FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM FOR FOOD SAFETY IN EUROPE

Communication & Dissemination Plan

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Communication & Dissemination Plan

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V3	30/04/21	Siméon Bourdoux, Nunzia Cito	Text review and finalisation of the document

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1 EXECUTIVE SUMMARY

This deliverable presents the dissemination and communication plan as well as the associated actions that will be implemented during the FoodSafety4EU project. The strategy is integrated under WP7 – Dissemination, Communication and Exploitation. APRE as WP7 Leader, in close collaboration with the Task leaders and partners responsible for communication and dissemination activities in each Hub (ILSI EU, EUFIC, IFA and CNR) and the entire consortium, will carefully prepare and implement the communication and dissemination activities during the FoodSafety4EU project lifespan.

The Communication and Dissemination Plan presents:

1. strategy objectives;
2. main target audiences;
3. main activities and tools to implement;
4. target audiences addressed by each tool and activity foreseen;
5. timeline for activities and tools implementation;
6. communication and dissemination management structure;
7. a set of Key Performance Indicators (KPIs), namely the criteria that will be used for assessing and review the plan;
8. conclusions and next steps.

Communication and dissemination activities started at the very beginning of the project, meanwhile, other ones are in the pipeline and will be leaunched soon. Considering this, the activities plan will be monitored and assessed – also thanks to the provision of the KPIs – every 12 months: for this reason, in December 2021 and 2022, its contents could be fine-tuned by the document *D7.3 – Report on Communication and Dissemination Activities,* which will contain a section dedicated to this purpose.

Moreover, insights and suggestions on how to improve the communication and dissemination activities will be gathered thanks to periodical meetings with EFSA representatives, FoodSafety4EU Supporting Partners and project Advisory Board Members.

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2 INTRODUCTION

FoodSafety4EU aims to increase the awareness about food safety themes, engage specific audiences, and actively engage the society - consumers and citizens that will benefit from the project's results. Furthermore, it will contribute to the creation of a favourable environment for the establishment of the long-term science-policy-society interface.

FoodSafety4EU aims to develop a platform for the Food Safety System (FSS) actors and stakeholders, addressed to synchronize food safety research strategies, increase the availability of knowledge and data, boost interactive cooperation within the system and with civil society and consumers to enhance the public confidence. In particular, it will:

1. structure a participatory process to build a responsive and adaptive community of FSS actors
2. promote Research & Innovation (R&I) and policy coherence through the facilitation of dialogue within and between different levels of the R&I policy landscape (regional, national and EU)
3. exploit synergies and capabilities between countries and regions
4. provide guidance for modifying and aligning joint trans-national research programmes and national research agendas, establishing priorities based on the new FSS research policy framework
5. co-create and propose a new, coherent and more effective Food Safety Strategic Research Agenda for Europe according to the harmonized policy framework
6. improve the communication of risk assessment process (e.g. results and methodologies, responsible authorities involved, etc.) in non-technical language to stakeholders and public
7. develop innovative approaches to inform/engage civil society about the FSS mainstream, values, strategy and R&I results to address consumers' concerns on transparency
8. foster new schemes to guarantee open access to the available resources (i.e. data, inventories, individual roadmaps, projects outputs, laboratories).

FoodSafety4EU will shape the multi-stakeholder platform as framework in which the FSS actors will co-design solutions, strategies, and models to reach the project's objectives. The new platform will be implemented with the definitive goal to catalyse the interaction between the FSS actors, thus generating social and public value for said actors and stakeholders. The aim is to realize a multi-level platform in which the Food Safety actors will play different roles and interact at different levels in the FSS. FoodSafety4EU can rely on a network of 23 beneficiaries and 44 Supporting Partners.

In this framework, communication and dissemination activities play a central role and this plan aims to engage all relevant stakeholders in the new platform and to animate their interaction; to achieve the highest possible impact within the allocated budget constraint; to provide stakeholders at European, national and regional level, with relevant information on the FoodSafety4EU project's activities and achievements.

The *Communication and Dissemination Plan* (D7.1) is part of the *WP7 – Dissemination, Communication and Exploitation* and aims to disseminate and exploit the project's results widely and beyond the borders of the FoodSafety4EU partnership including all the other European Union Member States and the neighbor countries, by involving all the partner networks.

The plan is composed by ten chapters. After the Executive Summary (Chapter 1) and the Introduction (Chapter 2), the objectives of the plan are presented (Chapter 3), followed by an analysis of the target groups addressed and their needs and expectations (Chapter 4). Based on those, activities and tools to be implemented are described in detail (Chapter 5): the description is completed by the analysis of their relations with the various target groups (chapter 6), the timeline in which the actions are expected to be implemented (Chapter 7), the management structure to guarantee their effective implementation (Chapter

8) and KPIs for assessing and eventually fine tune the plan (Chapter 9). The final chapter (Chapter 10) provides an overview of next steps.

This plan has been conceived according to the Technical Annex of the project in compliance with the Ethics requirements and guidelines. They also incorporate the recommendations set in the H2020 documents and guidelines:

- Horizon 2020 Online Manual - Dissemination & Exploitation
- Horizon 2020 Online Manual – Communicating your project
- Horizon 2020 Online Manual – Acknowledgement of EU funding
- How to make full use of the results of your Horizon 2020 project (ref. ARES (2021) 2201924 – 30.03.2021.

3 OBJECTIVES OF THE PLAN

The main objective of the Dissemination and Communication plan of the FoodSafety4EU project is to offer partners a set of guidelines, responsibilities, and timelines on how/when/where to disseminate the project, as well as to encourage them to use their channels (corporate websites, social networks, etc) to support the communication and dissemination activities.

The plan will ensure a set of actions coherent with the communication strategy, by gathering the ideal conditions to reach the following goals:

1. IDENTITY: create the project's Identity and image
2. POLICY: positioning the project at the macro level of the Food Safety System
3. ENGAGEMENT: create the conditions to engage the FSS actors and catch their needs to improve the effectiveness of the FoodSafety4EU action
4. PROMOTION/DISSEMINATION: promote the FoodSafety4EU project, its results, network and relationships throughout Europe
5. EDUCATION: support the "culture" of Food Safety towards civil society, Food Business Operators (including micro enterprises) and facilitate access to knowledge

