



# SecureFood

## D8.1 Communication and Dissemination Strategy

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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 important actions that set a long-term vision for how to change the way 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 in order to maximize the food supply chain resilience.

The goal of **SecureFood** is 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 different geographies in order to safeguard food security and to 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 by enhancing the food system resilience at different levels.

The **ambition** of the program consist 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, as well the development of digital solutions which will cover all parts of the project (forecasting, statistical analysis etc.)

## PROJECT PARTNERS

Partner	Country	Short name
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EUROPEAN DYNAMICS ADVANCED INFORMATION TECHNOLOGY AND TELECOMMUNICATION SYSTEMS SA	EL	EDAT
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FUNDACION ZARAGOZA LOGISTICS CENTER	ES	ZLC
EMPRACTIS E.E. SYMVOULOI MICHANIKOI	EL	EMP
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
EXUS SOFTWARE MONOPROSOPI ETAIRIA PERIORISMENIS EVTHINIS	EL	EXUS
INNOV-ACTS LIMITED	CY	INNOV
CARR COMMUNICATIONS LIMITED	IE	CARR
COSMOSHIP MARITIME LIMITED	CY	COSMO
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MINISTRY OF AGRARIAN POLICY AND FOOD OF UKRAINE	UA	MINAG
ALL-UKRAINIAN PUBLIC ORGANISATION UKRAINIAN AGRARIAN CONFEDERATION	UA	UAC
ASSOCIATION UKRAINIAN AGRIBUSINESSCLUB	UA	UCAB
ELLINIKOS GEORGIKOS ORGANISMOS - DIMITRA	EL	ELGO
LUONNONVARAKESKUS	FI	LUKE
ENOSI KATANALOTON POIOTITA TIS ZOIS	EL	EKP
ROUSSAS ANONYMI ETAIREIA	EL	ROUS
SPREAD EUROPEAN SAFETY AND SUSTAINABILITY GEIE	IT	SPES
FEDERAZIONE ITALIANA DELL INDUSTRIAALIMENTARE ASSOCIAZIONE	IT	FEDAL
ASSOCIATION NATIONALE DES INDUSTRIES ALIMENTAIRES	FR	ANIA
FEDERACAO DAS INDUSTRIAS PORTUGUESAS AGRO-ALIMENTARES	PT	FIPA
FEDERACION ESPANOLA DE INDUSTRIAS DE LA ALIMENTACION Y BEBIDAS	ES	FIAB
SYNDESMOS ELLINIKON VIOMICHANION TROFIMON SOMATEIO	EL	SEVT
TUERKIYE SUET ET GIDA SANAYICILERI VE UERETICILERI BIRLIGI DERNEGI	TR	SETBIR
GOSPODARSKA ZBORNICA SLOVENIJE	SI	CCIS
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## List of Abbreviations and Acronyms

Acronym	Meaning
CARR	Carr Communications Ltd.
CC	Creative Commons
EC	European Commission
ED	European Dynamics Luxembourg S.A.
FAIR principles	Guiding principles aimed at making research outputs Findable, Accessible, Interoperable, and Reusable
GA	Grant Agreement
GDPR	General Data Protection Regulation
HE	Horizon Europe
KER	Key Exploitable Result
PAG	Project Advisory Group
WP	Work Package



## Executive Summary

This deliverable, *D8.1 – Communication and Dissemination Strategy*, presents the initial strategy for communicating and disseminating the objectives, activities, and results of SecureFood, a Horizon Europe project funded under Grant Agreement (GA) 101136583.

This document is of fundamental importance, as the primary goal of any project's dissemination efforts is to ensure that all findings reach relevant stakeholders and effectively communicate their significance and benefits. Indeed, the primary function of the dissemination and communication strategy is to facilitate the uptake and utilisation of our results by stakeholders and end-users.

Contained within this deliverable are the objectives and approach of the SecureFood project with respect to its dissemination and communication goals, along with key audiences, messaging, channels, and materials for dissemination, as well as to ensure that the project is of benefit, interest, and relevance to those who it wishes to target. It includes plans for targeting scientific and industry publications, conferences, events, networking, and media relations. Additionally, it lays out dissemination KPIs, an indicative timeline, and methods for performance measurement and analysis, along with management strategies for these activities.

Digital and social channels will play a central role in our strategy as they offer sweeping opportunities for engagement and promotion of project results, as well as a system of two-way communication between the project and the target audiences. At present, these channels include the project website, social media platforms (X, LinkedIn, and YouTube), newsletters, traditional media outlets, alongside other outlets and platforms offered by the European Commission to assist the dissemination and communication activities of a Horizon Europe project. All promotional materials featured on these channels will, of course, adhere to SecureFood's brand guidelines in order to guarantee the continuity and representation of our strong identity.

Key performance indicators – numerical targets that aid effective performance measurement – have been established to measure and track the success of the project's dissemination efforts, and an indicative timeline for activities from Month 3 to Month 8 has been developed to guide strategic and effective actions as we progress with the work and results are realised.

Our commitment to open access in dissemination is clear, and our research results will be sure to contribute valuable knowledge to the food security landscape as and when they are produced. We provide free and reusable access to scientific information online. To acknowledge the support received from the Horizon Europe program, we include the EU emblem and funding acknowledgment in all dissemination materials.

While this deliverable has been drafted and submitted for consideration by Carr Communications (CARR), it is important to note that dissemination and communication activities encompass efforts shared by all partners in the consortium and should involve their active implementation and continuous participation for all 3.5 years of the project.

# 1 An Introduction to D8.1

Crafting an effective communication and dissemination strategy document is a crucial aspect of any Horizon Europe project, as it presents, from the outset, a robust plan of action that can be referenced to promote the project successfully and ensure widespread understanding of its research outcomes.

In this regard, this deliverable aims to establish a comprehensive communication and dissemination strategy for the SecureFood project that has been drawn from the initial plans outlined in SecureFood's GA and guided by the principles of Horizon Europe (HE). Therefore, the strategy can be considered a product of genuine cooperation and consensus among consortium partners.

SecureFood's communication and dissemination plan has been designed to be flexible and responsive to evolving circumstances and will undergo continuous recalibration and refinement as the project progresses and its concepts begin to come to fruition. Regular reporting at key milestones is imperative to ensure transparency and accountability, and will be detailed in the following subsequent deliverables:

- D8.2 – Periodic dissemination and communication report (v1)
- D8.3 – Periodic dissemination and communication report (v2)
- D8.4 – Periodic dissemination and communication report (v3)

While CARR is the main partner responsible for leading the communication and dissemination efforts through WP8, it is crucial that all partners are actively involved in contributing to the project's communication and dissemination endeavours to guarantee that successful implementation and broad outreach is achieved. These contributions can and will encompass a variety of activities, such as publishing in scientific journals and academic papers, participating in conferences, exhibitions, and events, and engaging with key stakeholders and end-user beneficiaries interested in SecureFood's work, both at national and EU levels.

SecureFood's focus as a project on diverse value chains, including grains, fruits, vegetables, fish, aquaculture, milk, and dairy, will provide evidence-based insights to safeguard food security and enhance system resilience during crises globally. The ultimate objective of the SecureFood project is to establish a robust ecosystem that integrates scientific expertise, collaborative processes, and digital tools. From the outset, our communication and dissemination strategy was formulated to support these ambitious goals and to maximise their potential impact in the real world of global food security.

## 1.1 Task 8.2: Dissemination and communication

This deliverable has been drafted in fulfilment of *Task 8.2: Dissemination and communication*, which is part of *WP8 – Dissemination, communication and exploitation*.

As stated in the project's GA, a key component of this task is to establish a sound dissemination and communication plan (delivered at the beginning of the project and updated regularly) to increase visibility and public awareness of SecureFood's activities and outcomes.

## 1.2 Purpose of the document

The aim of this document is to serve as both a plan and a guide for optimising the impact of SecureFood's communication and dissemination efforts. This involves establishing a clear strategy aimed at maximising visibility and informing target audiences of the project's contributions to safeguarding food security and ensuring a resilient food supply chain.

