentations from the whole partnership
Publishing in journals, international congresses,	1 article publication in newspaper or magazine per country	2 article publications in newspaper or	2 article publications in newspaper or	3 article publications in newspaper or

newspapers and magazines written in the consumers language		magazine per country	magazine per country	magazine per country & 6 articles in scientific journals and international scientific congresses
Electronic info-sheets on selected results to be disseminated	-	-	-	1 info-sheet per case study translated in national languages
Demonstration workshops	-	-	-	3 Demonstration workshops at region level (Spain, Greece & Egypt) (At least 15 participants per country) 1 Demonstration workshops at Mediterranean level (World Rural Forum) (At least 40 participants)
Networking with other projects and initiatives	Recording of relevant projects and initiatives (At least 10 projects and initiatives)	Update of relevant projects and initiatives list. Networking activities (At least 3 per year)	Update of relevant projects and initiatives list. Networking activities (At least 3 per year)	Update of relevant projects and initiatives list. Networking activities (At least 5 per year)

6.2 Monitoring tool of dissemination & communication activities

In order to monitor and record all dissemination activities, SEVT will develop a Global Dissemination Report, namely a Dissemination Excel file in project Teams Drive)(Annex: Table 8 & Table 9) where all partners will register their dissemination activities providing all the necessary information (date, place, topic, targeted audience, obtained feedback) related to their participation in events, fairs, workshops, conferences, and finally scientific publication in Open access or SCI journals. This tool will be used not only for reporting the performed but also the upcoming dissemination activities in terms as a calendar (Annex;Table 10 & Table 11). The partners have to record their actions by themselves but SEVT will also send every six months a reminder to do it so. SEVT, as partner in charge for this action will prepare the annual dissemination reports, where all the dissemination actions are resumed.

Furthermore, in this tool the Advisory Board meetings and Demonstration Workshops will be also reported.

6.3 Monitoring tool of networking activities

In order to monitor and record all networking activities, SEVT will develop a Networking Report, namely an Excel file in project Teams Drive) (Annex: Table 12), where all partners will register their networking activities with relevant projects providing all the necessary information (date, project, type of synergy, description of the synergy). This tool will be used not only for reporting the performed but also the upcoming networking activities in terms as a calendar (Annex: Table 12).

6.4 Evaluation of the effectiveness of NEWFEED Communication and Dissemination Plan

According to § 6.1 and Table 6, the effectiveness of the NEWFEED Communication and Dissemination Plan will be evaluated every year during the lifetime of the project.

In the present deliverable, effectiveness until M18 is presented in order to assess how many and which KPI's were achieved (Table 7).

Table 7: KPIs achieved until M18 and relevant comments.

Communication Activity	KPIs set for Year 1	KPIs achieved (Yes/No)	Comments
Visual Project identity (logo, Presentation templates, etc)	Create project visual identity. Final Logo & presentation & deliverable templates.	Yes	Final Logo as well as presentation & deliverable templates were created.
Project website & Partners' websites	Launch website & partners webpages	Yes	NEWFEED website was launched. The addition of a section for NEWFEED project on every partner's website is in progress. AZTI , SEVT , NTUA , NEIKER , UAGA , UOWM , METU have already added a relevant section.
PRESS RELEASES	1 for the Kick-off meeting of the project. The PR will be drafted in English by SEVT and it will be sent to all partners to disseminate it in each national language.	Yes	The 1st press release was created in English . Press release has been translated in Greek , Spanish , Turkish . Translation from the Egyptian partners is in progress.
PRESS KIT FOR MEDIA	Development of the Press Kit with the basic information for the project.	Yes	The Press kit was developed and uploaded to NEWFEED website.

