SecureFood

D8.2 Periodic Dissemination and Communication Report (V1)

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About SecureFood

The European Union's (EU) Farm to Fork strategy, the biodiversity strategy, and the European Green Deal lay down necessary actions that set a long-term vision for how to change how we produce, distribute, and consume food.

In response to these ambitious aims, SecureFood adopts an integrated systems-thinking approach that acknowledges and embraces the complexity of the food supply chain, including all the actors, elements, processes, activities, infrastructure, and essential services of importance in the production, distribution, and consumption of food to maximize the food supply chain resilience.

SecureFood aims to create an ecosystem of scientific knowledge, collaborative processes, and digital tools that will provide evidence-based indications of the risks and vulnerabilities of the different food value categories in other geographies to safeguard food security and ensure that a secure and resilient food supply chain is assured.

The two crucial pillars of the program are the Food Systems Resilience Management Framework with connected resilience and sustainability orientations, as well as a Resilience Governance Framework that draws upon all of the collaborative principles and guidelines of the successful cooperation between the food supply chain stakeholders, which will be created, tested and demonstrated in real life case studies. These two frameworks will function as applicability and sustainability mechanisms for organizing and adopting the project's results by applying the developed scientific knowledge and enhancing the food system's resilience at different levels.

The ambition of the program consists of four critical dimensions, which are: 1) the evolution of scientific knowledge and development of the exploratory approach, combining research approach methods that facilitate the risk identification process; 2) the successful safeguarding of the food supply by framing the system resilience and broadening its lens, as well as by assessing and measuring it through a holistic approach which goes beyond national borders and strategies; 3) the acceleration of the transformation of the food systems network, which can be achieved by applying a systematic agency driven collaborative governance approach; 4) and finally, the application of innovative scientific knowledge with the use of advanced digital tools, which will contribute to the successful collection and processing of data sets from several platforms to reshape and redesign the food system trajectory.

The methodology employed in this program is based on three foundational and interconnected pillars: the scientific knowledge (existing and developing), the collaborative principles which are dynamically integrated into the methodology, and the development of digital solutions that will cover all parts of the project (forecasting, statistical analysis, etc.)

PROJECT PARTNERS

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FUNDACION ZARAGOZA LOGISTICS CENTER	ES	**ZLC**
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DNV BUSINESS ASSURANCE ITALY SRL	IT	**DNV**
IRIS TECHNOLOGY SOLUTIONS, SOCIEDAD LIMITADA	ES	**IRIS**
LEIBNIZ-INSTITUT FUER AGRARENTWICKLUNG IN TRANSFORMATIONSOEKONOMIEN (IAMO)	DE	**IAMO**
EREVNITIKO PANEPISTIMIAKO INSTITOUTO SYSTIMATON EPIKOINONION KAI YPOLOGISTON	EL	**ICCS**
LAUREA-AMMATTIKORKEAKOULU OY	FI	**LAU**
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INNOV-ACTS LIMITED	CY	**INNOV**
CARR COMMUNICATIONS LIMITED	IE	**CARR**
COSMOSHIP MARITIME LIMITED	CY	**COSMO**
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE	UA	**NULES**
MINISTRY OF AGRARIAN POLICY AND FOOD OF UKRAINE	UA	**MINAG**
ALL-UKRAINIAN PUBLIC ORGANISATION UKRAINIAN AGRARIAN CONFEDERATION	UA	**UAC**
ASSOCIATION UKRAINIAN AGRIBUSINESSCLUB	UA	**UCAB**
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FEDERACAO DAS INDUSTRIAS PORTUGUESAS AGRO-ALIMENTARES	*PT*	***FIPA***
FEDERACION ESPANOLA DE INDUSTRIAS DE LA ALIMENTACION Y BEBIDAS	*ES*	***FIAB***
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List of Abbreviations and Acronyms

Acronym	Meaning
ESG	Extended Stakeholder Group
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
PAG	Project Advisory Group
UR	User Requirement
WP	Work Package

Executive Summary

This deliverable represents a report on the dissemination and communication activities of the SecureFood project that were carried out in the inaugural year of the project, from M1 to M12. In addition, it will also outline the activities that are planned up until the second report due in M26 of the project. While the primary purpose of this document is to report on the performed dissemination and communication activities, it also serves as a blueprint and tracker to ensure that the optimal impact of these activities has and will continue to be achieved.

As of December 2024 (M12), SecureFood has developed a dynamic and impactful range of dissemination materials, engaged target audiences, published pieces on the project with publications of merit, actively managed online channels, connected with similar EU projects, and represented the project at a variety of in-person and online events. Throughout, the consortium partners have eagerly contributed to the project's dissemination efforts by offering feedback and suggestions for the materials, by promoting the project at events around Europe and by leveraging their individual networks. Furthermore, partners have been active in assisting with the project's communication efforts by raising awareness about the project, promoting it, and engaging targeted audiences, stakeholders, and end-users. The project website, X (Twitter), LinkedIn, and YouTube pages have all served as platforms for raising awareness about the project and engaging with relevant stakeholders.

For this report, the communication and dissemination performance has been measured and analysed, with future plans and expectations outlined and justified. In the following pages, we will provide a comprehensive update on the status of these activities, updates to measurable targets, and discuss the next stages of the project in terms of its communication and dissemination.

1 Introduction

This report builds upon the information and guiding principles of deliverable *D8.1 - Communication and Dissemination Strategy,* which was submitted in M3 of the SecureFood project. Since then, the strategy undertaken towards the project's dissemination and communication efforts have naturally evolved. By M12, the partners have sought to update their plans as the work progresses and solutions begin to take shape.

A communication and dissemination strategy is inherently dynamic by nature; it can and should mature, evolve, and alter based on the work and potential changes in priorities that are identified. With this in mind, this report outlines the concrete actions that were taken to ensure that the initial vision of the communication and dissemination strategy has been effectively implemented in the first 12 months, as well as to account for the second year of the project and the direction of this strategy going forward.