	Objectives of the plan	Communication goals	Main actions
1.	Raise awareness of the project activities and results	PROMOTION	• Sharing experiences, driving progress, participating in public debates
2.	Communicate and disseminate the findings and results among FoodSafety4EU target groups	PROMOTION	• Informing on safety measures • Sharing experiences, driving progress
3.	Engage target audiences that will benefit from project's results and trigger them to populate and use the FoodSafety4EU platform, thus boosting their autonomous interaction	ENGAGEMENT	• Networking activities and link with institutions • Sharing experiences, driving progress, participating in public debates • Informing on law and cases
4.	Contribute to create a favourable environment for the establishment of the long-term science-policy-society interface, actively involving various audiences in the project's exploitation and sustainability measures	POLICY ENGAGEMENT	• Discussing FS issues based on future needs • Informing on best practices and scientific contents • Sharing reports for policies and strategies (i.e. SRIA, models for FS awareness) • Providing input and liasons from the FS4EU network
5.	Actively engage the society - consumers and citizens - in food safety communication through a strategic use of Social Networks (SNs) and any model developed within the project	ENGAGEMENT	• Activating Involvement and participation • Informing on safety measures

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	Objectives of the plan	Communication goals	Main actions
6.	Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.)	PROMOTION EDUCATION	•Fostering trustful and protection of citizens •Informing on safety measures •Informing on law and cases
7.	Produce the necessary supporting materials to ensure an effective dissemination, including digital materials (online cards, videos, infographics, etc.) and printed material (i.e. brochure, posters, roll-up, etc.)	PROMOTION	•Creating user-friendly contents
8.	Facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media	PROMOTION EDUCATION	•Circulating practical contents on risk, FS and safety procedures •Fostering trustful and protection of citizens •Informing on law and cases
9.	Tailor, implement, monitor and evaluate a set of dissemination and communication activities	PROMOTION	•Circulating practical contents on risk, FS and safety procedures •Fostering trustful and protection of citizens •Informing on law and cases

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4 TARGET AUDIENCES

4.1 Definition of target audiences

Already in the proposal stage, FoodSafety4EU project conducted an analysis of the target audiences to be addressed in the various project activities, by applying the psychographic and geographic criteria for the segmentation:

- roles and interest played by the actors in the FSS
- social and economic characteristics of the involved areas.

According to the first criteria, the **stakeholders were divided into three three groups**, corresponding to the described **multi-level system** structure (macro-, meso-, micro-level).

Macro-level: the **governmental organisations** responsible for defining the legal frameworks and performing enforcement activities, such as food (safety) competent Authorities and policy makers

Meso-level: the so-called **supporting organisations**. They support actors in the micro-level by providing services (i.e. risk assessment), training or perform audits to verify compliance to legal and public standards

Micro-level: **food business operators and consumers** primarily involved in the food chain (production, distribution, processing, handling, selling/buying agro-materials and food products), also by orienteering the food sector (consumption choises and citizens' opinions)

Figure 1 – The multi-level system designed by FoodSafety4EU

Each of those levels has a specific needs and expectations, reflecting in different communication and dissemination activities and messages (for instance, in terms of aims, contents and wording). Moreover, as described in the proposal, **the micro-level should be considered as divided in two different groups**: one composed by **Food Business Operators (FBO) involved in the value chain** and the second one by **consumers,** impacting the system through their food consumption choices, and **citizens** expressing their opinions by participating individually or as associates in the policy debate).

According to the second criteria, the targets are divided into 4 areas, named as **FoodSafety4EU Hubs** as defined in the Technical Annex. Each of these 4 Hubs presents similar elements of the FSS, different food production chains, market dynamics and innovation/technological levels:

- Northern area (Scandinavian and Baltic countries);
- Western area (Western and some Central European countries);
- Eastern area (Central and Eastern European countries)

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- Southern area (Mediterranean and Balkan countries).

During the very beginning of the project, FoodSafety4EU partners task leader of the WP7 and responsible for communication and dissemination activities in each hub (see Chapter 9), organised a co-creation meeting on communication strategy, to define interests, messages and channels for the four target audiences identified (macro-, meso- and the two sub-groups of the micro-level).

The following table summarize the main clusters of communication strategy related to the target audiences.

Target Audiences	1. Macro-level Policy maker - governmental organisations	2. Meso-level Research actors - supporting organisations	3.a. Micro-level Food Business Operators	3.b. Micro-level Consumers and citizens
Main stakeholders interest	• Scientific information (data, new research results, etc.) • Connection and exchange with other FS actors	• Funding opportunities information • Connection and exchange with other FS actors • Technical information sharing (illnesses, epidemiology, etc.)	• Rules and guidelines • Tools for FS monitoring • Active - passive communication with stakeholders	• Information on food safety risks, food quality, food authenticity, etc. • Educative materials (e.g. explanation of terminology, etc.)
Message to be delivered	• Definition of future needs in the sector • Information on existing best practices (e.g. communication methodologies) and scientific contents for policy improvement	• Content of success experiences and funding opportunities • Networking activities and link with institutions • Share of experiences, drive progress	• Translation of regulations in practical applications • Involvement and participation • Information on law and cases	• Trustful and protection of citizens • Involvement and participation • Practical contents on risk, FS and safety procedures
Channels, tools and activities	• Workshops, • Public hearings • Policy briefs • Communication campaigns • LinkedIn • Newsletters	• Webinars, conferences, forum • Scientific publications • Newsletter • Interviews, video, scientific coffees	• Articles in magazines • Training programs • Webinars, workshops • LinkedIn, Newsletter • Trade exhibitions	• Social networks • Retail magazines • Roadshows • Spot TV • Podcasts • Series, comics

Table 1 – Interests, messages and channels, tools and activities for each target audiences

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The inputs emerged during the co-creation events were used to define the strategy for this plan and to validate the activities and tools originally foreseen or to reshape them. As showed by the table, some of the proposed activities or tools are not yet included in the plan: however, considering that this plan will be refined every year, they can be considered for future inclusion.

4.2 The target audiences: FSS Macro-, meso-, micro-levels

In this sub-chapter, the inputs emerged during the co-creation meeting (resumed by Table 1) are explained per each of the four identified target groups.

4.2.1 Macro-level

The macro-level (composed mainly by the governmental organisations) will ensure the effective adoption of proposed project outputs (e.g. the use of new models to communicate with citizens, SRIA), support the change in the FSS towards a new collaborative and interactive one, provide visibility to the project. They should have interest in joining the platform with different levels of commitment.

- Main interests

The correct flow and the reliability of scientific information as input for the decision making process and or for policies and strategies are the main drivers for the first target audience. Therefore the communication team will focus on the scientific information, the connection and networking activities that
could facilitate and move towards a stable commitment to feed and support the FoodSafety4EU platform, thus favouring exchange/interaction with all the other actors involved in the FSS.

- Message to be delivered

Since this audience is composed mainly by policy makers, the messages to be delivered should be focused on the future needs of the FSS to provide useful elements to its actors. Among the other messages, information on best practices and scientific contents seems particularly relevant, as well as input arising from the FS4EU liaisons and network to enhance the connection among the different FSS levels.