This deliverable frames SecureFood's strategy in this regard, with a strong focus on delivering project results to stakeholders in a format that is appealing, appropriate, and easily accessible. Given the collaborative nature of the project, where all consortium partners are expected to contribute to communication and dissemination efforts, consolidating relevant details into a single, informative document is essential for easy reference and understanding.

Furthermore, this document serves the dual purpose of familiarising project partners with the overarching framework of the communication and dissemination strategy while also facilitating their active involvement in these crucial aspects of SecureFood's mission.

### 1.3 Intended readership

This deliverable will be distributed to the consortium partners of SecureFood, as well as to any external stakeholders or interested parties outside of the project. As this document is intended for public consumption, it is openly accessible to anyone who may wish to read it.

While this document is publicly available, however, it will be particularly relevant to the consortium members actively engaged in SecureFood's communication and dissemination activities. The outlined strategy will also benefit all members by serving as a guidebook to clarify the broader communication and dissemination efforts of the project and guide them in their efforts. It will also aid partners in understanding how they can contribute and participate in actions aimed at amplifying SecureFood's impact to a wide audience.

### 1.4 Relationship to other SecureFood deliverables

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

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

Deliverable	Name of Deliverable	Link to D8.1
D8.9	Project Web Site	D8.9 will establish the project's website and overall profile to external entities, as well as highlighting how the website will serve as the nucleus for all dissemination activities of SecureFood.
D8.2	Periodic dissemination and communication report (v1)	D8.2 is a report containing dissemination and communication activities and achievements, as well as the implemented outreach campaigns and awareness events for M1-M12 of the project.
D8.3	Periodic dissemination and communication report (v2)	D8.3 is a report containing dissemination and communication activities and achievements, as well as the implemented outreach campaigns and awareness events for M13-M26 of the project.
D8.4	Periodic dissemination and communication report (v3)	The final report containing dissemination, exploitation, and communication activities and achievements, as well as the implemented outreach campaigns and awareness events for M27-M42 of the project.

## 2 Communication and Dissemination Strategy

As this deliverable was submitted during the early phases of the project (Month 3), the primary focus has been on presenting the initial vision for the communication and dissemination strategy, as well as to describe the intended plan for its implementation throughout the 3.5-year duration of the project.

The strategy was devised at the outset of SecureFood to disseminate its findings and enhance project awareness, detailing SecureFood's objectives and methods for communication and dissemination, along with identifying initial key audiences, messages, channels, and materials for dissemination. These aspects will evolve naturally as the project progresses and results are achieved.

### 2.1 Strategy Overview

The dissemination and communication strategy of SecureFood was devised to ensure extensive circulation of project outcomes, including concepts, scientific results, and methodologies among the appropriate target audiences. Moreover, the strategy aims to engage external stakeholders, encouraging their input in the development, evaluation, adoption, and utilisation of SecureFood's outcomes.

In the initial planning phases of the strategy, the following eight steps were identified as crucial to achieving success:

1. Listening to and gathering insights
2. Setting specific dissemination objectives
3. Identifying relevant target audiences
4. Selecting the appropriate dissemination channels
5. Planning impactful activities
6. Defining and tailoring key messages accordingly
7. Implementing the dissemination activities
8. Evaluating and assessing the success of the activities

In addition to the steps listed above, the development of SecureFood's dissemination and communication strategy revolved around pertinent questions, such as; why dissemination is necessary, what information should be disseminated, to whom, and how. Below, a visual representation of SecureFood's iterative and cyclical dissemination approach is presented in Figure 1.



Figure 1: SecureFood's Strategic Dissemination Approach

The development of the SecureFood communication and dissemination strategy aims to enhance the societal, environmental, innovation, and business impacts of the project. Consequently, the dissemination endeavours are aligned to bolster the exploitation and future prosperity of the project's outcomes. A graphical representation of the SecureFood communication and dissemination plan is presented below in Figure 2.

Target Audiences	<p>Policy makers/ EC Directorates and Units/EU and Associated Countries Ministries and Governments/ Regulatory Agencies</p>	<p>Food supply chain actors (e.g. farmers, fishers, aquaculture producers processors, carriers, retailers etc)</p>	<p>Consumers and citizens</p>	<p>EFSCM/Natio nal and international initiatives/ Partnerships</p>	<p>Research &amp; knowledge community</p>	<p>Technology/ser vice providers/IT companies</p>			
Communication Channels	<p>Project Website</p>	<p>Social Media (X, LinkedIn)</p>	<p>Press Releases</p>	<p>Publications in Industry Magazines</p>	<p>Creation of marketing pack and promotional press kit</p>	<p>Institutional presentation</p>	<p>YouTube videos</p>	<p>Webinars</p>	
Key Messages	<p>SecureFood will...</p>	<p>Ensure food system resilience</p>	<p>Safeguard access to safe and nutritious food</p>	<p>Knowledge share on food security drivers, risks, etc.</p>	<p>Utilise digitalisation to improve European food systems resilience</p>	<p>Develop contingency planning for commodity and supply chain disruptions</p>	<p>Provide evidence- based risk assessme nts</p>	<p>Illustrate the practicality of the SecureFood ecosystem through case studies</p>	
Communication	<p>≥10,000 visits to project website ≥ 400 downloads</p>	<p>≥1,000 followers on X (Twitter) ≥ 300 LinkedIn followers</p>	<p>≥ 6 press releases ≥ 1 press kit Invitation to appear on mass media</p>	<p>≥5 articles in industry magazines</p>	<p>1 poster/rollup for stakeholder events &gt;4 brochures (in different languages)</p>	<p>1 institutional presentation containing basic information on the project</p>	<p>≥ 10 YouTube Videos</p>	<p>≥4 public webinars on project's main results</p>	<p>5 Whitepapers</p>
Dissemination	<p>&gt;15 scientific publications in highly ranked international journals</p>	<p>&gt;8 Contributions in international peer- reviewed conferences</p>	<p>≥10 organisation of thematic workshops for target groups</p>	<p>≥15 clustering initiatives/pro jects ≥ 3 joint events</p>	<p>&gt;5 Exhibition stands in sectorial conferences/event s/fairs</p>	<p>≥5 Common work/Liaison with Organizations and existing Technical Committees</p>	<p>1 Final, large- scale workshop with ≥50 participan ts</p>		

Figure 2: SecureFood Communication and Dissemination Plan

## 2.2 Challenges and Objectives

As part of the SecureFood project, the consortium has acknowledged the existence of several challenges that must be addressed from the outset to establish an effective communication and dissemination strategy.

One such challenge involves identifying the specific audiences that SecureFood wishes to target and determining the most efficient methods of engaging with these stakeholders. Conceptualising the

project's objectives and outcomes in ways that are tangible and immediately relevant to these stakeholders presents another hurdle to be overcome. It is also important to recognise that, in the initial phases, the solutions developed by SecureFood will primarily interest individuals working within specific fields and spheres of influence.

Given these considerations, and others that may arise as our work progresses, it is imperative that communication and dissemination activities, along with key messages and channels, are tailored to suit individual audiences rather than being presented in a one-size-fits-all approach. Therefore, communication and dissemination efforts will be guided by the project's objectives.

To ensure their effectiveness, it is essential to collate and examine the overarching objectives of SecureFood as defined in the project's GA and listed in Table 2 below.

*Table 2: SecureFood Objectives*

Objective	Description
O1	Analyse short- and long-term food security drivers and characterize their key variables and interrelations along the food supply chain.
O2	Data-driven approach to risk identification and exploratory data analysis of security drivers in the food supply chain, as the basis for the development of a comprehensive Risk and Resilience Management suite.
O3	Introduce a novel, agency-driven Resilience Governance Framework and detail a holistic Food Systems Resilience Management Framework as part thereof.
O4	Reinforce food systems resilience-building capacity with digital tools for data management, decision support and trustworthy information exchange before and during crises.
O5	Digital twin and simulation modules towards enhancing food systems resilience.
O6	Stimulate knowledge, empower, and train stakeholders through the promotion of culture-building activities and the delivery of guidelines.
O7	Demonstrate, validate, and evaluate the SecureFood ecosystem in different case studies.
O8	Establish efficient collaboration channels with organizations and initiatives related to the scope of SecureFood.