The first section of this deliverable will focus on the project's dissemination activities and achievements, including events, publications, dissemination materials, and newsletters. In the second section, we will analyse the performance of SecureFood's communication channels, activities, and achievements. Lastly, the report will outline the proposed next steps for year 2 of the project.

This deliverable utilises a standardised methodology, with specific adaptations for SecureFood, as detailed in the annex (see Annex *A.1.1 – Methodology Alignment with Other EU Projects* for more information on the methodology and framework).

1.1　Purpose of the document

The purpose of this document is to present an interim report of the work carried out in the SecureFood project from M1 to M12, as well as to serve as a tracker and handbook for future dissemination and communication activities.

From the inception of the dissemination and communication strategy, relevant activities have been monitored and progressed continuously. As such, this report seeks to provide a detailed picture of the status at M12, and to outline the consortium's next steps to ensure maximum visibility and continue to target relevant audiences as the project transitions into a more results-oriented stage.

1.2　Intended readership

The intended readership of this document primarily concerns the project consortium, the European Commission SecureFood Project Officer, European agencies, and other Horizon Europe projects that are operating in the field of food security. The deliverable will be made available to view publicly on the project website for any external entities that wish to do so.

This report will be of particular interest to the consortium partners, as it serves as a blueprint to support partners with their participatory communication and dissemination activities, as

well as to inform them of best practices to ensure that maximum reach and visibility of the project is achieved throughout the course of its lifecycle.

1.3　Relationship to other SecureFood deliverables

This deliverable is closely linked to the deliverables listed in Table 1 below.

Table 1: Relationship between D8.2 and other SecureFood deliverables

Deliverable	Name of Deliverable	Link to D8.2
D8.1	Communication and Dissemination Strategy	D8.2 monitors the progress and status of the SecureFood strategy for communication and dissemination that was delivered in D8.1.
D8.3	Periodic Dissemination and Communication Report (V2)	D8.3 will continue to monitor the progress and status of SecureFood's communication and dissemination strategy.
D8.4	Periodic Dissemination and Communication Report (V3)	D8.4 will provide the final report on the activities and achievements of SecureFood's communication and dissemination strategy.

2 Dissemination Activities

This section of the report will outline the dissemination efforts of the strategy, their implementation, and the main achievements between M1 and M12 of the project. In Section 4 of the document, Next Steps, we will describe the planned dissemination activities between M12 and M24 when the next report on dissemination and communication is due.

It is important to note that the information and figures related to dissemination that have been reported in this deliverable were gathered between late November to early December of 2024, and reflect the accurate status of the activities up until that point. The following sections will delve into the specific actions that have been performed under each type of dissemination activity.

2.1   Overview of Activities, M1-M12

Due to the collective efforts and cooperation of the SecureFood consortium, numerous dissemination activities have taken place in the first year of the project. Such activities included attendance at events across Europe, collaboration and networking, strong social media and website engagement, the publication of two newsletters, and participation in the project's Extended Stakeholder Group and Project Advisory Group.

From the outset of the project, a dissemination tracker has been maintained as a record of all past and planned future SecureFood dissemination activities. The tracker is an interactive file that can be updated by any member of the consortium and is housed in the project's internal shared documents repository. The tracker contains several categories, including events that members of the consortium have attended, future events, published publications, relevant journals, and media coverage. An example view of the dissemination tracker is presented in Figure 1 below.

Date	Name of event	Type of event (conference, workshop, exhibition etc.)	Partner involved (name, organisation)	Presentation title (if relevant)	Location (virtual or physical attendance)	Website / source	Type of involvement (organisation of event, participation in event, project presentation etc.)
19/03/2024	Alimentaria 2024	Fair	Julian Drausinger (LVA)	SecureFood project presentation	Physical, Barcelona	https://aliber.es/	Presented the SecureFood project using our institutional presentation
22/04/2024	Co-creation workshop for Applied Research & Technology Transfer of ShapingBio	Workshop	Charis Galanakis (GL)	N/A			Expert in the Multi-Actor Group
23/04/2024	CBE JU Info Day 2024	Info day	Charis Galanakis (GL)	N/A	Physical, Brussels	https://www.cbe.europa.eu/infoday24	Networking
25/04/2024	3rd GA WASTELESS Annual Meeting	Meeting	Charis Galanakis (GL)	N/A			Participated as a member of the Wasteless Steering Committee/Networked
30/10/2024	Food Day @ETH 2024	Exhibition	Maryna Nehrey (NULES)	Scientific poster on SecureFood	Physical, Zurich	https://worldfoodsystem.ethz.ch/outreach-and-events/events/foodday-2024.html	Presented a scientific poster on SecureFood and networked with attendees

| < | > | Future events | Events attended (conferences, w | Published publications | Relevant journals | Media cover ••• | + | ⋮ | ◀ |

Figure 1: SecureFood Dissemination Tracker

2.2 Performance Measurement and Analysis

When we discuss measuring and analysing the performance of a project's dissemination activities, we must remember determining success can be a difficult task that is hard to define. In other words, the quantification of elements that lead to an impactful dissemination and communication strategy can be challenging to distil into a single report.

Despite such a challenge, however, the performance of SecureFood's strategy is regularly measured against the key performance indicators (KPIs) initially agreed to and outlined in the project's Grant Agreement (GA). These KPIs have shaped the dissemination and numerical targets listed in Table 2 below, which facilitates the measuring of how the project is performing with respect to its dissemination goals thus far.