- Channels, tools and activities:

The main channels identified are workshops, public hearing, and policy briefs dedicated to limited and selected groups of FSS actors. The FoodSafety4EU communication teams will use wider tools and actions such as LinkedIn and newsletters.

4.2.2 Meso-level

Meso-level (composed by supporting organisations, such us universities and Food Safety Authorities) will provide science-based inputs and information both to the macro level (practical knowledge for changing the existing FSS) and to the micro-level (clear and easily understandable messages, able to transform the way to communicate and engage consumers, citizens and Food Business Operators). They play a bridging-role in the new research-policy-society interface.

- Main interests

The meso-level represents the link between the macro and the micro levels. This level could be particularly interested in getting funding opportunities information. Furthermore,FoodSafety4EU identified the last key interest that is the sharing of the technical information such as outbreaks data, epidemiology studies, etc.

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- Message to be delivered

The first message to be delivered is related to the content of successful experiences in this sector and consequently the continuous sharing of experience with other stakeholders. For this group, information of funding is extremely important. It will affect the potential implementation of all their activities.
Both networking activities and a stable link with institutions and the micro-level actors is a central part of the FSS meso-level stakeholders message.

- Channels, tools and activities

There are a wide variety of channels and tools to be used. Starting from the most science-based friendly, such as webinars, conferences, forum (interactive channels) to scientific publications and newsletters that contain technical information. The communication team also identified the following activities: interviews, informative videos, and small talks with experts (e.g. scientific coffees).

4.2.3   Micro-level – a) Food Business Operators

This group includes actors in the food chain, such as: farmers, food processors, food/feed industry, SMEs, distributors, retailers, and all other actors in the value chain, considered as individual or grouped in associations. They must comply with EC and local legislations, ensuring the food safety all along the value chain (from good agricultural practices and good manufacturing practices to food safety standards in distribution stages) also thanks to the introduction of innovations. Generally grouped in association, they can influence macro-level asking for policy changes and provide information to consumers (e.g. through labelling), representing also a possible channel for engagement.

- Main interests

As per other levels' groups, one of the main interests of the actors involved in the food chain is to participate and to be constantly updated on rules and guidelines. This issue is particularly relevant, since this is the level that is more directly touched by changes to regulations. Stakeholders in this level should be included in the FS monitoring and therefore dedicated tools should be developed to ease their inclusion. Exchange of experience and active/passive communication with the other stakeholders is important as well for this level.

- Message to be delivered

Being informed on law and cases in the field are the contents of main interest of this group. Anther aspects to be considered is how to improve involvement and the direct participation of these actors in the FSS, in order to increase their possibility to be included in the decisional process (new regulations, changes in legislation, etc.).

- Channels, tools and activities

For this level, we have identified channels able to reach a large number of stakeholders. It is planned to use classic tools like articles magazine or newsletter and social media like LinkedIn. Furthermore, events like webinars and workshops, together with training campaigns will have not only a remarkable role in sharing information and communication contents to these stakeholders but will also facilitate their involvement in discussions with the meso- and/or macro- levels. Finally, trade exhibitions were also identified as a good option to promote food safety and reach the actors of the food chain with appropriate contents.

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4.2.4   Micro-level – b) Consumers and citizens

Actors in this group can be considered as individual, as well as represented in associations and organized groups (e.g. consumers' associations, organizations promoting healthy food consumption, etc.). Actors in this category generally need for clear, easy, accessible, quick and reliable messages (due to the lack of knowledge of the specialist technical language); they could be sceptical on food safety controls integrity and easily affected by misinformation. Moreover, there is a general need for consumers to be able to make informed food choices and to be more involved in the Food Safety System. Considering this, they need to be actively engaged in the future FSS and must be targeted with dedicated methods and channels. In addition, if mobilized with science-based information, they are able to stimulate the action of macro-level actors.

- Main interests

For this level, the main interest is to receive reliable and useful information on food safety risks and quality. This interest is clearly connected with the consumers' everyday life and the general principle of the Food Information to Consumers Regulation that *food information shall pursue a high level of protection of consumers' health and interests by providing a basis for final consumers to make informed choices and to make safe use of food, with particular regard to health, economic, environmental, social and ethical considerations* (Art 3.1 of Regulation (EU) No 1169/2011).
The second main interest is "literacy" on the food safety topics: providing science-based information, educational materials and explanations will contribute to decrease misinformation, improve consumers' trust in the other FSS actors and, finally, promote a more aware participation in the FoodSafety4EU platform.

- Message to be delivered

The message should aim at obtaining both the trust and protection of citizens. The micro-level stakeholders must be actively involved. Their participation is part of a trustful flow of communication between the different levels. Practical contents on risk and hazard, information on safety procedures is the main part of the protection messages to be delivered.

- Channels, tools and activities

Since this is the widest category of the target group, the main channels to be used are social networks, and popular indiscriminate communication tools such as YouTube, TV spot. The communication teams will develop message to be delivered through Retail magazines, Roadshow, Podcast, Series and Comics.

4.3   The role of the FoodSafety4EU Supporting Partners

Before the beginning of the project, FoodSafety4EU created a network of 44 Supporting Partners: entities coming from EU Member States and other countries that are involved in the path of the integration to the European Union, belonging to the three levels and to the four target audiences described.

One of the three days of the Kick-off Meeting was entirely dedicated to the Supporting Partners, also to assess how much the FoodSafety4EU activities – including the ones to be implemented within the framework of the WP7 – are in line with their expectation and needs, as well as with their will to be engaged and contribute to them.

In particular, during the online event, they had the possibility to express their opinions through *Mentimeter,* thanks to questions prepared by ILSI EU, APRE and EUROCOOP. Starting from a high interest in the activities of the WP7 (in the scale from 1 – no interest to 10 – extremely interested, the average expressed was 8), they stated the wish to be involved in the activities showed by the following image.

Figure 2 – Results from the KoM Day 3 – involvement of Supporting Partners in WP7 activities

The most voted options can be grouped in three main activities:

- Promotion of FoodSafety4EU activities (e.g. calls, surveys, FS4EUpdates, etc.)
- Networking activities (e.g. to join the European Food Safety Forum)
- Provide contents for FoodSafety4EU activities (e.g. provide information on their initiatives, write articles for #FoodFacts, etc.).

Inputs received by Supporting Partners during the KoM – as well as insights from EFSA representatives and FoodSafety4EU External Advisory Board Members – were used to better design the strategy and the tools and activities presented in the next chapter.

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5 TOOLS AND ACTIVITIES

The achievement of the Dissemination and Communication Plan objectives will be ensured by the complementarity of its activities and thanks to the use of different tools aimed to address identified stakeholders' needs and expectations.

In this chapter, the tools used and the activities implemented are presented in detail. For each tool, the responsible partner is identified and the involvement of all the other FoodSafety4EU actors is specified (partners and Supporting Partners).