NEWSLETTER	1 Newsletter (At least 250 receivers per country)	Yes	The 1rst newsletter was uploaded to NEWFEED website and social media as well as disseminated via partners channels.
Project Brochure	Creation of Project Brochure & Dissemination (electronic or printed) of Project Brochure (At least 250 receivers per country)	Yes	Project brochure was created. Dissemination of the brochure was carried out via NEWFEED website and participation in 2 events in Greece (UOWM & NTUA).* The dissemination will be continued via new events that will take place within the next months.
TWITTER account	Development of Twitter Account. 20 tweets, 50 followers	Yes	Twitter Account was developed. 47 tweets, 42 followers
LINKEDIN page	Development of LinkedIn page. 20 posts, 50 connections	Yes	LinkedIn page was developed. 43 posts, 65 connections, 304 followers
Notice Board	Development of the Notice Board and display in partners premises	Yes	Notice board was created and displayed in partners premises.
Presentation on conferences, workshops, food and feed sector dedicated events	At least 10 presentations from the whole partnership	Yes	Three presentations on conferences by AZTI and NTUA took place. Moreover, the NEWFEED project (Case study 2) was presented by NTUA to an orange processing company that provide the feedstock as potential stakeholders.*
Publishing in journals, international congresses, newspapers and magazines written in the consumers language	1 article publication in newspaper or magazine per country	Yes	2 scientific publications by AZTI and NTUA presented in a conference in Corfu. *

Networking with other projects and initiatives	Recording of relevant projects and initiatives (At least 10 projects and initiatives)	Yes	46 relative projects and initiatives have been recorded.
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*Specific information are provided in the “NEWFEED Dissemination & Communication reporting” Excel file that was created and used as a monitoring tool (see § 6.2 and Annex).

7. Communication, Dissemination & Publicity rules

7.1 Publicity Rules for PRIMA contribution

The communication and dissemination activities and publications in the project, including the project website, will have a specific statement which will indicate that the project has received Community research funding and display the PRIMA logo. When displayed in association with a logo, the PRIMA logo will be given appropriate prominence. All publications shall include the following statement:

The research leading to these results has received funding from the European Union’s PRIMA Program for Research, Technological Development and Demonstration under grant agreement n°2013.

All projects need to observe a series of obligatory publicity rules and branding guidelines for all their communication actions. These requirements are laid down in the Annex XII of the Regulation (EU) No 1303/2013 and the Annex I of the Commission Implementing Regulation (EU) No 821/2014. The fundamental principle is that project partners must inform the public and all those involved in the operation about the assistance received from the European Union. EU flag and PRIMA logo illustrative elements must be clearly and visibly displayed in all published materials and/or activities addressed to the public.

These obligations stand for:

- printed publications: reports, promotional handouts;
- audio-visual: videos, audio podcasts, channels;
- digital or electronic materials (websites, web tools, videos, podcast, etc.);
- events (e.g., on PPT presentations, agendas, bags and other conference material);
- Stationery and office materials.

7.2 Internal Rules for publication

To assure the protection of intellectual property rights, it is important to organize the circulation of a dissemination document, where project outcomes are published. When the included information to be disseminated is subjected to IPR, the Dissemination focusing the transfer of knowledge or project results, falls under de “D5.2 Dissemination and Exploitation Plan of the project results” that will define the strategies to transfer and/or exploit the results.

8. Annex

Table 8. Dissemination and communication activities through events, articles, press releases, events until M18.

