

# 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 1.5

<b>Work Package 1</b>	Alternative feed value chains appraisal through a multi-actor approach
<b>Task 1.3</b>	Dissemination & Consumers Awareness
<b>Task Leader</b>	SEVT
<b>Prepared by</b>	SEVT
<b>Contributors</b>	All Partners
<b>Version</b>	Final
<b>Delivery Date</b>	December 2021

## 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](http://www.newfeed-prima.eu)) or contact:

Project Coordinator:

David San Martin Errea | AZTI | [dsanmartin@azti.es](mailto:dsanmartin@azti.es)

WP1 Leader:

Foteini Salta | SEVT | [fotsal@sevt.gr](mailto:fotsal@sevt.gr)

Task Leader:

Sofia Savvopoulou | SEVT | [sofsav@sevt.gr](mailto:sofsav@sevt.gr)

Dissemination Level		
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)	



NEWFEED is part of the PRIMA programme supported by the European Union's Horizon 2020 research and innovation programme.

The PRIMA programme is an Art.185 initiative supported and funded under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

The information and views set out in this deliverable are those of the author(s) and do not necessarily reflect the official opinion of the PRIMA or the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

## Executive Summary

This deliverable presents the dissemination and communication plan for the NEWFEED Project. It provides the overall project dissemination and communication strategy as well as the key stakeholders, the communication channels, the messages and the monitoring and evaluation mechanism. A detailed description of the communication and dissemination activities that take place during the lifetime of the project implementation are also presented. The Communication and Dissemination Plan will be regularly updated and adapted to new scenarios and events

## Table of Contents

<b>Foreword</b> .....	2
<b>1. Introduction</b> .....	5
<b>1.1 Project aim</b> .....	5
<b>1.2 Communication &amp; Consumers Awareness</b> .....	6
<b>2. Dissemination and Communication and strategy</b> .....	6
<b>2.1 Overall objectives</b> .....	6
<b>2.2 Strategy Approach</b> .....	7
<b>3. SWOT Analysis of enabling environment for communication and dissemination</b> .....	8
<b>4. Communication and dissemination principles &amp; objectives</b> .....	9
<b>4.1 Target groups</b> .....	10
<b>4.2 Tailor made messages</b> .....	12
<b>5. Communication channels and activities</b> .....	15
<b>5.1. Communication activities &amp; channels</b> .....	15
<b>5.2 Project events</b> .....	18
<b>5.3 Networking with other projects and initiatives</b> .....	19
<b>6. Monitoring and evaluation</b> .....	19
<b>6.1 Monitoring and evaluation of dissemination activities</b> .....	19
<b>6.2 Monitoring tool</b> .....	21
<b>7. Communication, Dissemination &amp; Publicity rules</b> .....	22
<b>7.1 Publicity Rules for PRIMA contribution</b> .....	22
<b>7.2 Internal Rules for publication</b> .....	22

## 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*

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Transnational character of the project – implementation in 4 countries.</li> </ul>	<ul style="list-style-type: none"> <li>• Low recognition of project brand.</li> </ul>



<ul style="list-style-type: none"> <li>• Topic in line with the main strategies of EU &amp; UN (Green Deal, F2F &amp; SDGs).</li> <li>• Meet a market demand for advanced exploitation of agri-food by-products</li> <li>• Credibility offered by the financing of PRIMA Programme.</li> <li>• Partners composition which covers effectively all the participating countries.</li> <li>• The number of case studies and end-users ensures a widespread reach and visibility.</li> <li>• Experience of partners in organizing dissemination and communication activities.</li> <li>• Networking with other projects and initiatives at national and European level.</li> <li>• The high pool of stakeholders which each partner carries in the project.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of impact points and results that can be presented the 3 first years.</li> <li>• The complexity of the scientific part of the project which sometimes is difficult to be understandable from the media and public.</li> <li>• The high level of technological knowledge risks generating a language which hinders understanding for non-technical stakeholders.</li> <li>• The lack of experience, of scientific partners mainly, to present the scientific results in layman manner.</li> <li>• The project information has been drafted in English and its transfer to the national languages leads sometimes in ambiguities.</li> <li>• The success of the communication and dissemination strategy depends on the effort of each partner at national level.</li> <li>• The decline of the monitoring activities for the implementation of the communication and dissemination strategy.</li> <li>• The decline of communication and dissemination activities after the end of the project.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Novelty: project provides innovative solutions for the exploitation of by-products, especially for the area of North Africa.</li> <li>• Diffusion of innovative approaches and initiatives to the North African relevant industry sectors.</li> <li>• Development of networking activities and cooperation between South Europe and North Africa. Reach out to new markets and actors forming new constellations.</li> <li>• Improvement of relevant industry sectors image in both geographical areas.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lack of attention from the relevant stakeholders</li> <li>• Covid-19 pandemic has limited the organization of big dissemination events.</li> <li>• Not reaching statistically significant input/feedback from stakeholders.</li> <li>• The non-effective understanding of the provided solutions from the relevant industry sectors.</li> </ul>

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.