5.1 Brand Identity

Brand identity is the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It is what allows the target audiences to identify the brand.

Therefore, the logo is one of the key elements of the project's identity, whose main goal is to effectively represent the vision, mission and core objectives of the FOODSAFETY4EU project.

APRE and all the partners developed the brand identify for FOODSAFETY4EU, composed by **logo**, **brand manual and claim**.

- Logo

The process that conducted to the logo creation and choice is described in detail in the deliverable D7.2 FOODSAFETY4EU Communication Kit. Before the kick-off of the project, APRE shared a survey among the partners to gather their preferences. Based on its results, two options were developed and shared (with concept explanations and some examples of mock-ups) with the partners at M1 (January 2021). The partners chose the preferred version during the Kick-Off Meeting on 27 January.

Figure 3 – Logo chosen and concept

The aim is to represent the activity of sharing of information and the stakeholders' networking categories addressed by the project, differentiated by colours (yellow, green and grey). Moreover, the European Union is recalled by the blue colours.

- Brand Manual

After the final logo was chosen, APRE created a brand manual (some pages can be seen in ANNEX A, meanwhile a copy of it is available here). The document is available to on HumHub platform with the aim of

providing them guidelines on how to best use the logo, the specific font, colours and dimensions, as well as examples of logo applications on various materials.

- Claim

At the moment, the claim adopted is the title of the project, since it can easily explain the main outcome of FoodSafety4EU (the "multi-stakeholder platform") and the sector (food safety), also providing an idea of the governance level in which the project will work. However, a possible updating of the claim will be evaluated by WP7 Task leaders.

5.2 **Website**

The first version of the FoodSafety4EU website was launched in January 2021 (M1), in concurrence with the Kick-Off Meeting, as a landing page at the URL: https://foodsafety4.eu/. Having a landing page at the very early stage it allows the Consortium to provide a first overview of the project to all stakeholders. Moreover, the landing page was set up with a form that visitors filled in case they would have received more information about the project or sent a message to the coordinator for exploring cooperation opportunities.
The landing page was set up and developed by PMT, taking into account suggestions and requests provided by CNR, APRE and ENEA, that provided inputs also for the texts to be used.

At the same time, those partners organised several meetings in order to define the architecture and the contents of the website. Moreover, inputs and suggestions were collected also using "Miro" tool.

From a technical point of view, the website was realised using the Wordpress platform and paying attention to guarantee accessibility to all users, complaining with standards for visibility. Moreover, it has a desktop and a mobile version.
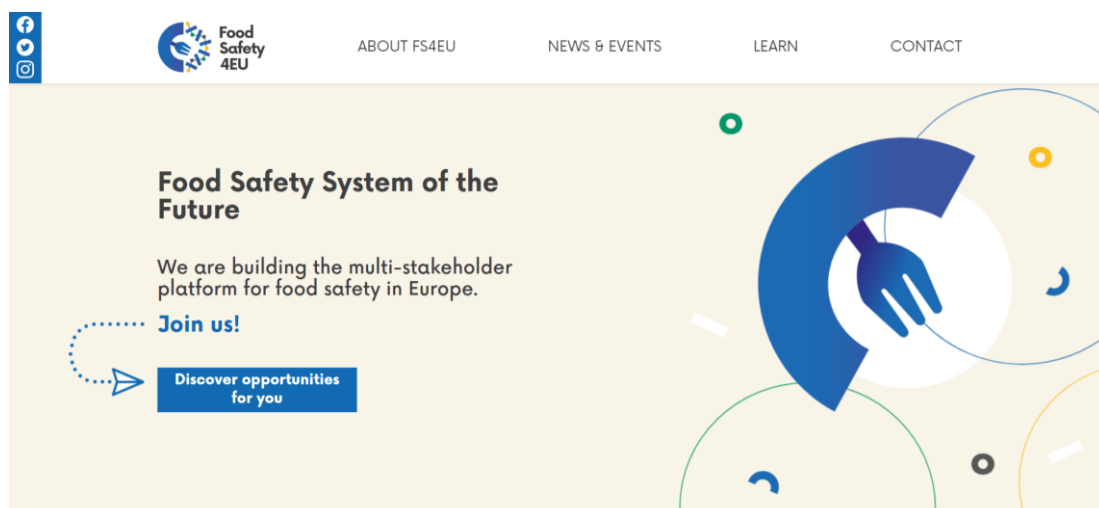

Figure 4 – The Foodsafety4.eu website homepage

The website is organised as it follow:

- Homepage

It aims to immediately attract the interest of the visitors: a call to action is adequately highlighted and it is connected with a button ("Discover opportunities for you") that redirects to the following section of the

Homepage in which information about the engagement activities are provided. Information are organised in 4 boxes, corresponding to the different target groups of the project: Researchers, Authorities, Business Operators and citizens. Each box has a "Get in" button: clicking on it, the user is redirected to a form that he can fill in order to receive information about the project via email or, as a deeper level of involvement, he can be engaged. In case of this second option, he is redirected to a survey in which it express is opinions about its actual involvement in the food safety sector: replies are registered and analysed for other project activities (e.g. for the FSOLabs activities).

The homepage contains also a section dedicated to the latest available information and to the FoodSafety4EU project social media.

- About FS4EU

This section provides the main information on the project, showing in dedicated pages:

- o Key Persons involved in the project, with pictures and statements about FoodSafety4EU activities or about the Food Safety System that they imagine for the future.
- o Fundamental information about FoodSafety4EU (project overview, goals and approach).
- o Network built by FoodSafety4EU: in this page, thanks to the use of a map, it will be shown both the beneficiaries of the project, the Supporting Partners and all the other entities will decide to collaborate and sign agreements with FoodSafety4EU. The partners external to the consortium will be made visible during the next months.
- o Members of the consortium, including a brief description of each partner.

- News & Events

In this section, all the news and upcoming events interesting for all different typologies of stakeholders are collected. In this page, a calendar was included. The events section has been divided into two parts: "Upcoming events" and "Previous events". On this page, a calendar was included, where the upcoming events are marked as yellow dots.

- Learn

This section will include all the informative, awareness and educational materials produced by the projects: articles, awareness raising cards, FS4EUpdates releases, factsheets, media, etc. All the materials will be made searchable thanks to the use of the tags, publication data and of an internal searching engine tool.

- Media

This section was created to store and allow the user to view and download public files related to the project. The files will be added under the categories: Results, Presentations, Brochures, Graphics and photos, FS4EUpdates releases. The files will be presented in the table with such information as Modification date and the Name and Surname of the person who uploaded the file.

- Contact

The last section of the website contains the names of the project coordination team, as well as a registration form that visitors can fill in order to receive more information about the project.