DATE	PARTNER	TYPE OF ACTIVITY	TITLE OF THE ACTIVITY	GEOGRAPHICAL COVERAGE	MAIN AUDIENCE	NUMBER OF PERSONS	OTHER AUDIENCE	NUMBER OF PERSONS	LINK TO WEBSITE/ DOCUMENT
At least month and year	Select from list	Select from list	Title & very short description of the activity	select from list	select from list		select from list		
7/1/2021	SEVT	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Description of Project aim and activities	National	Food, feed and livestock companies	500			
7/1/2021	SEVT	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project at SEVT website	National	Food, feed and livestock companies		Scientific community		https://www.sevt.gr/gr/european-programs/GMKP/newfeed
7/1/2021	SEVT	Press release	NEWFEED Project: Description of Project aim and activities	National	Media / Press		Citizens / society		https://www.sevt.gr/userfiles/files/PR%20SEVT-New%20european%20projects.pdf
7/13/2021	AZTI	Press release	NEWFEED Project: Description of Project aim and activities	National	Media / Press		Citizens / society		
7/14/2021	AZTI	Article (Newsletter, newspaper, info-site, etc)	Trabajan para convertir subproductos de la industria alimentaria en piensos	National	Citizens / society				https://efs.efeservicios.com/texto/trabajan-convertir-subproductos-industria-alimentaria-piensos/55006620058
9/1/2021	ELGO-DIMITRA	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project at RIAS website	National	Food, feed and livestock		Citizens / society		https://www.rias.gr/epistimonikes-sinergias/

					companies				
7/23/2021	UOWM	Press release	NEWFEED Project: Description of Project aim and activities	National	Scientific community		Scientific community		https://rc.uowm.gr/?p=64425
7/23/2021	UAGA	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Description of Project aim and activities	Local/Regional	Food, feed and livestock companies		Citizens / society		https://www.uaga.eu/uaga-participa-en-el-proyecto-de-innovacion-prima-newfeed-que-busca-aprovechar-los-subproductos-de-la-industria-alimentaria-como-alimentacion-animal/
7/26/2021	UAGA	Article (Newsletter, newspaper, info-site, etc)	UAGA participa en el proyecto de innovación PRIMA NEWFEED que busca aprovechar los subproductos de la industria alimentaria como alimentación animal	National	Citizens / society				https://www.agronewscastillayleon.com/uaga-participa-en-el-proyecto-de-innovacion-prima-newfeed-que-busca-aprovechar-los-subproductos-de
7/29/2021	BAIGORRI	Article (Newsletter, newspaper, info-site, etc)	Bodegas Baigorri participa en un proyecto para aprovechar los desperdicios del raspón de uva	National	Citizens / society				Un proyecto para aprovechar los desperdicios del raspón de la uva (tecnovino.com)
7/30/2021	BAIGORRI	Article (Newsletter, newspaper, info-site, etc)	Bodegas Baigorri, bajo los cimientos de la economía circular y la sostenibilidad	National	Citizens / society				Bodegas Baigorri, bajo los cimientos de la economía circular (nuevecuatrouno.com)
8/26/2021	UOWM	Press release	https://www.uowm.gr/epikairota/deltia-typoy/enarxi-toy-ergoy-prima-newfeed	National	Scientific community		Scientific community		https://www.uowm.gr/epikairota/deltia-typoy/enarxi-toy-ergoy-prima-newfeed
8/26/2021	UOWM	Press release	NEWFEED Project: Description of Project aim and activities	Local/Regional	Citizens / society		Citizens / society		https://kozan.gr/archives/359445
8/26/2021	UOWM	Press release	NEWFEED Project: Description of Project aim and activities	Local/Regional	Citizens / society		Citizens / society		https://www.prlogos.gr/%cf%83%ce%b5-%ce%ad%ce%bd%ce%b1-%ce%ba%ce%b1%ce%b9%ce%bd%ce%bf%cf%84%cf%8c%ce%bc%ce%bf-%ce%ad%cf%81%ce%b3%ce%bf-%ce%bc