To effectively promote and disseminate the project, a primary dissemination goal of SecureFood should be to ensure that all outcomes are accessible to relevant stakeholders. It is crucial to competently communicate and explain the reasons why these results are of interest, benefit, and relevance to them, thus facilitating the adoption and utilisation of the project's results by end-users.

As part of a well-rounded communication and dissemination strategy, these ambitions can be realised through three distinct yet interconnected approaches:

- **Dissemination for awareness**
  - o Relevant stakeholders are informed about the project's research, progress, results, and activities through various channels such as reports, papers, conference presentations, newsletters, and digital and other traditional channels of dissemination.
- **Dissemination for understanding**
  - o This aims to strengthen stakeholders' understanding of the project's objectives and solutions through more interactive methods of dissemination, such as workshops and other two-way dissemination channels.
- **Dissemination for action**

- This seeks to bring about real change by scaling up, replicating, or transforming breakthrough innovations and embedding them in new contexts through systematic and proactive stakeholder engagement involving adaptation and implementation.

As stated earlier, SecureFood's ultimate goal is to establish an ecosystem of scientific knowledge, collaborative processes, and digital tools that provide evidence-based insights into the risks and vulnerabilities of various food value categories across different geographies, and to safeguard food security and ensure a secure and resilient food supply chain. Therefore, a fundamental communication and dissemination objective of the project is to capture the attention of key stakeholders, thereby securing the enduring legacy of SecureFood beyond the project's lifespan.

As outlined in SecureFood's GA, an emphasis will also be placed on ensuring gender representation and integrating diverse perspectives in all project activities and solutions, and will be considered across all dissemination activities and materials, including text, images, and videos.

## 2.3 Innovation and Promotion of SecureFood Solutions

Vital to the success of the project's communication and dissemination plan is the preparation of SecureFood-related products and services for the market, which are listed in Table 3 below.

*Table 3: SecureFood's Products and Services*

No.	KERs	Owner	Pricing Strategy	Additional Services
1	Mapping of food security drivers, their key variables, and interconnections	GL, ZLC, EMP, DNV, IRIS, IAMO, ICCS, LAUR, EXUS, INNOV, NULES, MINAG, UAC, UCAB, ELGO, LUKE	Pay-off/ Fee/ Licencing	Training, Consulting, Extension
2	Risks identified and mapped along with suitable risk scenarios			
3	Risk and Resilience Management Suite			
4	SecureFood Resilience Governance Framework			
5	Food Systems Resilience Management Framework			
6	Digital tools for data management, decision support and information exchange	ED, GL, ZLC, EMP, DNV, IRIS, IAMO, ICCS, LAUR, EXUS, INNOV	Open Source/ fee/ licencing	Support, Training, Consulting, Extension
7	Digital twin and simulation modules			
8	Living Lab for interaction, training, and empowerment of food systems' stakeholders	All Partners	Open Access	Consulting, Extension
9	Curricula and educational material			
10	Whitepapers and reports with recommendations and guidance material			



11	SecureFood ecosystem validated in different food value chains			
12	SecureFood knowledge sharing activity, to support efforts undertaken by relevant initiatives and promote results uptake			

The development and marketing of the above products and services will involve several steps.

Firstly, the exploitable results will be refined, considering their exploitation vision, distinctive features, maturity levels, and steps required to maximise exploitation, market uptake, and commercialisation. A marketing strategy will then be developed and implemented, along with individual and joint exploitation pathways.

The development and marketing of SecureFood's products and services will adopt a user-driven approach, given the significant presence of end users within the consortium. Emphasis will be placed on ensuring that the project outcomes align with end user needs and possess strong commercial potential, and that efforts will be directed towards reaching, engaging, and collaborating with key stakeholders to optimise project outcomes and exploit the project's Key Exploitable Results (KERs).

To this end, SecureFood's exploitation strategy will be synchronised with the communication and dissemination strategy, employing various tools to raise awareness and interest among key stakeholders (e.g., project branding, online presence), demonstrate and promote acceptance of the KERs (scientific publications, conference contributions, etc.), and facilitate the uptake and adoption of project KERs through joint and individual exploitation plans.

A core objective of SecureFood deliverable *D8.5 – Initial Exploitation Plan, market analysis, and IPR management* will be to identify and commence the management of the project's Exploitable Results (ERs), while also establishing a framework for their post-project market uptake. The anticipated outcome of these efforts is a list of exploitable results and methodology for a structured and synchronised approach to addressing them throughout the project, which will be elaborated upon in both *D8.6 – Intermediate Exploitation Plan, market analysis, and IPR management*, and *D8.10 – Final Exploitation Plan, market analysis, and IPR management*. This approach certifies that all available opportunities are identified, actions are planned and executed, and project partners can begin developing business plans for their exploitable results as and when they become available.

## 2.4 Target Audiences

For the sake of terminological clarification, this deliverable defines its target audiences as the recipients of messages and communications that project partners aim to engage. Stakeholders, on the other hand, can be defined as groups or individuals directly impacted by project outcomes or with a personal stake or interest in the results.

The primary target audiences for SecureFood were identified through collaboration among all partners in the early stages of the project. However, it is essential to recognise that identifying target audiences is an ongoing process, one that evolves as partners continually engage with new individuals and entities through their activities and throughout the lifecycle of the project.



As target audiences become engaged and demonstrate interest in the project, particularly as the project advances along its 3.5-year timeline, it is anticipated that they will then begin to transition into stakeholders. However, for the purpose of this deliverable, the terms 'target audiences' and 'stakeholders' will be regularly interchanged.

Target audiences are identified based on their:

- interest in the project's research and proposals, and desire to learn its outcomes.
- potential contribution to project objectives and influence elsewhere.
- direct or indirect connection to the research.

Based on the above criteria, the target audiences for the SecureFood project include, but are not limited to, the following:

1. Policy makers, politicians, authorities, ministries.
2. National and regional trade departments.
3. National and EU R&D centres and staff.
4. Food actors (e.g. producers, processors, wholesalers, retailers).
5. Research community.
6. Academic community.
7. Citizens/Society at large.
8. Related national and EU-funded projects.

As emphasised earlier in this section, it is crucial to acknowledge that identifying target audiences, especially in the initial phases of a project, is an ongoing process. While a list of initial target audiences was identified, the task of target audience identification continually evolves and adapts as partners actively seek to engage with new individuals and entities of interest through their research, work, and outreach efforts.

## 2.5 Key Messages

Customisation of SecureFood's key messages based on the target audience is essential, as we recognise that these messages may need to be altered depending on the specific context in which they are used. As with many forms of communication, messages are not a static tool; rather, they should be adaptable to the evolving circumstances of a project that naturally occur over time.

Indeed, there is no such thing as a 'universal' approach when it comes to messaging, highlighting the need to tailor messages and dissemination activities individually and on a rolling basis. Collective brainstorming among project partners will thus help to ensure that the identification and establishment of additional and/or alternative key messages for use in stakeholder engagement activities are recognised.

Below, a preliminary set of key messages, developed with input from all consortium partners and extracted from the project's GA, is presented.

- The current global food security challenges require SecureFood's innovative risk prediction models, tools, policies, and management frameworks to ensure food system resilience and safeguard access to safe and nutritious food.
- Knowledge sharing on food security drivers, risks, vulnerabilities, and interventions will be crucial to enhance food security in the short and long term. Evidence-based guidelines for the development of contingency and resilience plans for food security are therefore imperative.
- Digitalization must be utilised as a means to increase European Food Systems resilience and competitiveness with a win-win perspective for the actors involved.

## 2.6 Channels of Digital Communication and Dissemination

To enhance the impact of our communication and dissemination efforts, a blend of traditional and digital channels will be employed that will leverage and compliment the unique strengths of each. Consistent with the SecureFood project branding, impactful materials will be deployed across all channels.