Table 2: Dissemination KPIs

Category	Target Y1 (M12)	Target Y2 (M26)	Target Y3 (M42)	Status at M12
Scientific Publications	5	10	>15	In progress: 1 in Y1, 3 due in early 2025
Contributions in Conferences	2	6	>8	In progress
Workshops Organisation	2	8	≥10	In progress: 2 in Y1
Clustering with Initiatives and Projects	5	10	≥15 initiatives/projects, ≥ 3 joint events	In progress: liaised with 3 projects as mentioned in second newsletter
Exhibition Stands in Sectorial Conferences/Events/Fairs	1	2	5	In progress: 1 in Y1
Standardisation Liaison	1	2	5	In progress
Final Dissemination Event	N/A	N/A	1 event, ≥50 participants	Due at end of project

2.3 Publications

As evidenced in the table found in section 2.2, the first year of the SecureFood project has been sparse in terms of the scientific publications on SecureFood. This is due to the foundational nature of a project's first year where the initial focus is placed on research and development of the work and solutions.

In the first twelve months, therefore, there were relatively few project results to disseminate that would warrant scientific publications, as the efforts of the consortium were placed on the establishment of methodologies, conducting preliminary studies, and building essential partnerships.

As we approach year 2 and beyond of the SecureFood project, our consortium understands and has collectively agreed to intensify efforts towards publishing results in scientific journals and other relevant publications. This collective agreement reflects the confidence of our consortium in upcoming project milestones, and highlights our commitment to contributing valuable insights in the field of global food security.

A selection of publications that span a wide range of disciplines and fields related to the scope of SecureFood, as identified by all members of the Consortium, to be targeted is presented below in Table 3 below.

Table 3: Selection of Targeted Journals

Journal title	Publisher	Homepage
Food Security	Springer	https://link.springer.com/journal/12571
Trends in Food Science & Technology	Elsevier	https://www.sciencedirect.com/journal/trends-in-food-science-and-technology
Food Research International	Elsevier	https://www.sciencedirect.com/journal/food-research-international
Food Policy	Elsevier	https://www.sciencedirect.com/journal/food-policy
Discover Food	Springer Nature	https://link.springer.com/journal/44187
Environment Systems and Decisions	Springer	https://link.springer.com/journal/10669
Journal of Cleaner Production	Elsevier	https://www.sciencedirect.com/journal/journal-of-cleaner-production
Journal of Artificial Intelligence Research (JAIR)	AAAI Press	https://www.jair.org/index.php/jair
European Journal of Futures Research	Springer Science+Business Media	https://eujournalfuturesresearch.springeropen.com/
Computers and Operations Research	Elsevier	https://www.sciencedirect.com/journal/computers-and-operations-research
Global Food Security	Elsevier	https://www.sciencedirect.com/journal/global-food-security
Nature Food	Nature Portfolio	https://www.nature.com/natfood/
Aquaculture International	Springer Science+Business Media	https://link.springer.com/journal/10499?gad_source=1&gclid=Cj0KCQiAgJa6BhCOARIsAMiL7V_b4MBuE2AQRxk-xFbilroNdIyTNW5bPi-CLF_bgqkAVovghZZJ-J4aAozhEALw_wcB
British Food Journal	Emerald Group Publishing	https://www.emerald.com/insight/publication/issn/0007-070x
Aquaculture Economics & Management	Taylor & Francis	https://www.tandfonline.com/journals/uaqm20

Fisheries Research	Elsevier	https://www.sciencedirect.com/journal/fisheries-research
Marine Policy	Elsevier	https://www.sciencedirect.com/journal/marine-policy
Supply Chain Management: An International Journal	Emerald Group Publishing	https://www.emeraldgrouppublishing.com/journal/scm
Journal of Operations Management	Wiley	https://onlinelibrary.wiley.com/journal/18731317
Journal of Supply Chain Management	Wiley	https://onlinelibrary.wiley.com/journal/1745493X
Technology Innovation Management Review	Carleton University	https://www.scimagojr.com/journalsearch.php?q=21100972600&tip=sid
Technology Analysis & Strategic Management	Taylor & Francis	https://www.tandfonline.com/journals/ctas20

As stated in SecureFood's communication and dissemination strategy and the project's GA, our consortium is committed to the practice of promoting open science research. All scientific articles and conference papers produced will therefore be published according to the Horizon Europe Open Access guidelines and made publicly available. When it comes to restricted information, precautions will be taken to guarantee its security and confidentiality.

2.4 Events

A table of events that the SecureFood project consortium has attended and/or represented the project in is available to view in Table 4 below.

As with our intention to intensify our efforts to the publishing of findings, research, and results in scientific journals and other publications, we will also seek to prioritise participation in a diverse array of events across Europe as tangible results from our work materialise and are ready to be disseminated widely.

Table 4: Events Attended

No.	Date	Name of Event	Type of Event	Partner Involved	Presentation Title (if any)	Location	Website / Source
1	19/03/2024	Alimentaria 2024	Fair	Julian Drausinger (LVA)	SecureFood project presentation	Physical	https://aliber.es/
2	22/04/2024	Co-creation workshop for Applied Research & Technolog	Workshop	Charis Galanakis (GL)	N/A	Physical	

		y Transfer of ShapingBio					
3	23/04/2024	CBE JU Info Day 2024	Info day	Charis Galanakis (GL)	N/A	Physical	https://www.cbe.europa.eu/infoday24
4	25/04/2024	3rd GA WASTELESS Annual Meeting	Meeting	Charis Galanakis (GL)	N/A	Physical	https://wastelesseu.com/dear-wasteless-community/
5	30/10/2024	Food Day @ETH 2024	Exhibition	Maryna Nehrey (NULES)	Scientific poster on SecureFood	Physical	https://worldfoodsystem.ethz.ch/outreach-and-events/events/foodday-2024.html

2.5　Media and Multipliers

The media is an important audience in its own right, as it can act as a multiplier and amplifier of the message that can hugely benefit SecureFood in its endeavour to disseminate information on the project to a diverse range of stakeholders.

In Y1 of the project, a media database was collated and finalised by Carr Communications with input from the consortium partners. This database contains EU level, international, and a selection of Ireland + UK based media outlets and media contacts that have been identified as having potential interest in the research, work, and outcomes of SecureFood. As this database of contacts contains personal data such as names and email addresses, it is not shared publicly but is instead stored on Carr's secure internal servers. Where needed, Carr has also informed the consortium that, as an organisation with expertise in communications, PR, and media training, it is willing to offer such services to the other partners if and when needed.