									%cf%84%ce%af%cf%84%ce%bb%ce%bf-prima-newfeed-%ce%b3%ce%b9%ce%b1-%cf%84/
8/26/2021	UOWM	Press release	NEWFEED Project: Description of Project aim and activities	Local/Regional	Food, feed and livestock companies			Citizens / society	http://www.floriniotika.gr/2021/08/primanewfeed.html
8/26/2021	UOWM	Social Media (Twitter & LinkedIn)	NEWFEED Project: Description of Project aim and activities	National	Scientific community			Citizens / society	https://www.uowm.gr/epikairotita/deltia-typoy/enarxi-toy-ergoy-prima-newfeed/
8/31/2021	UAGA	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Description of Project aim and activities	Local/Regional	Food, feed and livestock companies			Citizens / society	https://www.uaga.eus/proyecto/prima-newfeed-aprovechamiento-de-subproductos-de-industria-alimentaria-para-alimentacion-animal-2021-2025/
9/1/2021	CESFAC	Article (Newsletter, newspaper, info-site, etc)	Cesfac participa en el proyecto PRIMA-Newfeed	National	Food, feed and livestock companies			Food, feed and livestock companies	https://cesfac.es/images/MundoCesfac/pdf/53_mundo_CESFAC.pdf
9/26/2021	AZTI	Article (Newsletter, newspaper, info-site, etc)	Aprovechan subproductos de la industria para mejorar la alimentación animal	National	Food, feed and livestock companies			Food, feed and livestock companies	https://revistaalimentaria.es/ganaderia/mundo-animal/aprovechan-subproductos-de-la-industria-para-mejorar-la-alimentacion-animal
11/1/2021	NTUA	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Description of Project aim and activities	National	Organizations focused on environmental protection			Public Authorities	https://eedsa.gr/site/wp-content/uploads/2022/01/ekdosi08.pdf
12/4/2021	METU	Press release	NEWFEED: ODTÜ Ortaklığında Yeni AB	National	Media / Press			Citizens / society	https://basinda.metu.edu.tr/icerik/odtuden/217

			Ufuk 2020 Projesi / NEWFEED: New EU Horizon 2020 Project in partnership with METU						
12/17/2021	UAGA	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Develop and activities	Local/Regional	Food, feed and livestock companies			Citizens / society	https://www.uaga.eus/uaga-participa-en-el-proyecto-de-innovacion-newfeed-para-el-aprovechamiento-de-los-subproductos-de-la-industria-alimentaria-en-la-alimentacion-animal/
7/14/2021	ELGO-DIMITRA	Press release	NEWFEED Project: Description of Project aim and activities	National	Media / Press			Citizens / society	https://www.facebook.com/100063464113840/posts/216032997188836/?d=n
1/13/2022	AZTI	Article (Newsletter, newspaper, info-site, etc)	Newfeed investiga subproductos de la industria alimentaria para fabricar pienso animal	National	Media / Press			Citizens / society	https://rumiantes.com/proyecto-newfeed-investiga-aprovechar-subproductos-industria-alimentaria-fabricar-pienso-animal/
1/1/2022	SEVT	Article (Newsletter, newspaper, info-site, etc)	NEWFEED Project: Exploitation of Food Industry by-products	National	Organizations focused on environmental protection				https://eedsa.gr/site/wp-content/uploads/2022/01/ekdosi08.pdf
6/1/2022	SEVT	Article (Newsletter, newspaper, info-site, etc)	SEVT ANNUAL REPORT 2021	National	Food, feed and livestock companies	500			https://drive.google.com/file/d/127IMNgJc8lpwchuApNBKJ6SnYSJLsDob/view
7/1/2022	SEVT	Website	Newsletter upload on SEVT site	national	Food, feed and livestock companies	500			https://www.sevt.gr/gr/european-programs-details/HMiJsg/newfeed-newsletter
7/1/2022	SEVT	Article (Newsletter, newspaper, info-site, etc)	NEWFEED newsletter promoted through SEVT e-newsletter	National	Food, feed and	500			-

					livestock companies				
11/8/2022	NTUA	Event, other (organizer)	Meeting of NTUA team with representatives from an orange processing industry	Local/Regional	Investors and relevant professionals	5			
11/24/2022	AZTI	Conference (participation)	Congreso Nacional de Medioambiente (CONAMA 2022). Presentation of NEWFEED project in a Panel of experts in a Technical Session-41 Innovation in circular economy: strategies and new business models.	National	Investors and relevant professionals	100	Public Authorities		http://www.conama2022.org/web/generico.php?idpagina=&lang=es&menu=370&id=330&op=view
12/5/2022	UOWM	Event, other (organizer)	Regional Innovation days	Local/Regional	Citizens / society	220	Public Authorities	20	https://drive.google.com/drive/folders/1qo1xKDv0Kmusl8PXvGUNxJBfq_AYlZjA?usp=share_link

Table 9. Scientific publications until M18.