The website was developed by PMT, following the suggestions of CNR, APRE and ENEA. Moreover, APRE provided graphic elements to the developers in order to be sure that the website was in line with FoodSafety4EU brand identity. CNR was involved also in the revision of the texts and in the supervision of

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the activities. Finally, all partners were asked to provide a small contribution for some sections and pages of the website, such as the project members description and quotes from the key person involved.

The website was launched at M4 and it is expected that it will be improved in the next months, also enriched by the other materials that will be produced during the project lifetime. Contents will be published by APRE and/or other partners involved in the communication & dissemination activities core group (ILSI EU, IFA, EUFIC, CNR), that will be trained by PMT during a dedicated webinar on how to use the Wordpress platform.

Website contents will be reviewed by PMT regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

5.3 Press releases

Press releases are being developed to raise awareness and inform media about projects main activities and results. Through this dissemination, a larger number of stakeholders are expected to be reached.
Press releases (at national and European level) will target both *generic* and *specialized media*. The press release targeted to generic media, will include "reader friendly" contents or fact boxes, avoiding scientific jargon; differently from the one targeting specialized media.

ILSI EU is responsible for the development of the first draft in English of these press releases, which are then shared with the other partners for translation (at least 10 languages). This joint effort will allow addressing a wider audience: all partners will then send the press release to its contacts or share it on its own communication channels.

This following table provides an overview of the languages covered and partners involved in the translation of the press releases:

Language	Partner	Language	Partner
English	ILSI EU	**Finnish**	VTT
Italian	APRE	**Portuguese**	ASAE
German	IFA	**Albanian**	AKU
French	Text	**Romanian**	IBA
Dutch	WUR	**Czech**	VSCHT

Table 2 - Press releases language versions and responsible partners for translation

Translated versions of the press releases will be stored on HumHub (as internal repository) and will be made publicly available to all stakeholders on the website. Moreover, they will be promoted through social media and on the FS4EUpdates. At least 3 press releases will be produced during the project lifetime, according to the activities performed.

At M1, ILSI EU prepared the first press release to address the generic media about the launch of the FoodSafety4EU projects and to inform about the Kick-off Meeting. All versions are stored in a dedicated section of the HumHub platform, were promoted on social networks and on the 1st release of the FS4EUpdates, and they will be uploaded soon in the project website.

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5.4 **Social Networks**

Social Networks (SNs) will guarantee the society engagement and FoodSafety4EU platform animation through their continuous use and accounts updating. In particular, they will be used to inform stakeholders about project activities and results, to increase awareness of large public about the Food Safety, to stimulate a debate on the changes needed in the sector and to actively engage the identified target groups in the activities foreseen by the project, among others. The different types of social networks selected by partners will be used to reach specific target groups. Likewise, the content disseminated will also depend on these groups. The same rational applies for paid campaigns launched for the promotion of specific initiatives or results, which will be tailored based on contents and the target audience and agreed in synergy with the WP Leaders.

Twitter: the @FS4EU Twitter account will mainly be used to get in contact with the FSS actors of the Macro- (policy makers and governmental organisations) and Meso-levels (research actors and supporting organisations), as well as with media, other EU funded projects and networks. Twitter account will be used more frequently than than other channels to post comments and news about the achievements and progress of the project, to promote project reports and participation in events, to re-tweet news and opportunities interesting for the food safety community. Project intervention in discussions will be encouraged also through the partners' involvement within their networks or personal pages.

LinkedIn: the LinkedIn FoodSafety4EU page will be used to increase increase the visibility of the project at a professional level, primarily addressing the same target groups as the ones of Twitter account. It will be used for dissemination purposes and for the creation of a reliable network, to build a high reputation for the future Food Safety System Forum (WP6). Considering this, technical language could be used, as well as contents with a high grade of technicalities could be shared.

Instagram: the @FS4EU Instagram account will be used with the main aim to actively engage the large public, in particular the young people. Considering this, graphical materials will be created to increase awareness of the general public (informative cards, infographics, stories with quizzes and polls will be posted, etc.). Moreover, according with Task 7.3, influencers will be actively engaged to promote some of the activities foreseen by FoodSaftey4EU project (#AskTheExpert campaign, Video pills, etc). Those posts will be designed to be understood by the lay person.

Facebook: the @FS4EU Facebook page will address the FSS actors of the Meso-Level and of the both sub-groups of the Micro-level. It will be used to promote engagement activities addressing such groups (e.g. survey for consumers, #AskTheExpert campaigns, etc.), increase awareness among the large public, promote selected project activities, etc. Initially, a Facebook account was not planned in the Grant Agreement: indeed, it was expected to promote contents using partners accounts. However, during the first meetings of the project, FoodSaefty4EU partners decided to open this channel as well to reach a general audience.

YouTube: the YouTube account of FoodSafety4EU will be used as an online video repository for all videos produced by the project. However, the possibility to organise live streaming with experts will be considered.

During the project life and for some specific activities (with particular regard for them addressing consumers, e.g. WP5 survey, #AskTheExpert campaign, etc.), **sponsored posts on social media will be used**, in order to easily address the identified target. Thanks to this, posts will be boosted by the social networks, attracting the attention of the stakeholder category predefined by FoodSafety4EU (e.g. consumers) and improving the chance of engagement.

For efficient management of the social network accounts, APRE decided to **subscribe to an online management tool.** Three products were evaluated: *NUVI*, *PostPickr* and *Hootsuite*. Specific meetings were organised with companies providing those tools, in order to discuss in details their functionalities and to

understand the one more in line with FoodSafety4EU needs. In particular, APRE assessed the possibility to: manage different social media accounts from one single online dashboard (including the number of accounts to manage and the number of the staff allowed to do it); generate reports containing statistics from each account; manage sponsored contents and posts on various social media; listen to the discussions and discover who are the most active people on specific topics. Considering those parameters and the offers received, APRE selected a yearly subscription to Hootsuite (Team plan, with 3 staff members allowed to manage various social media accounts), that had the best price concerning the features offered. However, the listening functionality was not included in the plan due to its cost. In any case, this tool will allow partners to define a calendar with posts and contents organised on daily basis, following, for instance, a periodic proposition of the contents every week (e.g. the FoodSafety glossary on Monday, the #OpenDebate on Tuesday, a quiz on food safety on Wednesday, etc.).

Finally, partners will use their existing social media pages to boost FoodSafety4EU actions. Partners will select the most suitable channels operated by them to share content from the project website and social media pages such as material produced for awareness raising campaigns, project results, relevant insights from public deliverables, events, factsheets, etc.

However, specific actions for using social networks within FoodSafety4EU activities will be designed by ILSI EU within the Task 7.3 (starting at M6).