Planned activities in terms of the media and multipliers include pitching interviews with project partners to various outlets and drafting further articles on the project to send to industry publications and magazines that specialise in fields related to the scope of SecureFood. Press releases will be issued for all upcoming SecureFood events and major conference presentations and will be translated into the local languages of the consortium partners and where they are located, as well as the local partner's contact information should the media wish to find out more.

As the work of SecureFood naturally progresses throughout Y2, the utilisation of the media and other multipliers will become increasingly result-oriented, promoting the developments of SecureFood and the project's ambition to change the way we produce, distribute, and consume food.

2.6 Dissemination Materials

The production of impactful dissemination materials is an important activity and essential for the success of Horizon Europe projects like SecureFood, helping to ensure that the project and its ambitions are consistent, clear, and engaging.

Dissemination materials help to set the visual tone of the project and serve as its foundational identity. With a professional brand design that is recognisable and a cohesive visual identity, dissemination materials assist in fostering awareness amongst the general public and bolster buy-in to a project's solutions from targeted audiences and stakeholders. Ultimately, these materials are crucial in cementing the project's presence, sharing knowledge, and achieving its long-term impact goals.

In the first 12 months of SecureFood, a number of effective and visually prominent dissemination materials, in-line with our branding guidelines, have been created by Carr Communications with the input of the wider consortium. These dissemination materials, all of which are available to view and download on a dedicated page of the SecureFood website, include the project's branding, a pull-up banner, and a scientific poster. With the exception of the project's fact sheet, which is also available to view on the website, all of these dissemination materials have been used and displayed either at internal consortium meetings or external conferences and exhibitions.

A screenshot of the project's scientific poster as an example of our impactful dissemination materials, which was displayed by project partner NULES at the event Food Day @ETH 2024 in Zurich, Switzerland, is available to view below.
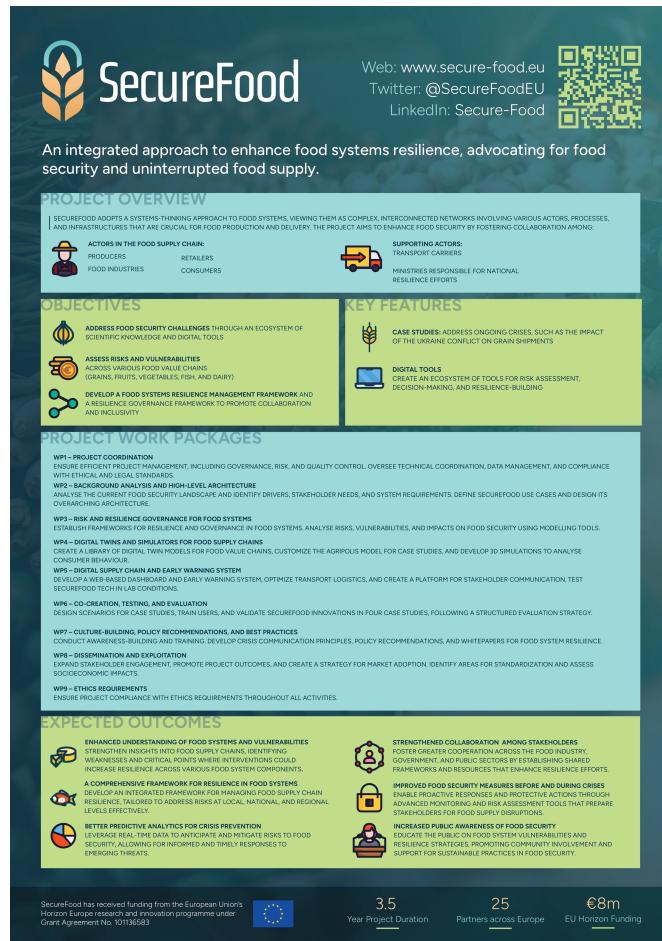
Figure 2: SecureFood Scientific Poster

Future planned dissemination materials include infographics, brochures, and leaflets to display and share at events and online. It is important to note, however, that as we aim to minimise the environmental footprint of printed materials, the preference is given to electronic and digital materials, such as electronic posters, video materials and presentations.

2.7 Dissemination through clustering, networking, and knowledge transfer activities

The activities of clustering, networking, and knowledge are important procedures that will help to ensure the strength, reach, and impact of a project's dissemination efforts.

Our ambitions with such activities, as highlighted at the project's inception and in the Communication and Dissemination Strategy deliverable, is to strategically leverage clustering and networking opportunities with other Horizon Europe projects operating in similar fields and relevant stakeholders, all the while seeking to foster collaboration and promote knowledge sharing to the benefit of SecureFood.

The first twelve months of SecureFood, from a dissemination perspective, have centred on foundational work and the establishment of the project brand, initial stakeholder engagement

via our Extended Stakeholder Group and Project Advisory Group, the creation of dissemination materials, website management, promoting the project across social media, and contacting relevant industry outlets.

In line with SecureFood's commitment to foster knowledge exchange and an inclusive dialogue, the project's Extended Stakeholder Group (ESG) has been successfully established in the first year of its lifecycle. The ESG brings together an impressive array of stakeholders spanning diverse fields of expertise related to food security, and includes representatives of industry, academia, policy-making, and civil society across multiple countries.

As of M12, ESG members have already actively contributed to two dedicated workshops; a participatory Resilience Governance Framework in fulfilment of Task 3.4 under WP3, and a User Requirements Validation workshop that built upon previous efforts to define URs following two focus groups held in May. With the active and fruitful engagement of our ESG members in these workshops, the project aims to highlight the value of collaborative expertise and set a strong foundation for the ongoing co-creation of innovative solutions within the SecureFood project.