PARTNER	TYPE OF SCIENTIFIC PUBLICATION	TITLE OF THE SCIENTIFIC PUBLICATION	AUTHORS	TITLE OF THE JOURNAL OR EQUIVALENT
Select from list	Select from list			
NTUA	Publication in conference proceedings/workshop	Alternative valorisation pathways for orange peel waste	D. Kousoulis, G. Zantis, K. Moustakas, E.M. Barampouti, S. Mai	9TH INTERNATIONAL CONFERENCE ON SUSTAINABLE SOLID WASTE MANAGEMENT, 15-18 JUNE 2022, CORFU, GREECE
AZTI	Publication in conference proceedings/workshop	Hydrolysis strategies for the valorisation of Grape stems to improve their value in ruminant feeds	D. San Martin, J. Ibarruri, N. Luengo, J. Ferrer, A. Garcia-Rodriguez, I. Goiri, R. Atxaerandio, J. Zufía, E. Sáez de Cámara, B. Iñarra	9TH INTERNATIONAL CONFERENCE ON SUSTAINABLE SOLID WASTE MANAGEMENT, 15-18 JUNE 2022, CORFU, GREECE

Table 10. Calendar of the upcoming dissemination and communication activities through events, articles, press releases, events.

DATE	PARTNER	TYPE OF ACTIVITY	TITLE OF THE ACTIVITY	GEOGRAPHICAL COVERAGE	Type of participation	MAIN AUDIENCE	OTHER AUDIENCE	NewFeed Materials used	Results to be presented (short description)	Case Study
NOV-2023	SEVT	Exhibition /Fair	FOOD TECH 2023	Local/Regional	To be decided	Food, feed and livestock companies	Scientific community	Brochure	Main objectives & results of the project for all 3 cases studies	All three case studies
Feb-24	ELGO-DIMITRA	Exhibition /Fair	Agrotica 2024	National	To be decided	Food, feed and livestock companies	Citizens / society	Brochure	Main objectives & results of the project for the orange peel cases study	Orange peel case study
Feb - Mar, 2024	METU	Conference (participation)	Animal Nutrition Congress	Local/Regional	Presentation/speaking	Food, feed and livestock companies	Scientific community	Other	LCA Environmental Impact Assessment Results	All three case studies
Mar-24	UAGA	Workshop (organizer)	Demonstration Workshop at the Mediterranean region	European	Presentation/speaking	Food, feed and livestock companies	Investors and relevant professionals	Both	The main objective is the replication of proposed solution at Mediterranean level	All three case studies
Mar-24	SEVT	Exhibition /Fair	FOOD EXPO 2024	Local/Regional	Stand	Food, feed and livestock companies	Scientific community	Both	Main objectives & results of the project for all 3 cases studies	All three case studies
Jun-24	UAGA	Other (specify in the following column)	3rd Advisory board meeting	European	Presentation/speaking	Investors and relevant professionals	Food, feed and livestock companies	Other	The main objective is to get the stakeholders feedback about Exploitation Strategy and encouraged them to participate in the new business activity	All three case studies