Social media, as a pivotal communication tool in today's communication and media landscape, offers significant opportunities for informing target audiences and promoting the adoption of a project's outcomes. Being active and engaging with our followers on social media facilitates relationship-building with these audiences, enabling them to share their insights and experiences with us as the project progresses and we present our work for public consumption. Social media platforms also serve as hubs for communities with shared interests on local, national, and international scales.

By employing a diverse range of visual media and interactive content, SecureFood aims to captivate users across its digital platforms. As of Month 3, SecureFood has established a robust online presence on X (Twitter) and LinkedIn that showcases its identity as a Horizon Europe project, evidenced by the combined follower total across these two platforms of over 1,000. The project has also launched a YouTube channel that will feature engaging videos and interviews as content is captured.

While Facebook is commonly used for Horizon Europe projects, its declining user base and diminished rates of engagement have led us to determine that it would be ineffective for SecureFood's communication and dissemination efforts. The project partners have thus decided against using Facebook, instead focusing their efforts on increasing engagement with our LinkedIn and X profiles.

Given recent controversies surrounding X following Elon Musk's takeover of the platform in 2022, ongoing monitoring of the platform will be conducted as to its suitability for promoting SecureFood's work and will inform decisions regarding the platform's continued use in engaging with the project's target audiences.

### 2.6.1 Website

The project website will be live by the end of March 2024 (M3), and can be accessed at the following URL: [secure-food.eu](https://secure-food.eu). See *D8.9 Project Web Site* for information about the website.



Figure 3: SecureFood Website

## 2.6.2 LinkedIn

A LinkedIn profile page was set up at the outset of the project in M1 and can be accessed via this link:

<https://www.linkedin.com/company/secure-food/>

SecureFood's LinkedIn page will primarily serve to raise awareness of the project and engage with relevant stakeholders, where interested individuals and organisations are encouraged to follow the page to stay updated on the latest project developments. The LinkedIn icon will also be prominently displayed on the homepage of the project website for easy access to anyone interested in following the project and its outputs.

Project updates, photos, videos, and relevant articles pertaining to the research and activities of SecureFood will also be shared across LinkedIn as deemed suitable. Partners are encouraged to share posts and contribute content suggestions within their areas of expertise to attract the appropriate stakeholders outlined earlier in this document.

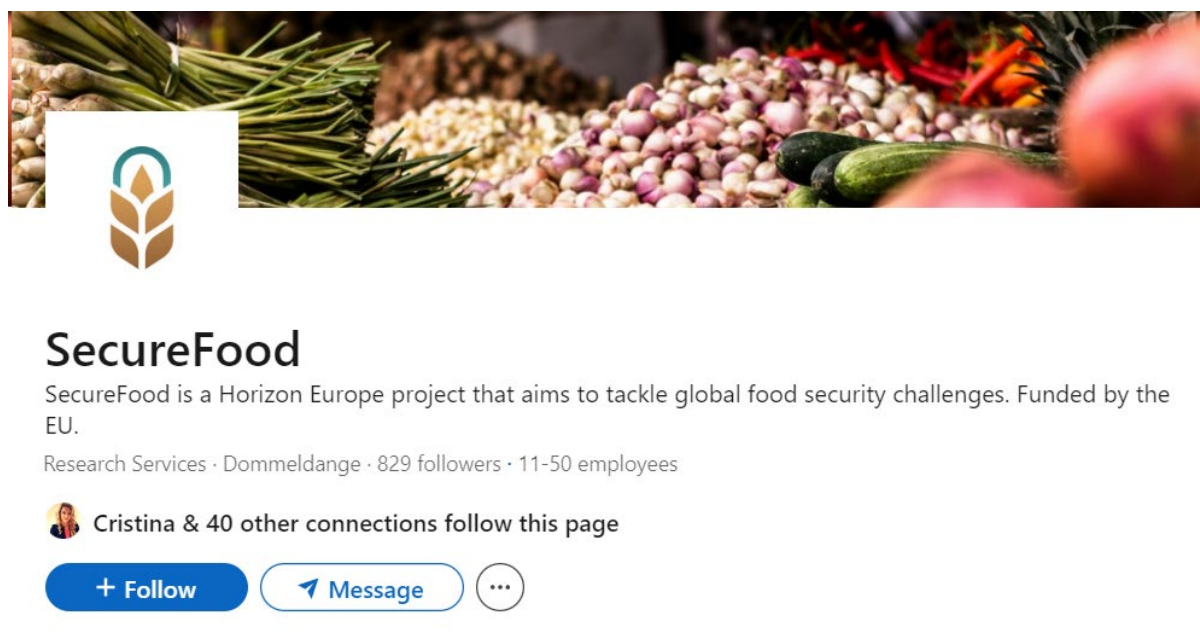


Figure 4: SecureFood's LinkedIn Page

### 2.6.3 LinkedIn Newsletter

SecureFood's newsletter, due to be published at least 8 times throughout the project's 3.5 year duration, will serve as a valuable tool of long-form communication for sharing updates, progress, and achievements with stakeholders, partners, collaborators, the scientific and research communities, as well as the wider public.

The LinkedIn newsletter will be distributed to subscribers via email once they have provided their consent to receive it. Subscription is exclusive to the LinkedIn platform and requires users to have a LinkedIn account, but it does not necessitate visiting a separate third-party website, aligning seamlessly with users' social media usage patterns. Upon publication of a new edition of the newsletter on LinkedIn, subscribers will receive automatic notifications in their email inboxes, increasing awareness of the SecureFood project. Monitoring metrics such as newsletter views that LinkedIn offers will enable adjustments to be made as needed.

LinkedIn newsletters are compliant with GDPR regulations, as they are presented to first-tier connections of the SecureFood LinkedIn page who are then invited to subscribe. This ensures that subscribers have opted in fully and that we as a project are compliant with our obligations under GDPR.

The first edition of the SecureFood newsletter is due to be published in the summer of 2024.

### 2.6.4 X (Twitter)

As with the LinkedIn page, the SecureFood X account was also created from the outset of the project in M1:

<https://twitter.com/SecureFoodEU>

The X account for SecureFood will primarily focus on raising awareness of the project and its advancements among key stakeholders. It will also serve to engage and foster relationships with

stakeholders, disseminate project updates and outcomes, and share noteworthy news and insights relevant to the project's scope of work.



Figure 5: SecureFood's X (Twitter) Page

### 2.6.5 YouTube

A YouTube account was also created for the project in M1, and can be accessed via the following link:

<https://www.youtube.com/@SecureFood>

Throughout the project's duration, project videos will be regularly uploaded to the YouTube channel as they are produced. Following the project kick-off meeting in January 2024, we are currently editing five interview videos with project partners. Future video content planned for the channel includes infographic explainer videos detailing the concepts and methodologies proposed by SecureFood, along with additional spotlight interviews featuring project partners.

All SecureFood videos will be uploaded to and archived on the YouTube channel. They will also be shared across all digital channels and embedded into posts on X and LinkedIn.



Figure 6: SecureFood's YouTube Page

## 2.7 Identified Publications and Publishing Criteria

The SecureFood project and its partners span various disciplines across a spectrum of research and scientific fields, including multidisciplinary and interdisciplinary domains.

As stated in the GA, SecureFood, as a Horizon Europe project, is deeply committed to promoting open science research to facilitate dissemination and reuse of project results. All scientific articles and conference papers produced by the partners as part of SecureFood will therefore adhere to the Horizon Europe Open Access guidelines and be made publicly accessible. Special precautions will be taken to safeguard the security and confidentiality of restricted information.