5.5 Awareness raising campaigns

FoodSafety4EU will design specific activities targeting consumers to raise awareness about food safety related-topics. Those activities will be developed to actively engage with consumers to involve them in the science-policy-citizen long term cooperation. To that end, there is the need to provide clear information (explaining critical topics in a language understandable for the lay person). This will enable them to give relevant and science-based contributions as well as make more informed food choices. Considering this, FoodSafety4EU designed a wide range of activities, to be developed also in collaboration with EFSA and other projects and initiatives.

The identified activities will be mainly promoted through social networks (mostly on Facebook and Instagram) and thanks to the involvement of influencers (e.g. food bloggers, celebrities in food-related sectors, persons involved on social campaigns, etc.). Starting from a database owned by EUFIC, they will be engaged in each of the four hubs, covering as many countries/languages as possible.

Each activity aiming to increase the awareness on food safety is explained in a dedicated subchapter.

5.5.1 International Days campaign

International Days (International Women's Day, Earth Day, Europe Day, etc.), are days of the year designated by an international authority (such as the United Nations and its specialised agencies) as occasions to mark particular events or topics in order to promote, through awareness and action, specific objectives of the proposer organisation.

During the International Days, campaigns dedicated to a specific topic are launched on social networks by the international authorities involved (generally asking to use a selected hashtag), generating interest and catching the attention of the large public, interested to know more about the trending topic.

Considering this, FoodSaefty4EU will use such occasions to join the debate and talk about food safety topics related with the International Days: graphic materials will be produced and shared on social networks (using the hashtag of the campaign), in order to attract the interest of the people and to increase awareness, providing scientific-based messages. In this case, the target audience is represented by the large public.

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APRE made a list of all International Days (declared by the United Nations and its agency, the European Union, other international non-governmental organizations, e.g. consumers' associations) that can have a connection with food safety or relevant for the project objectives[1]. For each day, a FoodSafety4EU partner will be asked to contribute with some scientific-based information, ideas and material, that will be used by APRE to create a graphic card to be posted on social networks, jointly with a catchy message and useful resources to discover more about the topic. The list was prepared using an online excel spreadsheet, made available to the whole consortium on the HumHub collaborative workspace of the project; APRE will select a partner for each day (having in mind its expertise and competences) and request materials using the "task" functionality on HumHub. In addition, also EFSA, Supporting Partners and other projects and initiatives could be involved for the development of the messages and materials for the International Days campaign.

Moreover, for the Food Safety International Day (7th of June) a dedicated campaign will be designed to raise awareness on the topic for the whole month: in particular, ILSI EU will be in charge to draft actions that day by day will use different tools and channels (posts, polls, quizzes, etc.) to inform consumers and to engage them in project activities (e.g. #AskTheExpert campaign, video pills, etc.).

International Days Campaign is already started at M3 (when the first material was produced for the International Women's Day) and it will be fine-tuned during the next months.

Figure 5 – Examples of two cards produced for the International Days campaigns

5.5.2   #OpenDebate

A long-term collaboration platform among a large number of FSS actors is only possible if all of them can interact and discuss their different points of views, needs, expectations, etc. In order to ease this process, FoodSafety4EU decided to promote a debate on social networks about topics related to the Food Safety System of the future, in which each stakeholder can contribute with its perspective, using an informal format and a clear language that can understand by everybody.

With the #OpenDebate campaign, FSS actors of the four identified target groups (including representatives of the civil society too) will be engaged in the discussion on social networks: replying to questions defined by FoodSafety4EU partners, APRE will produce a graphic card with the text of the answer, the logo of the

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[1] Also the International Years will be considered (for instance, the 2021 was declared by FAO the International Year of Fruits and Vegetables) to enrich the contents of the campaign.

organization and a picture (preferably informal) of the person or of the staff involved in the reply. This graphic card will be published on all FoodSafety4EU social networks using pre-established hashtag (#OpenDebate, #FoodSafety and #FoodSafety4EU); moreover they will be collected and published on the project website.

The campaign will be periodically (4 or 6 months) focused on defined topics and all Supporting Partners and other external stakeholders will be asked to contribute. This activity will be fully implemented starting from M5 (May 2021).

However, in the first months of the project the #OpenDebate was launched among the FoodSafety4EU partners: starting from the general topic of the Food Safety System of the future, APRE (with the contribution of CNR, ILSI EU, IFA and EUFIC) set-up three questions for each category of partners (they were divided in three groups: research organisations, Food-Safety Authorities, all the other entities). Thanks to this, the activity was kicked-off and Supporting Partners and other external stakeholders will receive an example of the final results.
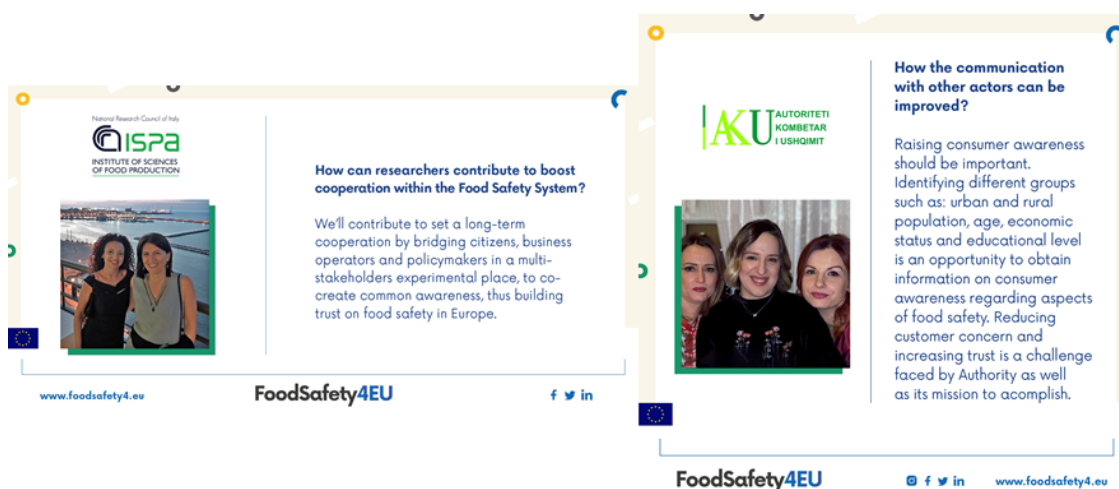

Figure 6 – Examples of cards produced for the #OpenDebate campaign

5.5.3 Food Safety Glossary

Even if food safety has a strong impact on the consumers, however they are not fully aware about the sector and on the activities implemented in order to guarantee them the access to healthy and safe food. In addition, some of the main terms used (safety, security, risk assessment, novel food, one health, etc) requires a high level of knowledge to be fully understood and in some cases – in particular when translated in the European languages – could be easily misunderstood, generating confusion and scepticism in consumers.