Jun-24	SEVT	Event, other (organizer)	ECOTROPHELIA national contest 2024	Local/Regional	Stand	Scientific community	Citizens / society	Both	Main objectives & results of the project for all 3 cases studies	All three case studies
Jun-24	AZTI	Conference (participation)	11th Int. conference on sustainable solid waste management, Rhodes 2024 (https://rhodes2024.uest.gr/)	International	Presentation/speaking	Scientific community	Organizations focused on environmental protection	Other	Main objectives & results of the project for the grape stems cases study	Grape stem case study
Jun-24	NTUA	Workshop (organizer)	Demonstration Workshop in Greece region	National	Presentation/speaking	Food, feed and livestock companies	Investors and relevant professionals	Both	The main objective is the transnational knowledge transfer of project solutions. A special effort will be made to demonstrate the potential of results to the food industries (wineries, orange juice and olive oil industry) and to end users of ingredients (cattle, sheep or poultry feed producers and livestock).	All three case studies
June 19-22, 2024	METU	Conference (participation)	11th Int. conference on sustainable solid waste management, Rhodes 2024	International	Presentation/speaking	Scientific community	Organizations focused on environmental protection	Other	LCA Environmental Impact Assessment Results	All three case studies

JUNE 2024 or Sept 2024	SEVT	Event, other (organizer)	SEVT's Annual General Assembly	Local/Regional	Stand	Food, feed and livestock companies	Scientific community	Both	Main objectives & results of the project for all 3 cases studies	All three case studies
Aug-24	ELGO-DIMITRA	Conference (participation)	EAAP 2024 (European Association of Animal Production)	European	Presentation/speak	Scientific community	Food, feed and livestock companies	Other	Main objectives & results of the project for the orange peel cases study	Orange peel case study
Oct-24	ELGO-DIMITRA	Conference (participation)	Hellenic Animal Science Society Conference 2024	National	Presentation/speak	Scientific community	Food, feed and livestock companies	Other	Main objectives & results of the project for the orange peel cases study	Orange peel case study
Nov-24	SEVT	Exhibition /Fair	FOOD TECH 2024	Local/Regional	To be decided	Food, feed and livestock companies	Scientific community	Brochure	Main objectives & results of the project for all 3 cases studies	All three case studies
Feb-25	AZTI	Workshop (organizer)	Demonstration Workshop in Spain region	National	Presentation/speak	Food, feed and livestock companies	Investors and relevant professionals	Both	The main objective is the transnational knowledge transfer of project solutions. A special effort will be made to demonstrate the potential of results to the food industries (wineries, orange juice and olive oil industry) and to end users of ingredients (cattle, sheep or poultry feed producers and livestock).	All three case studies
Mar-25	SEVT	Exhibition /Fair	FOOD EXPO 2025	Local/Regional	Stand	Food, feed and livestock companies	Scientific community	Both	Main objectives & results of the project for all 3 cases studies	All three case studies
Jun-25	SEVT	Event, other (organizer)	ECOTROPHELIA national contest 2025	Local/Regional	Stand	Scientific community	Citizens / society	Both	Main objectives & results of the project for all 3 cases studies	All three case studies
Jun-25	SEVT	Event, other (organizer)	SEVT's Annual General Assembly	Local/Regional	Stand	Food, feed and livestock companies	Scientific community	Both	Main objectives & results of the project for all 3 cases studies	All three case studies

Oct-25	HUSD	Workshop (organizer)	Demonstration Workshop in Egypt region	National	Presentation/speak	Food, feed and livestock companies	Investors and relevant professionals	Both	The main objective is the transnational knowledge transfer of project solutions. A special effort will be made to demonstrate the potential of results to the food industries (wineries, orange juice and olive oil industry) and to end users of ingredients (cattle, sheep or poultry feed producers and livestock).	All three case studies
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Table 11. Calendar of planned scientific publications via conferences (with proceedings) and/or open access or SCI journals