Within the consortium, it is crucial to coordinate information about scientific publications under development or completion to mitigate potential risks and conflicts, such as simultaneous or duplicate submissions or objections to publication from project partners. To avoid such scenarios and the smooth progress of publications, the lead partner of the publication should adhere to the following steps:

- As early as possible, or at least 30 days in advance, the lead partner shall inform the Project Coordinator (ED) and the Dissemination Manager (CARR) about a planned scientific publication.
- Provide the following provisional details of the planned publication to both ED and CARR:
  - Author(s), partner organisation(s);
  - Proposed title of the publication;
  - Links to relevant project task(s);
  - Research data to be used;
  - Target journals;
  - Planned submission date;
  - Open access arrangement.

All publications will be documented in the dedicated SecureFood Dissemination and Communication Tracker that is maintained by CARR and securely stored on its servers. This tracker serves as a valuable database, recording the project's scientific publications.

It is imperative that each partner evaluates and selects the most appropriate publications based on several criteria, including field, ranking, scientific impact, prestige, readership, and the publication's policy is in relation to open access.



An initial set of publications, designated for targeting by all Consortium members in the project's early stages, is presented in the table below. This list will be updated as additional publications are identified by project partners.

Table 4: Identified Publications to Target

Journal Title	Publisher	Homepage
Journal of Cleaner Production	Elsevier Ltd.	<a href="https://www.scimagojr.com/journalsearch.php?q=19167&amp;tip=sid&amp;clean=0">https://www.scimagojr.com/journalsearch.php?q=19167&amp;tip=sid&amp;clean=0</a>
Trends in Food Science and Technology	Elsevier Ltd.	<a href="https://www.sciencedirect.com/journal/trends-in-food-science-and-technology">https://www.sciencedirect.com/journal/trends-in-food-science-and-technology</a>
Food Research International	Elsevier Ltd.	<a href="https://www.sciencedirect.com/journal/food-research-international">https://www.sciencedirect.com/journal/food-research-international</a>
Agriculture & Food Security	Springer Nature	<a href="https://agricultureandfoodsecurity.biomedcentral.com/">https://agricultureandfoodsecurity.biomedcentral.com/</a>
Food Security	Springer Nature	<a href="https://link.springer.com/journal/12571">https://link.springer.com/journal/12571</a>
Food Policy	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/food-policy">https://www.sciencedirect.com/journal/food-policy</a>
Discover Food	Springer Nature	<a href="https://link.springer.com/journal/44187">https://link.springer.com/journal/44187</a>
International Journal of Critical Infrastructure Protection	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/international-journal-of-critical-infrastructure-protection">https://www.sciencedirect.com/journal/international-journal-of-critical-infrastructure-protection</a>
Nature Food	Springer Nature	<a href="https://www.nature.com/natfood/">https://www.nature.com/natfood/</a>
Sustainability	MDPI	<a href="https://www.mdpi.com/journal/sustainability">https://www.mdpi.com/journal/sustainability</a>
Global Sustainability	Cambridge University Press	<a href="https://www.cambridge.org/core/journals/global-sustainability">https://www.cambridge.org/core/journals/global-sustainability</a>
Agribusiness	Wiley Periodicals	<a href="https://onlinelibrary.wiley.com/journal/15206297">https://onlinelibrary.wiley.com/journal/15206297</a>
Environment Systems and Decisions	Springer Nature	<a href="https://link.springer.com/journal/10669">https://link.springer.com/journal/10669</a>
Journal of Cleaner Production	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/journal-of-cleaner-production">https://www.sciencedirect.com/journal/journal-of-cleaner-production</a>
Journal of Artificial Intelligence Research	AAAI Press	<a href="https://www.jair.org/index.php/jair">https://www.jair.org/index.php/jair</a>
European Journal of Futures Research	SpringerOpen	<a href="https://eujournalfuturesresearch.springeropen.com/">https://eujournalfuturesresearch.springeropen.com/</a>
Foundations and Trends in Machine Learning	Now Publishers Inc	<a href="https://www.scimagojr.com/journalsearch.php?q=19300156903&amp;tip=sid&amp;clean=0">https://www.scimagojr.com/journalsearch.php?q=19300156903&amp;tip=sid&amp;clean=0</a>
Computers and Operations Research	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/computers-and-operations-research">https://www.sciencedirect.com/journal/computers-and-operations-research</a>

International Journal of Sustainable Agricultural Management and Informatics	Inderscience Enterprises Ltd	<a href="https://www.scijournal.org/impact-factor-of-intl-j-of-sustainable-agricultural-management-informatics.shtml?utm_content=cmp-true">https://www.scijournal.org/impact-factor-of-intl-j-of-sustainable-agricultural-management-informatics.shtml?utm_content=cmp-true</a>
Aquaculture International	Springer Science+Business Media	<a href="https://link.springer.com/journal/10499/submission-guidelines">https://link.springer.com/journal/10499/submission-guidelines</a>
British Food Journal	Emerald Publishing	<a href="https://www.emerald.com/insight/publication/issn/0007-070X">https://www.emerald.com/insight/publication/issn/0007-070X</a>
Aquaculture Economics and Management	Taylor & Francis, Inc.	<a href="https://www.tandfonline.com/journals/uaqm20">https://www.tandfonline.com/journals/uaqm20</a>
Fisheries Research	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/fisheries-research">https://www.sciencedirect.com/journal/fisheries-research</a>
Marine Policy	Elsevier Ltd	<a href="https://www.sciencedirect.com/journal/marine-policy">https://www.sciencedirect.com/journal/marine-policy</a>
Supply Chain Management	Emerald Group Publishing	<a href="https://www.emeraldgrouppublishing.com/journal/scm">https://www.emeraldgrouppublishing.com/journal/scm</a>
Journal of Operations Management	Wiley	<a href="https://onlinelibrary.wiley.com/journal/18731317">https://onlinelibrary.wiley.com/journal/18731317</a>
Journal of Business Logistics	Wiley-Blackwell	<a href="https://cscmp.org/CSCMP/Develop/Research/Journal_of_Business_Logistics/CSCMP/Develop/Research/jbl@wiley.com">https://cscmp.org/CSCMP/Develop/Research/Journal_of_Business_Logistics/CSCMP/Develop/Research/jbl@wiley.com</a>
Decision Sciences Journal	Decision Sciences Institute	<a href="https://onlinelibrary.wiley.com/page/journal/15405915/homepage/forauthors.html">https://onlinelibrary.wiley.com/page/journal/15405915/homepage/forauthors.html</a>
German Journal of Agricultural Economics	GEWISOLA	<a href="https://www.gjae-online.de/">https://www.gjae-online.de/</a>
Ecology and Society	Resilience Alliance	<a href="https://ecologyandsociety.org/">https://ecologyandsociety.org/</a>
Environment Systems and Decisions	Springer Science+Business Media	<a href="https://link.springer.com/journal/10669">https://link.springer.com/journal/10669</a>
Futura	Boehringer Ingelheim Fonds (BIF)	<a href="https://www.bifonds.de/news-network/futura-journal.html">https://www.bifonds.de/news-network/futura-journal.html</a>
Agricultural and Food Economics	Italian Society of Agricultural Economics	<a href="https://agrifoodecon.springeropen.com/">https://agrifoodecon.springeropen.com/</a>

## 2.8 Identified Events

SecureFood plans to participate in and promote its objectives at a diverse array of national and international events across Europe. These events will encompass both virtual and physical settings, and are inclusive of scientific and industry conferences, exhibitions, workshops, trade shows, and seminars/webinars pertinent to the partners' areas of expertise or the project as a whole.



Given their respective expertise and roles within the project, all partner organisations will be expected to actively contribute to representing SecureFood by showcasing its research, progress, and outcomes at various events. Information regarding event participation of the consortium members, whether on an individual or joint basis, will be disseminated through the project website, social media channels, newsletters, and in periodic reports to the EC. Event participation must also be specifically communicated to CARR as the project's Dissemination and Communication Manager.

The table below outlines target events identified by partners during the project's initial stages that were deemed relevant to SecureFood's objectives by one or more partner organisations. It is important to note that many of the listed events occur annually or biennially, and that if it were to coincide too closely with SecureFood's timeline for attendance or clash with another priority of the consortium, it may be targeted for participation in the following year instead.