With this in mind, FoodSafety4EU will produce graphic and attractive cards to be posted on social networks in order to explain, easily and briefly, the main terminology used in the sector. Starting from the EFSA glossary, the definitions will be enriched and rephrased avoiding technical jargon by a scientific committee (composed initially by FoodSafety4EU partners – involving in particular food safety authorities – but that could be opened also to Supporting Partners or other initiatives in the future): the finalised text will be shared among partners in order to ask their voluntary involvement in the translation, meanwhile APRE will be in charge for the graphic design. Moreover, the translation of the text will be promoted and incentivised among Supporting Partners too, in order to make the contents available in other languages not covered by partners.

The main target addressed by the Food Safety Glossary is represented by consumers, however, this activity will contribute to actively engage stakeholders belonging to other groups (in particular, the ones in the meso-level, that will have the possibility to contribute with contents). Considering the target, the cards produced

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will be shared among social networks (and in particular on Facebook and Instagram) and collected and stored on the project website.

Preparatory activities (a list of the first terms to be explained and the set-up of the first scientific committee) were implemented in M4, meanwhile the Food Safety Glossary will be implemented at least once per week starting from M5.

5.5.4 #AskTheExpert Campaign, #FoodFacts and Video Pills

To establish cooperation between experts (mainly, actors belonging to the meso-level stakeholder group) and consumers, as well as to increase the confidence of citizens in authorities and science; FoodSafety4EU designed three activities: the #AskTheExpert campaign, the #FoodFacts articles and the Video Pills..

All those activities, presented below, will be promoted on social networks and target audiences will be engaged also thanks to the use of sponsored posts, the launch of open calls for contributions (e.g. for collecting questions from consumers or for engaging experts to write articles) and the introduction of incentives (e.g. giveaways and an awarding ceremony for the most active contributors during the FoodSafety4EU final conference). Those campaigns will be implemented from M6, since they are included in the Task 7.3.

- #AskTheExpert Campaign

Thanks to this activity consumers can make questions on food safety related topics, that will be collected through the FoodSafety4EU social networks , website and during fairs or dedicated events. The questions received will be sorted by project partners and then replied by experts registered in the FoodSafety4EU Platform (WP1). The replies will be provided using social networks or through the creation of a #FoodFacts article or a Video Pill.

- #FoodFacts

External experts will be invited to draft brief articles to explain food safety topics to consumers, using an "easy-to-understand" language and with science-based content. Based also on the questions collected from the #AskTheExpert Campaign, the articles will be promoted through the FS4EU social networks and collected under the "Learn" section of the FoodSafety4EU website..

- Video Pills

The video pills are short videos (1.30 – 3 minutes maximum) that will be recorded to facilitate the comprehension of food safety topics by consumers using easier messages and language. The videos will be based on the topics extracted from the #AskTheExpert campaign. Two formats will be developed:
- *informative videos,* registered by experts (following the format of the ones produced by EFSA);
- *"Q&A videos",* that consists of two parts: a first one, showing a question on food safety made by a consumer (recorded on social networks or during large events and fairs); a second one, in which an expert provide a reply to the consumer.

5.5.5 Food Safety Awareness Month (June 2021)

June the 7th is the international day of food security. For this occasion, the consortium discussed and agreed that we would develop a month-long campaign that would serve for both raising awareness on food safety and on the project. The partner ILSI Europe developed and proposed a draft social media campaign for June that combines the communication actions detailed earlier (#AskTheExpert, #FoodFact and video pills). The proposal was presented to the rest of the Communication and Dissemination partners, who gave their feedback.

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This proposed campaign (Annex B) would test the effectiveness of these different actions and the campaign as a whole. Once this plan is implemented in June 2021, the results will be analysed and the strategy will be refined accordingly. Thus, the draft would serve for a later refined version that we would use for the rest of the social media campaigns of the project.

5.6 FS4Updates

Generally, a stakeholders' platform require an information channel that can keep all actors updated about relevant news in the sector and, most important, in which everybody can be free to share contents. *FS4EUpdates – Feed your news on #FoodSafety*[2] was realised with this purpose: inform a large number of Food Safety System actors and enable them to contribute to feed the future F.

Initially planned as a collection of contents suggested by each FoodSafety4EU partners, to be shared among the whole consortium and distributed through partners' communication channels, the *NewsPills* (the name originally assigned to this product) was then reshaped in order to address a wider audience. Indeed, with the aim to become the monthly online bulletin of the future Food Safety Forum, FS4EUpdates will be opened to the contribution of Supporting Partners, sent to them as well as to all users registered to the website.

APRE set up an online form ([available here](#)) that all partners and Supporting Partners can fill to suggest news, articles, events, opportunities and other updates interesting for the sector. Every month, APRE will remind partners to contribute (it is required at least one contribution per partner each month) and fix a "cut-off" (generally, the last week of the month) when select the contributions arrived and prepare the new issue of FS4EUpdates (to be released at the beginning of the month). APRE is also in charge for the graphic layout. The bulletin is divided in the following sections:

- Updates on the FoodSafey4EU project
- News
- Opportunities
- Events

The bulletin has a box calling for contribution from stakeholders external from the consortium and project communication channels (in particular social network accounts) are properly promoted. FS4EUpdates is published on the project website and it is disseminated through project social networks.

This communication product can address all identified target groups (that are stimulated to reuse it wholly or partially), even if consumers could be the group less interested in such product.

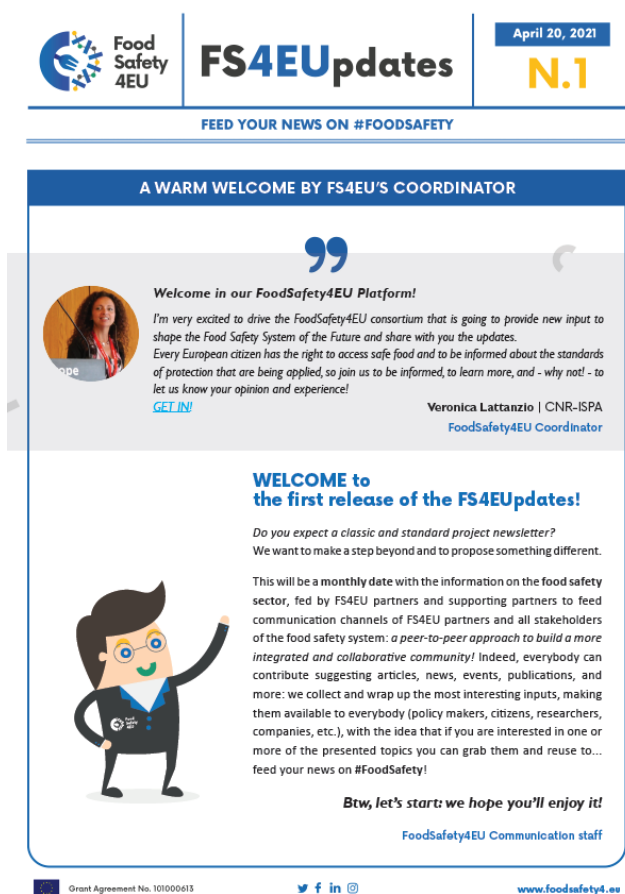First issue was released at M4 (April 2021) and it is [available here](#).