We have also actively sought out opportunities to collaborate and cooperate with other Horizon Europe projects whose scope and ambitions are relevant to that of SecureFood's. Information on three EU projects, MAGNO, FOODGUARD, and BREADCRUMB, is featured in the December 2024 addition of the SecureFood newsletter, representing the first steps towards collaboration between our respective projects. A meeting to discuss more opportunities to cluster, network, and cooperate between these projects and SecureFood is currently being organised for early 2025 and will serve to explore how best to support and promote one another moving forward.

In the second report on dissemination and communication, a deliberate shift towards building partnerships and leveraging existing and new networks to ensure a broader impact and wider adoption of our technologies will be noted.

2.8 Management and Administration of Dissemination Activities

As the leader of *WP8 – Dissemination, Communication, and Exploitation,* it is the responsibility of Carr Communications to ensure the effective planning, creation, and correct implementation of the project's communication and dissemination activities. However, it is important to note that *all* partners in the consortium are expected to contribute to these efforts. In monthly Executive Board meetings, all partners are informed of the management and administration of SecureFood's past, present, and upcoming dissemination efforts and activities, and how they can participate and/or contribute.

Relevant files are saved in the respective WP8 folder of the internal project's documents repository, where partners are encouraged to offer their feedback, suggestions, and edits to any and all uploaded dissemination materials. If required, the project coordinator and specific partners are consulted directly on issues that pertain to them and/or when deemed necessary.

Details on the rules around dissemination procedures and dissemination reporting are available in the deliverable *D8.1 - Communication and Dissemination Strategy*, which was published in M3 of the project.

All partners are requested to report any dissemination actions in which they engage to CARR by inserting the activities into the Dissemination Tracker excel worksheet, available to all partners to view and edit in the internal project's documents repository. This tracker is maintained and regularly updated by CARR, and currently includes 6 sections:

1. Events Attended
2. Future Events
3. Published Publications
4. Relevant Journal Publications
5. Media Coverage
6. Key Stakeholders

3 Communication Activities

This section of the report will describe the implementation of SecureFood's communication strategy in the first twelve months of the project, as well presenting the main activities and achievements to date. The strategy, which has thus far been undertaken in an effective and strategic manner, is the foundation of all our communication activities that we will continue to follow throughout the duration of the project.

In Section 4 of the document, Next Steps, we will then describe the planned communication activities between M12 and M24 when the next report on dissemination and communication is due.

3.1 Overview of Activities, M1–12

The communication activities of SecureFood have been consistent and ongoing since from the outset of the project. Core activities to date include the creation and updating of the project website, weekly posting across LinkedIn and X (Twitter), the recording and uploading of videos to the YouTube channel, newsletters, promotional material, event attendance, and stakeholder engagement.

As with dissemination, the consortium partners have played an active role in the project's communication activities and raising awareness about SecureFood as an EU-funded initiative, promoting it to relevant stakeholders, engaging target audiences, and by distributing tailored key messages via selected channels. We will continue to rely on the coordinated efforts of all partners and their cooperation with respect to the communication activities as the project progresses.

3.2 Performance Measurement and Analysis

SecureFood's communication performance is measured and analysed on a continuous basis. The project's communication activities, targets, and current status are listed below in Table 5.

Table 5: Communication KPIs

Category	Activity	Target Y1 (M12)	Target Y2 (M24)	Target Y3 (M36)	Target Y3 (M42)	Status at M12
Visibility of the project at European and global level	Project Website	Launch website + manage	Continuously update and manage the website	Continuously update and manage the website	Update on the research and results of the project	Continuous
	Visits to the website	1,000	2,500	7,500	10,000	On track: 2,166 visits
	Downloads from the website	100	200	300	400	In progress: 94 downloads
	Coverage in industry magazines /popularised articles in magazines	1	2	5	6	On track: 1 in Y1, second scheduled for publication in Feb 2025
Promotion of the project identity	Create project identity and branding	Create project branding and identity. Final logo and colour scheme	Revise branding and identity as required by project partners	Revise branding and Identity as required by project partners	Revise branding and Identity as required by project partners	Continuous
	Marketing pack and promotional press kit	Design project pull-up for meetings	Design project poster to display at events	Project brochure for events	Revision of promotional materials	On track: Pull-up and poster designed and displayed in Y1
	Institutional presentation on SecureFood presentation created at the beginning of the project	Presentation designed	Revision of presentation (if deemed necessary)	Revision of presentation (if deemed necessary)	Revision of presentation (if deemed necessary)	Designed in Y1
	YouTube videos (including videos for the case	2	5	8	10	On track: 6 in Y1

	studies demos)					
Content Creation and Distribution	Infographics	0	2	6	8	In progress
	Newsletters	2	4	6	8	On track: 2 produced in Y1
Outreach and Knowledge Sharing	Talks/Appearances	0	0	2	4	In progress
	Market uptake launch event	0	0	0	1	In progress
	Education activities	0	0	2	4	In progress
	Whitepapers	0	0	0	5	In progress
	Webinars	0	0	2	4	In progress

Several of the project's communication activities measured through the associated KPIs are planned for the later stages of the project lifecycle to align with the development and maturity of project outputs. For example, activities like invited talks, whitepapers, and the Market Uptake Launch Event are intended to showcase validated results and provide meaningful engagement with target audiences towards the latter stages of the project when our results are more materialised. In the first year, the focus has been on foundational activities such as the management of our website, brand establishment, and the creation of initial communication materials, setting the stage for impactful dissemination as the project progresses. This phased approach ensures that communication efforts remain strategic and aligned with project milestones.

The communication performance of SecureFood is measured and analysed using both qualitative and quantitative metrics. Analytical tools are used to acquire the quantitative data, providing valuable insights into the number and frequency of the activities carried out, and includes information on website traffic, engagement, and demographics. For our social media channels, analytics data is gathered on the number of followers, page views, visitors, post engagements, impressions, and shares.