This list is routinely updated as part of the SecureFood dissemination and communication tracker.

*Table 5: Identified Events to Target*

Start Date	End Date	Event Name	Event Type	Location	Website
06/09/23	07/09/23 <sup>1</sup>	International Conference on Artificial Intelligence and Data Sciences (AiDAS)	Conference	Virtual	<a href="https://www.aidas2023.com/">https://www.aidas2023.com/</a>
26/10/23	26/10/23 <sup>2</sup>	Future of Food Conference	Conference	Brussels, Belgium	<a href="https://futureoffood.eitfood.eu/">https://futureoffood.eitfood.eu/</a>
17/01/24	20/01/24	Global Forum for Food and Agriculture	Forum	Berlin, Germany	<a href="https://www.gffa-berlin.de/en/home/">https://www.gffa-berlin.de/en/home/</a>
27/02/24	28/02/24	Black Sea Grain. Europe	Conference	Prague, Czechia	<a href="https://ukragroconsult.com/en/conference/black-sea-grain-2024/about">https://ukragroconsult.com/en/conference/black-sea-grain-2024/about</a>
14/03/24	15/04/24	Smart Agrifood Summit	Reference Event	Sevilla, Spain	<a href="https://www.smartagrifoodsummit.com/">https://www.smartagrifoodsummit.com/</a>
18/03/24	20/03/24	2nd GHI World Congress on Global Food Safety and Security	Congress	Rotterdam, Netherlands	<a href="https://www.iseki-food.net/events/2nd-ghi-world-congress-global-food-safety-and-security">https://www.iseki-food.net/events/2nd-ghi-world-congress-global-food-safety-and-security</a>
18/03/24	21/03/24	Alimentaria FoodTech	Exhibition	Barcelona, Spain	<a href="https://www.alimentaria.com/en/foodtech/">https://www.alimentaria.com/en/foodtech/</a>
16/04/24	18/04/24	Food 4 Future	Exhibition	Bilbao, Spain	<a href="https://www.expofoodtech.com/f4f-show/">https://www.expofoodtech.com/f4f-show/</a>

<sup>1</sup> To be targeted when announced for 2024.

<sup>2</sup> To be targeted when announced for 2024.

23/04/24	25/04/24	Seafood Expo Global	Conference	Barcelona, Spain	<a href="https://www.seafoodexpo.com/global/">https://www.seafoodexpo.com/global/</a>
05/06/24	07/06/24	SIL Barcelona	Trade Show	Barcelona, Spain	<a href="https://www.silbcn.com/es/index.html">https://www.silbcn.com/es/index.html</a>
25/06/24	28/06/24	International Symposium on Climate-Resilient Agri-Environmental Systems	Symposium	Dublin, Ireland	<a href="https://www.iscraes.org/">https://www.iscraes.org/</a>
02/10/24	03/10/24	Future Food-Tech	Summit	London, United Kingdom	<a href="https://futurefoodtechlondon.com/#:~:text=Future%20Food%2DTech%20returns%20to,accessible%2C%20and%20climate%2Dsmart.">https://futurefoodtechlondon.com/#:~:text=Future%20Food%2DTech%20returns%20to,accessible%2C%20and%20climate%2Dsmart.</a>
27/11/24	28/11/24	Logistics & Automation Madrid 2024	Trade Show	Madrid, Spain	<a href="https://www.logisticsautomationmadrid.com/en/">https://www.logisticsautomationmadrid.com/en/</a>
02/06/25	05/06/25	Transport Logistic 2025	Trade Fair	Munich, Germany	<a href="https://transportlogistic.de/en/">https://transportlogistic.de/en/</a>
2025 - TBC	2025 - TBC	Congress of the European Association of Agricultural Economists	Congress	Bonn, Germany	<a href="https://eaae.org/ItemText.aspx?id=33">https://eaae.org/ItemText.aspx?id=33</a>

## 2.9 Networking and knowledge transfer activities

Collaboration and networking play vital roles in terms of communication and disseminating a Horizon Europe project's research and initiatives successfully, and is strongly encouraged by the European Commission.

Given the wide variety of disciplines that it touches upon and its proposed concepts, SecureFood has the potential to establish strong partnerships with other research and innovation projects, as well as with pertinent stakeholders operating in the food system such as producers, processors, distributors, retailers, consumers, governmental entities, and policymakers.

Collaborations of this nature with other projects will also foster knowledge sharing, helping our consortium to gain new insights and different perspectives on our work and research. The SecureFood consortium will harness the knowledge and expertise of pertinent stakeholders and end-users affiliated with the project's concepts, such as policymakers, stakeholders in the food industry, and national and regional trade authorities throughout the lifecycle of the project.

These efforts are part of *T8.1 'Liaison activities and stakeholders' engagement*, which aims to facilitate collaboration and networking opportunities while overseeing the Project Advisory Group (PAG).

### 2.9.1 Creating synergies and clustering with similar projects and initiatives

Forming clusters and establishing synergies with relevant projects offers numerous benefits.

Clustered projects can actively support each other, exchange knowledge and findings, and coordinate certain dissemination activities. SecureFood aims to explore opportunities for both technical collaboration and dissemination clustering as the project advances. Leveraging pre-existing networks and research collaborations, particularly those involving project partners, can broaden impact and promote wider adoption of developed technologies and innovative research outputs by end-users.

Indeed, technical clustering facilitates a rich cross-pollination of ideas and concepts, enabling the sharing of insights and best practices while avoiding redundant efforts. Dissemination clustering enhances project visibility by amplifying stories and messages through collaboration, such as joint newsletters, press releases, and cross-promotion on social media platforms.

Collaboration prospects with similar projects under the HORIZON-CL6-2023-FARM2FORK-01 initiative, as well as other Horizon Europe projects, will be explored to facilitate effective communication and ensure the widespread impact of SecureFood's results and concepts.

Additionally, consideration will be given to Common Dissemination Booster (CDB) services promoted by the EC.

A preliminary list of related projects is provided in Annex A1: Related Projects, with further additions expected as the project progresses.

### **2.9.2 Network building**

Leveraging the diversity and unique experiences of our consortium, SecureFood will strongly benefit from being able to tap into a network of pre-established communications, partnerships, and initiatives to facilitate robust engagement with a broad spectrum of stakeholders.

Moreover, each project partner is dedicated to fostering networking through various initiatives, such as participating in events, creating, and distributing newsletters, and hosting focus groups and workshops.

## **2.10 Promotional Materials**

A variety of promotional materials will be created for the project that align with the SecureFood brand guidelines.

Promotional materials will include, but are not limited to, project leaflets, posters, banners, and infographics, which will be updated annually and/or as agreed upon by the consortium. These materials may be provided in editable format to allow the project team to localise content for each partner country, enabling partners to modify text fields and translate content into relevant languages as needed.

A standardised PowerPoint template has already been created for both internal and external presentations. Additionally, QR (quick response) codes will be generated for use in selected materials where appropriate.

Additional resources will be developed as identified and required by the project consortium.

## **2.11 Media and amplification channels**

Similar to other initiatives under the Horizon Europe framework, media engagement holds significant importance for SecureFood, serving as a pivotal channel that can broaden the project's message and connect with various target audiences.

During the initial phases of the project, a strong emphasis will be placed on the creation of SecureFood's media contact database, one that lists outlets at local, national, and EU levels. Press releases will be distributed to these outlets and beyond, aiming to garner media coverage of SecureFood's initial findings once they are deemed ready to share and be made available to the public.

Further media-related activities include personalised briefings with journalists, proposing interview opportunities to consortium members, crafting articles for prominent industry publications, and providing media training to key project spokespersons. Collaborative efforts between CARR and project partners will seek to target local media outlets in the respective countries of the consortium partners, with materials translated into local languages as needed.

Media engagement efforts will persist throughout the project duration and will naturally intensify as SecureFood's concepts and outcomes materialise. As a project funded by the EU, SecureFood's progress will also be shared with EU-level media outlets, including platforms like the Euronews Futuris series.