DATE	PARTNER	TYPE OF SCIENTIFIC PUBLICATION	TITLE OF THE JOURNAL OR CONFERENCE	Type of participation	MAIN AUDIENCE	OTHER AUDIENCE	Materials	Results to be presented	Case Study	Comments
Dec-23	HUSD	Article in Journal	To be decided	Article in Journal	Scientific community		Other	Results from the fermented olive cake and biological value	olive cake	
Dec-23	HUSD	Article in Journal	To be decided	Article in Journal	Scientific community		Other	Results from the 1st feed trial	olive cake	
Jun-24	HUSD	Publication in conference proceedings/workshop	11th Int. conference on sustainable solid waste management, Rhodes 2024	Publication in conference proceedings/workshop	Scientific community		Other	Main objectives & results of the project for cases study 3	olive cake	
Jun-24	METU	Publication in conference proceedings/workshop	11th Int. conference on sustainable solid waste management, Rhodes 2024	Publication in conference proceedings/workshop	Scientific community		Other	LCA Environmental Impact Assessment Results		

Jun-24	AZTI	Publication in conference proceedings/workshop	11th Int. conference on sustainable solid waste management, Rhodes 2024	Publication in conference proceedings/workshop	Scientific community		Other	Main objectives & results of the project for the grape stems cases study	Grape stem study	
Jun-24	AZTI	Article in Journal	To be decided	Article in Journal	Scientific community	Organizations focused on environmental protection	Other	Results from the grape stem valorisation strategy: optimization of hydrolysis	Grape stem study	
Aug-24	ELGO-DIMITRA	Publication in conference proceedings/workshop	EAAP 2024 (European Association of Animal Production)	Publication in conference proceedings/workshop	Scientific community		Other	Main objectives & results of the project for the orange peel cases study	Orange peel study	The data from the produced yoghurts will be presented
Oct-24	ELGO-DIMITRA	Publication in conference proceedings/workshop	Hellenic Animal Science Society Conference 2024	Publication in conference proceedings/workshop	Scientific community		Other	Main objectives & results of the project for the orange peel cases study	Orange peel study	
Dec-24	UOWM	Article in Journal	To be decided	Article in Journal	Scientific community	Scientific community	Other	Results from the orange peel study (milk production, composition, quality)	Orange peel study	
Dec-24	ELGO-DIMITRA	Article in Journal	To be decided	Article in Journal	Scientific community		Other	Results from the orange peel study (milk production, composition, quality)	Orange peel study	
Dec-24	AZTI	Article in Journal	To be decided	Article in Journal	Scientific community	Organizations focused on environmental protection	Other	Results from the grape stem valorisation strategy: degradation of sugars	Grape stem study	
Dec-24	NEIKER	Article in Journal	To be decided	Article in Journal	Scientific community	Organizations focused on environmental protection	Other	Results from the grape stem feed efficiency trials (dairy sheep)	Grape stem study	
Mar-25	NEIKER	Article in Journal	To be decided	Article in Journal	Scientific community	Organizations focused on environmental protection	Other	Results from the grape stem feed efficiency trials (dairy cattle)	Grape stem study	

Jun-25	ELGO-DIMITRA	Article in Journal	To be decided	Article in Journal	Scientific community		Results from the orange peel study (methanogenic bacteria, possibly welfare indices)	Orange peel study	
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Table 12. Calendar of performed and planned networking activities with relevant projects.

Date	Project	Contact Partner	Possible synergies	Synergie	Description of completed actions and synergies
06/02/2023	WASTELESS: Waste Quantification Solutions to Limit Environmental Stress. https://wastelesseu.com/	SEVT		exchange info about the project	A on-line discussion took place between AZTI & SEVT (representing NEWFEED) and ISEKI (representing WASTELESS) exchanging information about the projects and sharing ideas about potential synergies.
Feb-23	H2020 FoodRus: Circular Solutions for Resilient Food Systems https://www.foodrus.eu/	AZTI		exchange info about the project	The valorization strategies of each project have been compared to identify options for improvement. In turn, the preliminary results of the nutritional efficiency of the ingredients have been compared to analyze the feasibility of the project.