To gather analytics for the website, Matomo Analytics is used. While Google Analytics has been considered and used in previous Horizon Europe/H2020 projects, consortiums are cautioned against using it due to concerns surrounding privacy, data protection, and compliance with the EU's General Data Protection Regulation (GDPR). Matomo Analytics is therefore considered a better alternative due to its strong alignment with GDPR compliance, enhanced data control, and privacy-first approach.

For our social media channels, we use YouTube's own analytics for the YouTube page, LinkedIn's own analytics for the LinkedIn page, and Hootsuite for the analytics of our X page. As of December 2024 (M12), all followers across SecureFood's social media channels, as well as subscribers to the newsletter, have been acquired organically and not through any sponsorship or promotion.

Website and social media metrics are presented separately for each platform in section *3.3 Digital Communication Channels*.

The collection of qualitative and quantitative data is continuous and will be revisited, detailed, and analysed in subsequent deliverables that report on the communication and dissemination strategy.

3.3 The SecureFood Identity and Brand

The SecureFood project's branding, available to view and download on the website, reflects an identity that is strong and cohesive, one that aligns with its mission and objectives as a Horizon Europe project to enhance food systems resilience and security. Central to its visual identity is its unique colour palette, combining Earth Yellow and Viridigris tones to reflect sustainability, innovation, and resilience in food systems. The project's hero font, Figtree, with its modern and digital-friendly design, emphasises the importance of SecureFood's technological innovation and accessibility. Together, these branding elements communicate SecureFood's ambition to address complex food security challenges, while also maintaining the clarity and professionalism that is present and accentuated across all of our communication channels.

Figure 4: SecureFood Branding

The SecureFood logo, prominently featuring symbols that are an amalgamation of food, safety, and security, serves as a recognisable emblem of SecureFood's scope and impact. The integration of single-color lockups and various logo elements ensures flexibility across digital and print mediums, one that maintains a consistent presence in all of our communication activities and channels. The branding encapsulates the project's commitment to delivering cutting-edge solutions for food system resilience, fostering trust among stakeholders, and inspiring confidence in SecureFood's role as a leader in driving global food security.

3.4 Digital Communication Channels

3.4.1 The SecureFood Website

The SecureFood website, available to view at https://secure-food.eu/, is the focal point of the project's communication and serves as the nucleus for online communication and dissemination efforts. While SecureFood's social media channels serve an important role as amplifiers of the project's key messages, updates, and information, all communication activities should serve to highlight the presence and centrality of the website.

As a powerful tool of both communication and dissemination, the website is instrumental in engaging and informing our target audiences. The SecureFood website incorporates the visual identify of the project and its unique branding, as well as providing convenient access to well-presented, non-confidential information on the project.

A still image from the landing page of the SecureFood website is presented in the figure below.

Figure 5: Website Landing Page

Since the launch of the website in M3 of the project, it has grown and developed markedly. A new 'Downloads' section was added to the homepage, which currently hosts the range of dissemination materials that have been designed and showcased in the project's first year at both internal and external meetings and events. A 'Deliverables' section of the Downloads tab has also been included, where will we publish public deliverables once they have been approved. A link inviting visitors to the website to subscribe to the SecureFood newsletter has also been added to the homepage.

Matomo Analytics was activated for the site upon its launch, which is in full compliance with EU policy criteria and GDPR regulations. During the period of M3 to M12, the website has recorded 2,166 visits, with an average visit duration of 2 minutes and 2 seconds. The bounce rate remained low at 10%, demonstrating that visitor interest is sustained and that there is meaningful engagement with the site. Visitors performed an average of 3.3 actions per visit, with a maximum of 55 actions recorded in a single session.

Cumulatively, the site has achieved 6,650 pageviews (2,892 unique pageviews), 92 downloads (79 unique), and 147 outlines clicked (124 unique). These figures, taken within a 9-month timeframe, align well with the project's dissemination goals, as the KPI for visits is ≥10,000 over the project's 42-month lifespan, and the target for downloads is ≥400.

Given the metrics reported above within less than a year of the project's lifecycle, we are confident that the steady and consistent growth in user engagement and content interaction with the website showcases the platform's effectiveness as a core dissemination tool, as well as its potential to meet the defined KPIs by project completion.

3.4.2   LinkedIn

A LinkedIn page for SecureFood was created in the first month of the project, and can be viewed here: https://www.linkedin.com/company/secure-food.

In the first year of the SecureFood project, our LinkedIn page has witnessed significant organic (non-paid) growth and a strong level of audience engagement with our content. To date, the page has garnered over 43,000 impressions that have reached 23,000 members of the platform organically. Engagement levels have been notably high and showcase positive reactions to our content, with 1,390 reactions and 37 reposts. Notably, all 1,377 of our followers have been obtained organically, and have vastly exceeded our initial KPI of ≥300 LinkedIn connections.

The accessibility of our page across different platform is also notable, with 3,799 page views split between 1,599 on desktop and 2,200 on mobile devices. Within these figures, we attracted 1,068 unique visitors to the LinkedIn page, which highlights the diversity of those engaging with our content.
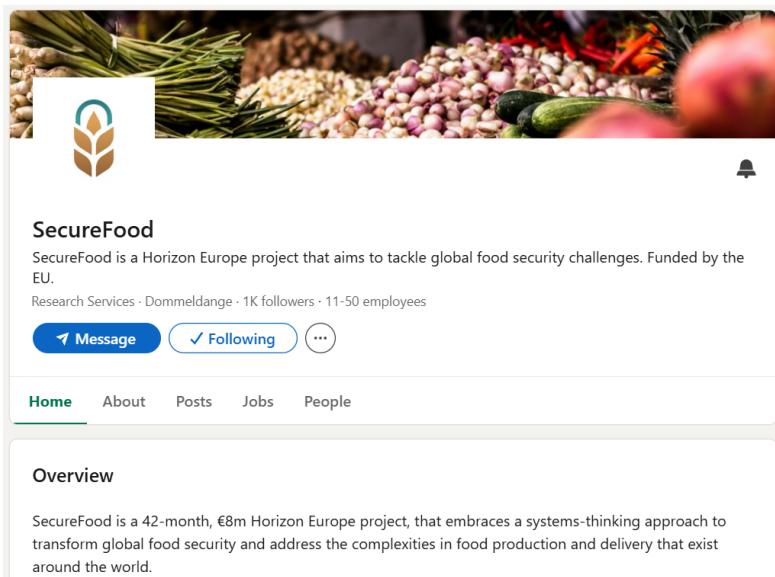
Figure 6: SecureFood LinkedIn Page