Furthermore, leveraging EC resources as amplifiers and multipliers is a viable strategy. The EC offers support for dissemination activities of its funded projects, and SecureFood seeks visibility through EC media channels throughout its lifespan. Such outlets/channels include:

- Horizon Magazine: <https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine>
- CORDIS Project of the Month feature: <https://cordis.europa.eu/projects>
- European Research Executive Agency networks: [https://twitter.com/REA\\_research](https://twitter.com/REA_research)
- The EU Innovation Radar platform: [Innovation Radar > Discover great EU-funded innovations \(europa.eu\)](https://innovationradar.europa.eu)

## 2.12 Timeline of dissemination and communication activities

An indicative timeline of communication and dissemination activities in the early months of the project (M3-M8) is presented in the below table.

Table 6: Timeline of Communication and Dissemination Activities

Activity	M3	M4	M5	M6	M7	M8
Task 8.2: Dissemination and Communication						
WP8 Calls						
Launch of the SecureFood Website						
Website updates and maintenance						
X (Twitter) Updates						
LinkedIn Updates						
YouTube Updates						
Newsletter publications						

Promotional Material (leaflet, pullup, poster etc.) design						
Event attendance/hosting						
Media contact database created						
First press release issued and disseminated						
Institutional presentation						

## 3 Impact Monitoring

### 3.1 Evaluation and performance analysis

Assessing the effectiveness of dissemination and communication efforts of a Horizon Europe project in itself represents a challenge given the multitude of variables involved in such a strategy. Not all indicators of success are easily measurable, and some aspects contributing to impactful dissemination may defy straightforward evaluation.

Despite such hurdles, however, it is both feasible and wise to establish numerical benchmarks to gauge a project's progress with respect to its dissemination objectives; benchmarks are encapsulated within the key performance indicators (KPIs) delineated in the project's GA. CARR will undertake ongoing monitoring of these KPIs throughout the entirety of SecureFood's lifecycle to confirm that our strategy is effectual.

#### 3.1.1 Key performance indicators (KPIs)

The metrics presented the below table, the communication and dissemination KPIs, serve as quantifiable targets used to assess the effectiveness of SecureFood's dissemination and communication efforts.

As outlined in section 2.2.1 of SecureFood's GA, these metrics correspond to the communication KPIs established for the project. While the figures presented are cumulative and reflect the initial projections at the project's inception, they must and will undergo periodic review and potential adjustments as the project progresses. The first update on the status of these metrics and any necessary strategy modifications will be included in *Deliverable D8.2 – Periodic Dissemination and Communication Report (v1)* in Month 12.

Table 7: SecureFood KPIs

Communication/Dissemination Measure	Description	Target KPI (at M42)
Project Website	Official project website	≥10,000 visits ≥400 downloads

Social Media	LinkedIn and X (Twitter)	≥1000 Twitter followers ≥300 LinkedIn members
Press Releases	Press releases will be issued to specialized and general media channels at key project milestones	≥6 releases, 1 press kit
Industry Magazines	Coverage in industry magazines /popularised articles in magazines	≥5 articles
Marketing pack and promotional press kit	Promotional material for stakeholders' events	=1 poster/rollup >4 brochures (in different languages)
Institutional presentation	SecureFood presentation created at the beginning of the project, containing basic information about it	1
Videos	YouTube videos (including videos for the case studies demos)	10 videos
Webinars	Public webinars on the project's main results	≥4
Infographics	Production of infographics presenting project results in a clear and simple way	8
Newsletters	The development, publication, and distribution of periodic newsletters	≥8
Talks/Apearances	Invited talks in workshops and international events, appearances in mass media (TV, radio)	On invite
Market uptake launch event	Market Uptake Launch-Event, with a guided presentation of selected results	≥1
Education activities	Educate school and university students on food security	≥2 videos for age groups 6-12 and 13-18 ≥2 educational curricula for univ. students
Whitepapers	A whitepaper series providing recommendations to food actors	5

### 3.1.2 Online analytics

Evaluating the reach and impact of SecureFood's online communication and dissemination efforts will involve various analytical tools.

Matomo Analytics, a free web analytics tool, has been installed to provide insights into the performance and trends of the SecureFood website. It tracks metrics such as website traffic, page views, visit duration, downloads, and visitor locations, offering valuable feedback for enhancing the website's structure and content to better align with visitor preferences and retain their attention and interest. It

will monitor website visits and visitor behaviours continuously throughout the project. Insights derived from this data, such as visit duration, page views, popular content, and visitor engagement patterns, will inform adjustments to optimise the website's appeal and attract more traffic if it is determined that such a course of action is needed.

Matomo Analytics will also be leveraged to analyse SecureFood's social media channels, including X and LinkedIn. Analytical reports will guide decisions regarding post frequency, timing, and content to enhance engagement metrics such as profile visits, new followers, and post impressions. While the number of followers a profile has generally serves as the primary performance indicator for social media channels, attention will also be paid to impression metrics and engagement indicators such as shares and likes. Adjustments to social media strategies, including timing and content tags, will be made based on these metrics to boost engagement rates.

YouTube Analytics will complement our analytical measuring by tracking the performance of the SecureFood YouTube channel and posted videos. Metrics such as view counts, viewer demographics, and device usage will provide insights into the effectiveness of the project's visual content strategy.

## 3.2 Management and administration of dissemination activities

CARR, as the leader of WP8 has been designated the task of planning, crafting, and executing the communication and dissemination strategy and initiatives, as well as its management and administration.

Regular communication channels, including monthly calls, emails, and messages shared on the Proofhub platform, will be used to keep all partners apprised of the dissemination activities' and their management, with the project partners in turn informing CARR of any activities that they may have carried out. In cases where it is deemed pertinent, the coordinator and designated partners are consulted directly to address relevant matters effectively.

The dissemination tracker will be maintained by CARR as a continuously updated database of all SecureFood dissemination and communication activities. The tracker includes seven sections and are listed below:

1. Future Events
2. Events Attended
3. Published Publications
4. Relevant Journals/Publications
5. Media Coverage
6. Articles Generated
7. List of Key Stakeholders

The dissemination and communications tracker may be updated throughout the lifetime of the project with new sections if new opportunities to disseminate the project's activities, work, and/or research arise.

### 3.2.1 Dissemination monitoring, adherence, and result dissemination obligation

CARR will undertake the task of overseeing and documenting all dissemination efforts conducted throughout the project's duration. Each partner is thus required to relay any dissemination initiatives to CARR, either verbally during the monthly WP8 calls, through emails, or via the Proofhub platform.

According to article 17 of the SecureFood GA, titled "Communication, Dissemination, Open Science, and Visibility," beneficiaries are mandated to disseminate their findings promptly, making them publicly accessible, while adhering to any intellectual property, security, or legitimate interest constraints.

Prior to disseminating results, a beneficiary must notify other beneficiaries at least 15 days in advance of doing so (unless agreed otherwise), providing adequate information on the results that are due to be disseminated. Within 15 days of receiving the notification, other beneficiaries may raise objections if they can demonstrate significant harm to their legitimate interests concerning the results or background. In such instances, dissemination may only proceed if measures are taken to safeguard those interests.

For any external individuals participating in dissemination activities, such as interviews, photographs, or videos, informed consent will be obtained. Moreover, strict adherence to copyright and GDPR regulations is consistently upheld and guaranteed.

### 3.2.2 Open Access to Scientific Publications and Research Data

The open access approach adopted by the SecureFood project guarantees that the research outcomes from partners provide significant insights to tackle European and global food security issues. Balancing this open access approach with the business concerns of participating entities and industries has the potential to serve as a noteworthy example of effective knowledge management for ongoing and forthcoming Horizon Europe initiatives.