Mar-23	Life BREWERY: New Strategies for the Sustainability of Brewery Activity: Full Wastes Recovery for Aquaculture feed https://lifebrewery.azti.es	AZTI; RIERA		exchange info about the project	The valorization strategies of each project have been compared to identify options for improvement.
Mar-23	BBI WaSeaBi: Optimal utilization of seafood side-streams through the design of new holistic process lines https://www.waseabi.eu/	AZTI		exchange info about the project	The valorization strategies of each project have been compared to identify options for improvement.
Mar-23	H2020 Sea2Land: Producing advanced bio-based fertilizers from fisheries wastes https://sea2landproject.eu/	AZTI, NEIKER		exchange info about the project	The valorization strategies of each project have been compared to identify options for improvement.
Apr-23	Life ECOFFEED: New Strategies for the Coffee Spent Grounds Recovery as a new Raw Material for Animal Feed https://ecoffeed.azti.es/	AZTI; NEIKER; RIERA		exchange info about the project	The valorization strategies of each project have been compared to identify options for improvement. In turn, the preliminary results of the nutritional efficiency of the ingredients have been compared to analyze the feasibility of the project.
19-20/06/2023	LIFE CIRCforBIO: A circular economy system for multi-source biomass conversion to added value products. https://circforbio.eu/	SEVT & NTUA		exchange info about the project	The annual mtg of Newfeed took place. SEVT & NTUA participate in both projects, thus they shared information to Newfeed partners. Roll-ups and brochures were used of both projects.
Dec-23	WASTELESS: Waste Quantification Solutions to Limit Environmental Stress. https://wastelesseu.com/	SEVT	share project's info or results via newsletter		A short article of Newfeed will be added to the annual newsletter of WASTELESS.
Dec-23	Life ECOFFEED: New Strategies for the Coffee Spent Grounds Recovery as a new Raw Material for Animal Feed https://ecoffeed.azti.es/	AZTI; NEIKER; RIERA	exchange info about the project		In the coming months, it is planned to share information on the solution implementation model to define the NEWFEED business model
Dec-23	HONDORFOOD: Recovery options for food by-products in the Basque food chain	AZTI	exchange info about the project		Exchange of information on the solution implementation model and lesson learned to define the NEWFEED business model.

Dec-23	Life BREWERY: New Strategies for the Sustainability of Brewery Activity: Full Wastes Recovery for Aquaculture feed https://lifebrewery.azti.es	AZTI; RIERA	exchange info about the project		Exchange of information on the solution implementation model and lesson learned to define the NEWFEED business model.
Dec-23	BBI WaSeaBi: Optimal utilization of seafood side-streams through the design of new holistic process lines https://www.waseabi.eu/	AZTI	exchange info about the project		Exchange of information on the solution implementation model and lesson learned to define the NEWFEED business model.
Dec-23	H2020 Sea2Land: Producing advanced bio-based fertilizers from fisheries wastes https://sea2landproject.eu/	AZTI; NEIKER	exchange info about the project		Exchange of information on the solution implementation model and lesson learned to define the NEWFEED business model.
May-24	HIGHLANDS.3: Stimulating innovation by means of cross-fertilisation of knowledge https://www.highlands3.eu/	ELGO-DIMITRA	presentation of the project in projects' meetings, events, etc		A presentation of NewFeed will be done at the next R&IS meeting of Highlands.3 project to the secondees of the project.
Jun-24	EUROSHEEP: Increasing production efficiency and coping with climate change, while ensuring sustainability and resilience. https://eurosheep.network/?lang=el	ELGO-DIMITRA	share project's info or results via newsletter		The project has been completed, but an effort to share NewFeed's info and results via newsletter to the mailing list of Eurosheep can be done
Jul-24	LIFE CIRCforBIO: A circular economy system for multi-source biomass conversion to added value products. https://circforbio.eu/	SEVT & NTUA	presentation of the project in projects' meetings, events, etc		
Jul-24	WAYSTUP: Value chains for disruptive transformation of urban biowaste into biobased products in the city context https://waystup.eu/	NTUA	share project's info or results via newsletter		The project has been completed, but an effort to share NewFeed's info and results via newsletter to the mailing list of Eurosheep can be done