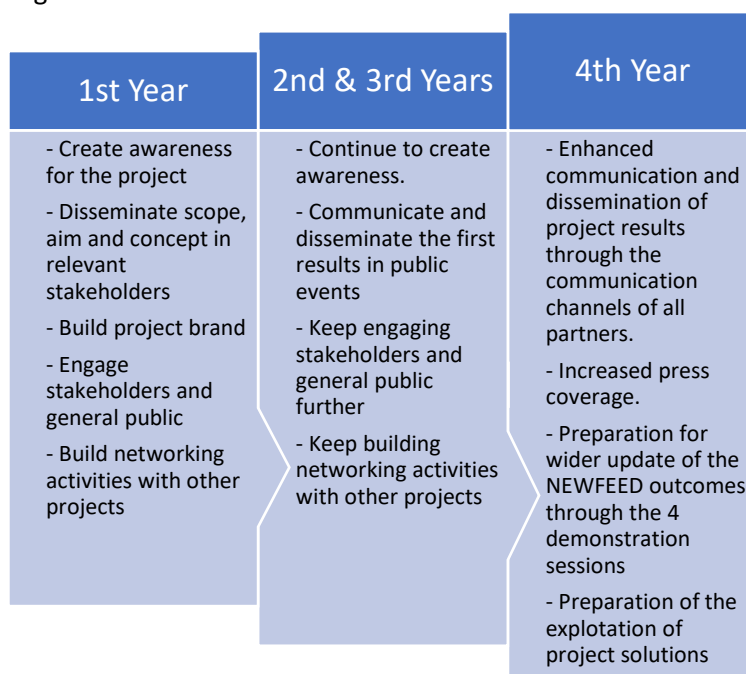


Figure 1: The process of the communication and dissemination activities

#### 4.1 Target groups

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 means to reach them*

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"> <li>• Website/social media</li> <li>• Demonstration sessions</li> <li>• Newsletters</li> <li>• Leaflets</li> <li>• Info-events</li> </ul>
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"> <li>• Website/social media</li> <li>• Info-events</li> <li>• Newsletters</li> <li>• Targeted communication with project results</li> </ul>
Scientific community	This target group refers to research and academic organizations, scientific journals, committees, and other groups in research fields related to food,	Medium to high	<ul style="list-style-type: none"> <li>• Website/social media</li> <li>• Info-events</li> <li>• Networking activities</li> <li>• Newsletters</li> <li>• Publications</li> </ul>

	feed and livestock chain sustainability research due to its role in developing knowledge guidelines and best practices.		• Conferences & workshops
Investors and relevant professionals	This target group focus 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"> <li>• Website/social media</li> <li>• Demonstration sessions</li> <li>• Newsletters</li> <li>• Leaflets</li> <li>• Info-events</li> </ul>
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"> <li>• Website/social media</li> <li>• Newsletters</li> </ul>
Media & Press	Media & Press are crucial for the wide dissemination of project	Medium to high	<ul style="list-style-type: none"> <li>• Website/social media</li> <li>• Press Releases</li> </ul>
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"> <li>• Website/social media/Media</li> </ul>

The categories with high importance consist 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 to 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 agrofood, 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 four different target areas:

### **Solution-oriented messages:**

#### **Solution-oriented message 1**

NEWFEED provides new solutions for more effective exploitation of food by-products following the principles of circular economy.

#### **Solution-oriented message 2**

NEWFEED solutions address the issues of Mediterranean livestock sustainability.

#### **Solution-oriented message 3**

NEWFEED solutions will optimize and validate bioprocessing techniques valorizing food industry by-products into added value alternative feeds.

### **Commercially oriented messages.**

<p><b>Commercially-oriented message 1</b></p> <p>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.</p>	<p><b>Commercially-oriented message 2</b></p> <p>NEWFEED will lead to the deduction of the cost of the specific livestock production and it will increase the quality of the final products.</p>	<p><b>Commercially-oriented message 2</b></p> <p>NEWFEED will reduce the dependence on imported raw materials for feed production.</p>
---	--	--

### **Story-oriented messages.**

**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](http://www.newfeed-prima.eu) and will be finalized by month 6.

### ***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 necessary 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.

### ***Demonstration workshops***

Three Demonstration Workshops at Region level will be organized in each case study region (Spain, Greece, Egypt) with a purpose to transfer the produced knowledge and solution from NEWFEED to food, feed and livestock stakeholders.

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.

### 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 in 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 the participation in international congresses.

## 6. Monitoring and evaluation

### 6.1 Monitoring and evaluation of dissemination 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, as 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 3: 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"> <li>• 1 for Demonstration Workshops (they will be developed from the organizers of the Workshops)</li> <li>• 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).</li> </ul>	

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 receivers per country)	1 Newsletter (At least 250 receivers per country)	1 Newsletter (At least 250 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	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

feed sector dedicated events				
Publishing in journals, international congresses, newspapers and magazines written in the consumers language	1 article publication in newspaper or magazine per country	2 article publications in newspaper or magazine per country	2 article publications in newspaper or magazine per country	3 article publications in newspaper or 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

In order to monitor and record all dissemination activities, SEVT will develop a Global Dissemination Report (a Dissemination Excel file in project Teams Drive), where all partners will register their dissemination activities providing all the necessary information. 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.

## 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.