It is imperative that beneficiaries provide for open access to peer-reviewed scientific publications relating to their results. In particular, beneficiaries must account for the following with respect to their publications:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and;
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

The metadata accompanying deposited publications should adhere to the FAIR (**findability, accessibility, interoperability, and reusability**) principles, particularly in terms of being machine-actionable, and must be open under a Creative Commons Public Domain Dedication (CC 0) or an equivalent license. This metadata should include essential information such as publication details (author(s), title, publication date, venue), acknowledgment of Horizon Europe or Euratom funding, grant project name, acronym, and number, licensing terms, and persistent identifiers for the publication, authors, their affiliated organisations, and the grant itself. Additionally, if applicable, persistent identifiers for any research outputs or tools necessary to validate the publication's conclusions should also be included.



With regards to research data management, information on how this will be used during the SecureFood project will be outlined in *D1.2 – Initial version of legal, Ethical and Data Management Report*.

### 3.2.3 Acknowledgement of EU funding

SecureFood incorporates the European flag (emblem) into all communication and dissemination materials as a gesture of appreciation for the backing and funding received through the Horizon Europe research and innovation program.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. The typeface used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu, and Verdana. The colour of the font should be Reflex Blue (the same colour as the European flag), white, or black, depending on the background. The font size used should be proportionate to the size of the emblem. More details on the rules are available in the operational guidelines for recipients of EU funding: The use of the EU emblem in the context of EU programmes 2021-2027 (European Commission 2021) [1].

The emblem is associated with the following sentence when used for SecureFood materials: “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

### 3.2.4 Risk Management

Agreed measures for risk mitigation in the project have been put in place and are accounted for through *Task 1.4: Quality control, risk and innovation management*.

Stakeholder inquiries will be promptly addressed by the SecureFood team, with CARR overseeing the management of content and comments on SecureFood's social media platforms to ensure that irrelevant or inappropriate material is filtered out. Should negative feedback arise on one of our channels, it will be acknowledged, dealt with offline, resolved, and then publicly addressed online. In instances of abusive behaviour by someone towards our consortium or project online, consideration will be given to blocking and reporting the user responsible. Given the project's resource limitations, however, all partners are encouraged to flag any problematic content they encounter, especially if it involves languages other than English.

Preparedness for unforeseen events and/or risks in terms of the project's dissemination and communication activities is an essential element of risk management. Any sudden occurrences related to the project team or significant publications may necessitate an immediate response from the SecureFood consortium. Partners are, therefore, reminded to stay informed, monitor developments, and promptly notify relevant consortium members in such situations.

As outlined in the GA (Article 17), beneficiaries must notify the funding authority before engaging in communication or dissemination activities that are expected to have a substantial media impact. Such activities could include significant media coverage (print, online, broadcast, social media, etc.) that extends beyond local reach and may have the potential to reach national or international audiences. SecureFood partners are fully aware of and compliant with this requirement.

## 4 Conclusions

The objective in drafting this deliverable has been to offer the reader a comprehensive overview of SecureFood's communication and dissemination strategy, developed during the initial months of the 42-month project duration. It details what activities have already been initiated, alongside plans for the project's future communication and dissemination efforts.

A primary function of this this document has also been to provide consortium partners with clear guidance on all dissemination and communication activities as we proceed with the research and work of SecureFood, serving as a crucial blueprint and reference document for CARR and the entire consortium.

We have presented the project's initial communication and dissemination strategy in this document, including defined objectives, KPIs, target audiences, messages, and channels. It lists promotional materials for dissemination activities and identifies relevant scientific and industry publications, conferences, and events to target in the upcoming years. Additionally, it presents a tentative timeline for these activities, explains the methods for measuring and analysing their performance, and provides an overview of management aspects.

This report represents the first complete draft of SecureFood's communication and dissemination strategy. Its contents will contribute to and inform subsequent periodic dissemination and communication reports that are due as deliverables in months 12, 26, and 42 of the project.

## 5 References

[1] European Commission (2021). Use of the EU emblem in the context of EU programmes 2021-2027. Operational guidelines for recipients of EU funding. Retrieved on 16 February 2024 from: [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)

## Annex A

### A.1 Related Projects

Project	Funding source/topic	Website	Description	CORDIS Link
FEASTS	HORIZON-CL6-2023-FARM2FORK-01-13 - Cultured meat and cultured seafood – state of play and future prospects in the EU	<a href="https://www.cscp.org/our-work/feasts/">https://www.cscp.org/our-work/feasts/</a>	The FEASTS (Fostering European Cellular Agriculture for Sustainable Transition Solutions) project aims at sharing impartial knowledge on cultured meat and seafood on a larger scale. With this, the project aims to build the necessary base for evaluating the sustainability aspects of these emerging sectors and to create a roadmap for their further development in ethical, cost-effective and sustainable ways.	<a href="https://cordis.europa.eu/project/id/101136749">https://cordis.europa.eu/project/id/101136749</a>
INNOECOFOOD	HORIZON-CL6-2023-FARM2FORK-01-19 - Support to the markets and trade of agroecological food products under the Food and Nutrition Security and Sustainable Agriculture (FNSSA) partnership	<a href="https://www.cii.mar.up.pt/projects/innoecofood/">https://www.cii.mar.up.pt/projects/innoecofood/</a>	INNOECOFOOD aims to establish innovative production/ business ECOHUBS and improve local aquaculture farms using AI and IoT in six African countries.	<a href="https://cordis.europa.eu/project/id/101136739">https://cordis.europa.eu/project/id/101136739</a>
OptiFish	HORIZON-CL6-2023-FARM2FORK-01-8 - Using automatic species recognition and artificial intelligence to fight illegal fish	<a href="https://optifish.eu/">https://optifish.eu/</a>	OptiFish will strive to provide technological solutions that will simultaneously improve the sustainability of fisher's operations, enhance control processes and strengthen society's trust in their products.	<a href="https://cordis.europa.eu/project/id/101136674">https://cordis.europa.eu/project/id/101136674</a>

	discards and revolutionise fisheries control			
FS4Africa	HORIZON-CL6-2023-FARM2FORK-01-20 - EU-Africa Union – food safety	<a href="https://foodsafety4africa.eu/">https://foodsafety4africa.eu/</a>	FS4Africa aims to improve African food safety systems – with particular attention to the informal sector – through local market transformation enhancing food security and regional trade while reducing negative impacts on the environment, biodiversity, health, and society.	<a href="https://cordis.europa.eu/project/id/101136916">https://cordis.europa.eu/project/id/101136916</a>
MICROORC	HORIZON-CL6-2023-FARM2FORK-01-16 - Microbiomes fighting food waste through applicable solutions in food processing, packaging, and shelf life	Not yet launched	The MICROORC project aims to provide business innovations for monitoring and orchestrating the microbiome and by that reduce the amount of avoidable food waste.	<a href="https://cordis.europa.eu/project/id/101136248">https://cordis.europa.eu/project/id/101136248</a>
SAGROPIA	HORIZON-CL6-2023-FARM2FORK-01-7 - Innovations in plant protection: alternatives to reduce the use of pesticides focusing on candidates for substitution	<a href="https://www.rtds-group.com/services/sagropia/">https://www.rtds-group.com/services/sagropia/</a>	SAGROPIA aims to revolutionize plant protection in European agriculture by introducing thirteen biological and low-risk pesticides as substitutes for key “candidates of substitution” (CfS).	<a href="https://cordis.europa.eu/project/id/101136677">https://cordis.europa.eu/project/id/101136677</a>
CLEVERFOOD	HORIZON-CL6-2022-GOVERNANCE-01-01 - Mobilisation of society to transform food systems for co-benefits	<a href="https://food2030.eu/projects/cleverfood/">https://food2030.eu/projects/cleverfood/</a>	CLEVERFOOD will help get people from across society involved in transforming Europe’s food system in line with the EU Food 2030 Policy Framework, Farm to Fork Strategy, EU Missions, EU Bioeconomy Strategy, the European Urban Initiatives and Fit for 55 Package.	<a href="https://cordis.europa.eu/project/id/101086320">https://cordis.europa.eu/project/id/101086320</a>

			<p>The goal of the project is to pave the way for a fair, healthy and sustainable food system. To do this, it will support new and current projects, partnerships and networks with a joined-up and collaborative approach.</p>	
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