The project's X page, to the contrary, has not achieved the same high level of engagement that we have witnessed with our LinkedIn page. Despite setting a KPI of ≥1,000 followers in the GA, SecureFood's X account currently has only 50 followers. We believe that this is partly due to the reduced viability and changing user dynamics of X as a platform following Elon Musk's acquisition, which has led to shifts in organic platform engagement and reliability.

According to Hootsuite, a reputable social media engagement platform, users of X who pay to be verified via X's paid premium subscription service are more likely to perform better under the platform's algorithm.[1] Non-paying users of the platform are likely to experience reduced reach and visibility due to the preference of the algorithm for Premium accounts under Musk's leadership, which get a significant boost in ranking for replies and general visibility. This pay-to-play model aligns with the platform's broader monetisation strategy, reflecting a shift in priorities that can hinder organic content dissemination by those accounts who do not pay for a subscription.

With this in mind, we propose consolidating our LinkedIn and Twitter KPIs into a single metric, reflecting LinkedIn's demonstrated effectiveness as our primary channel. This adjustment will allow us to refocus our efforts where we see the highest engagement, while still maintaining an active presence on Twitter for broader visibility. This approach ensures that SecureFood's communication and dissemination activities remain efficient, targeted, and aligned with the preferences of the audiences we seek to engage.

3.4.3   X (Twitter)

A SecureFood X (Twitter) account was created in M1 of the project, and can be viewed at the following link: https://x.com/SecureFoodEU.

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[1] *"How the Twitter algorithm works in 2024",* Hootsuite Blog. Available at: https://blog.hootsuite.com/twitter-algorithm/ (Accessed: 28 November 2024).

Figure 7: SecureFood X Page

The SecureFood X page primarily serves to raise awareness about the project and its progress with stakeholders and the general public, to interact and build relationships with them, to disseminate project news and results, as well as to notify us and connect with the work, research, progress of other projects that share a similar scope to SecureFood.

As discussed in the previous section, the SecureFood project's LinkedIn page has significantly outperformed its initial KPI of ≥300 followers, while our X account has underperformed in the first year. While we do intend to keep our X channel and to continue posting on it, as a platform it remains subservient to the time and efforts of our LinkedIn page.

It is important to also note that analysing our performance on X comes with limitations, as the platform now requires a paid subscription for access to detailed analytics. As an EU-funded project, we have determined that such an investment is not the best use of resources, and so we wish to avoid purchasing a subscription service. Fortunately, through Hootsuite, we can access data from the past month, which can help us to gleam insights into the performance of our recent content.

In the month of November (M11), we published four posts on X, which collectively achieved 118 impressions, 8 reactions, 11 interactions 3 shares and 1 mention. This means that, on average, each post had achieved 29.5 impressions, 2 reactions, 2.75 interactions and had an engagement rate of 11.46%. Given the challenges with X that we have outlined, these results highlight a steady level of audience interest and engagement that we will attempt to maintain without the purchasing of a subscription to the platform.

3.4.4   YouTube

The SecureFood YouTube channel was created in M3 of the project following our kick-off meeting in Athens, Greece, where we interviewed several consortium partners to explain their

role in the project. Serving as an accessible platform on which to display audio-visual highlights from project meetings and events, videos from the YouTube page can be seamlessly integrated into our social media channels and newsletters, leading to increased levels of visibility, engagement, and interaction with our target audiences. Branded cards that feature at both the start and end of all videos have also been created to ensure visual consistency.

As of M12, there is a total of 6 videos on our YouTube channel out of a KPI of 10 total videos for the project. We anticipate more than 10 videos will be uploaded to the YouTube channel as we continue to attend internal and external events and gather visually appealing content to showcase our work. Future planned video content includes explainer videos, spotlight interviews with project partners, and summary videos of the SecureFood case study demos.
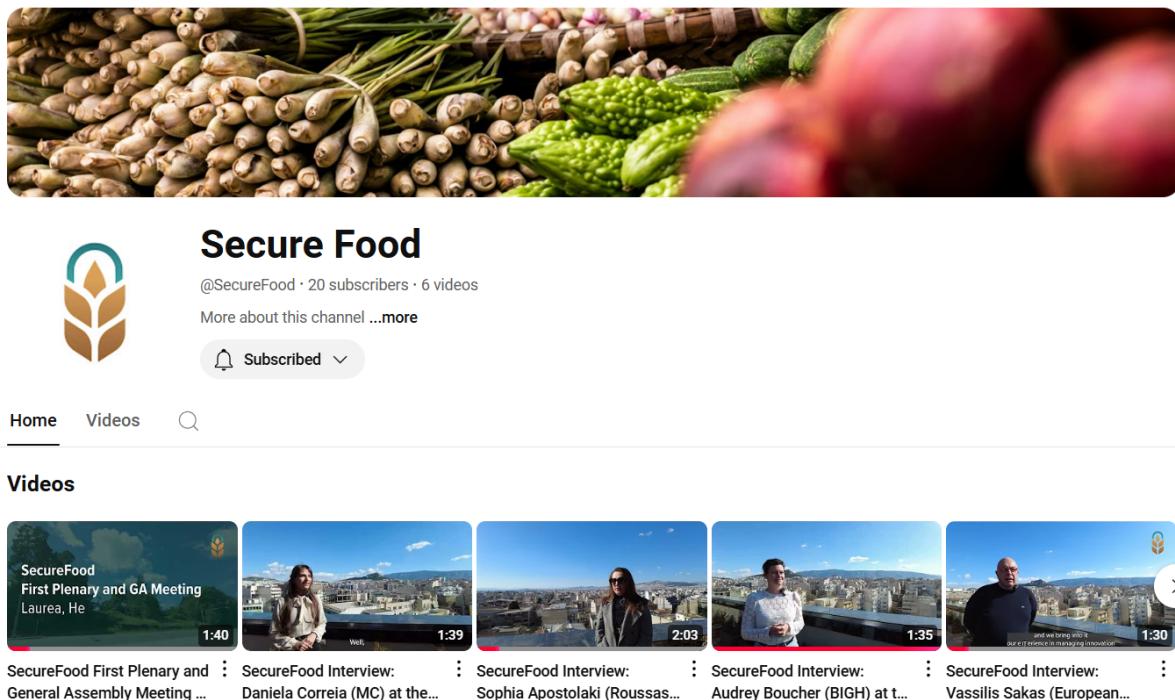

Figure 8: SecureFood YouTube Page

The SecureFood YouTube channel, launched in M1 of the project, has made a strong start as a tool to disseminate project information and highlights. As of M12, the six videos already uploaded to the channel have amassed a total of 232 views and 2.8 hours of watch time. Notably, the channel has achieved 557 impressions and an impressive 12.2% click-through rate (CTR), significantly exceeding typical YouTube averages.[2] SecureFood's CTR indicates that our channel's video thumbnails and titles are effectively resonating with our target audiences, and that we are successfully converting impressions into views. These early successes

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[2] *"YouTube Analytics basics",* YouTube Help, Google. Available at: https://support.google.com/youtube/answer/7628154?hl=en
(Accessed: 28th November, 2024).

highlight the channel's potential as a platform to expand awareness of SecureFood's objectives, results, and innovations as the project progresses.

3.4.5   Newsletters

Published on a biannual basis, or every six months, the SecureFood newsletter serves to provide our subscribers with periodical updates on the project, our progress and results, past and upcoming events, meetings, milestones achieved, and more.

As of M12, two editions of the SecureFood newsletter have been written and published using LinkedIn's newsletter feature. At the time of writing, we currently have 712 subscribers to the newsletter, representing more than half of our total followers on the platform. An image from the first edition of the newsletter, published in June 2024, is presented below.

Figure 9: SecureFood Newsletter

3.5   Industry Coverage

In the first year of SecureFood, the project has received coverage in industry publications of note. A comprehensive piece on the project was published with New Food Magazine, both physically and online, in September 2024. The publication of this piece was a major accomplishment for the project, particularly in its first year, as New Food Magazine has targeted audience of industry professionals globally, including those involved in food science, policy, and technology.

A second piece with a 3,500-word count has also been submitted and approved by the editors of Food Safety Magazine, a digital magazine with a circulation of over 23,000 readers, and is

due for publication in early 2025. Both pieces have and will be shared widely amongst our target audiences and key stakeholders via our website and social media profiles. We are also currently in discussions with the editor of The Grocer, a leading publication that covers topics such as supply chains, sustainability, and food production.

Early media coverage of the project has demonstrated SecureFood's ability to effectively communicate its mission and vision, as well a clear interest from those in relevant sectors to learn more about the work of the project. By targeting high-impact publications at this preliminary stage, the project has not only raised initial awareness and interest in our work, but has also already positioned SecureFood as a key player in the conversation around food security, sustainability, and resilience.

4 Next Steps

As the project approaches the end of its first year, SecureFood will begin to move into a more results-focused phrase and this will be reflected in the approach towards dissemination and communication. Realistic scenarios that will be used in the case studies for demonstrating and validating SecureFood will naturally offer new opportunities to employ impactful dissemination and communication activities, engage more stakeholders and end-users, and help to ensure widespread coverage of the project.

All partners will continue to actively contribute to and participate in the core objectives of SecureFood's dissemination and communication strategy, ensuring that all results are made available to relevant stakeholders, and that we effectively communicate the reasons for the results being of interest, relevance, and benefit to them.

The dissemination and communication activities outlined throughout the duration of this deliverable will continue to be carried out from now until the next report, which is due in M26 of the project. The availability of results will coincide with intensified results-focused dissemination efforts involving all partners. The impact of such actions will be maximised through a wide and varied range of planned actions and activities, as seen in the table below.

Table 6: Next Steps

Activity (Month)	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Project Website maintenance and updates														
Annual review of website														
LinkedIn Content														
X Content														
YouTube content														
Newsletters														
Review of dissemination materials														
Submissions to industry magazines/publications (including drafting)														
Press Kit for Website														
Brochure Design														
Clustering with Initiatives and Projects														
Continuous engagement with ESG and PAG														

5 Conclusion

This deliverable has presented a comprehensive picture SecureFood's communication and dissemination landscape in the first twelve months of the project and its current status. This report builds on the information presented in *D8.1 – Communication and Dissemination Strategy*, and will feed into the next report, *D8.3 - Periodic dissemination and communication report (v2)* in M26.

Annex A

A.1.1 Methodology Alignment with Other EU Projects

This project has used a standard methodology already developed in RESPONDENT (Grant Agreement Number: 101082355), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for SecureFood (Grant Agreement Number: 101136583).

The structure, tone, and content of this deliverable has drawn upon a standardised methodology and reporting framework developed by Carr Communications Ltd (CARR) in the context of previous Horizon Europe projects, including RESPONDENT (Grant Agreement Number: 101082355). This approach aligns with European Commission recommendations to foster consistency, clarity, and efficiency in dissemination and communication deliverables across EU-funded initiatives.

To meet the unique requirements of SecureFood, ad hoc modifications have been made to the standardised framework, ensuring compliance with project-specific conditions while preserving the integrity of the methodology. With this in mind, this annex has been inserted to pre-emptively address any concerns regarding similarities between this deliverable and others produced by the consortium in other projects involving CARR.