Figure 7 - FS4EUpdates first release

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[2] Title and subheading were chosen by project partners through a poll on HumHub platform.

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5.7 Project presentations and articles

All FoodSafety4EU partners are encouraged to present the project and its activities and results in seminars, public hearings, conferences and other relevant events, with the objectives to inform the stakeholders and engage them, promote the project activities and their exploitation, contribute to the establishment of partnerships. Considering this, a standard presentation of the project was prepared by CNR and it is available to all partners in the HumHub collaborative workspace.

Moreover, articles for specialised magazines will be produced, mainly to inform about the results of the activities implemented during the project (in particular of the FSOLabs, WP2). Such dissemination activity will be implemented during the second part of the project and it will be planned on time and according with WP leaders.

5.8 Other communication and dissemination material

Other informative materials (e.g. factsheet, infographics, cards to be promoted on social media) will be realised to promote project results, explain food safety related terms and/or topics (e.g. the difference between food safety and food security) and to present novelties in the sector to all identified target groups (but with a primary focus on consumers). Contents will be elaborated by project partners (also opening to possible collaboration with Supporting Partners and other external stakeholders) and presented in an attractive graphic layout produced by APRE

5.9 Events and conferences

During the whole project life, partners will participate in events and conferences with different aims according to the audience participating in them. Indeed, they could be an occasion to present results to policy makers, to engage consumers in awareness raising campaigns, to engage new potential stakeholders for the future European Food Safety Forum, etc. A list of all interesting events, fairs and conferences will be drafted thanks to the collaboration of all project partners by M5 (so taking into account the re-organisation of on-site conferences after the second wave of the pandemic).

However, already in the proposal stage, partners drafted a first list of interesting events:

- Sectorial events: RAFA – Recent Advances in Food Analysis, International ISEKI-Food Conference, R&I Days, EFFoST International Conference, European and National Horizon Europe InfoDays.
- Large scale events: Maker Faire – European Edition, Researchers' night, Science is wonderful, Terra Madre – Salone del Gusto.

5.10 Expected outputs

The following table summarise the expected outputs from the communication and dissemination activities, providing also indicators to evaluate the status of the implementation. Starting from the contained in the *Technical Annex,* complementary indicators are integrated in this table. During the yearly revision of the plan, this table will be integrate with an additional column showing the activities already implemented.

Tools, channel activities	Metrics method	Expected results
Website	Launch of the website, contents published	• Website launch: April 2021 (project milestone) • News published on the website: at least 60
Presse releases	Number of publications and languages covered	• Press releases (at EU/international level): at least 3 • Press kits: at least 2 in at least 10 different languages
Social Networks	Number of posts	• Establishment of at least 4 social media profiles in 4 social media channels • Posts in the SNs: at least 400
Awareness raising campaign	Number of materials produced	• Cards to explain terms and topics Food-Safety related in an easy way: at least 30 • International Days covered with dedicated graphic material: at least 12 per year • Polls/Quizzes realised: at least 60 • #FoodFacts articles published: at least 30 • Number of Video Pills produced: at least 30
FS4EUpdates	Issues released	• Number of issues: at least 20
Presentations and articles	Number of presentations, number of publication	• Presentation at EFSA: at least 1 • Presentation/joint activities with European Partnerships: at least 3 • Number of events attended to represent and present the project: at least 30 • Public hearings (at EU and national level)/meetings with Ministries/FSAs: at least 5 • Publication in EC channels: at least 4 • Scientific publications in peer-reviewed journals: at least 5
Other communication materials	Number of products realised/distributed	• FoodSafety4EU Communication Kit: 1 release • Project posters produced: at least 5 • Factsheets produced: at least 10 • Leaflets printed: <10.000
Events and conferences	Numbers of events, number of attendees	• Number of events attended to represent and present the project: at least 30

Table 3 – Expected outputs

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6 TOOLS AND ACTIVITIES FOR TARGETS

The following table resume how the tools and activities proposed address the identified targets (colours and symbols are explained by a legend after the table).

		1. Macro-level Policy maker - governmental organisations	2.Meso-level Research actors - supporting organisations	3.Micro-level Food Business Operators	3.Micro-level Consumers and citizens
Brand identity		X	X	X	X
Website		X	X	X	X
Press releases		X	X		
Social Networks	**Twitter**	X	X		
	LinkedIn	X	X	X	
	Facebook				X
	Instagram				X
Awareness Raising	**International Days**				X
	#OpenDebate	X	X		
	FoodSafety Glossary			X	X
	#AskTheExpert, etc.		X	X	X
FS4EUpdates		X	X		
Presentations and articles		X	X		
Other materials		X	X	X	X
Events & conferences		X	X	X	X

Table 4 - Target groups addressed by tools and activities

Legend:

X	Primary target
	Secondary target
	Target not addressed

7 TIMELINE

In this chapter, a timeline for all WP7 related activities expected to be implemented throughout the first two years of FoodSafety4EU project is provided.

Year 1				
Month	**Communication and Dissemination activity**			
M1	Creation of the FoodSafety4EU logo		Creation of the Twitter, LinkedIn and Youtube account	Setting-up management structure and procedures for WP7
M2	Creation of the FS4EU Brand Identity	1st press release (KoM of the project)	Creation of the Facebook account	Social network management tool choice
M3	International Days campaign launch	#OpenDebate campaign launch	Creation of the Instagram account	
M4	FS4EUpdates launch	2nd press release (**website release - Milestone**)	**FoodSafety4EU Communication Kit (D7.2)**	**FoodSafet4EU Commuincation and Dissemination Plan (D7.1)**
M5	FoodSafety Glossary launch		First use of the sponsored posts on social media	
M6	**Task 7.3 starts**	Food Safety International Day campaign	Setting-up #AskTheExpert campaign and launch of the 1st call	
M7	#FoodFacts launch (Publication of the 1st article)			
M8	Creation of the 1st Video Pills		FoodSafety4EU brochure & poster preparation	
M9	1st Press release for specialised journals (FSOLabs 1st meeting)			
M10	#AskTheExpert campaign - launch of the 2nd call			
M11	Assessment of the KPIs, report on work done (**D7.3 – Report on Communication and Dissemination activities**) and fine tuning of the Communication and Dissemination Plan			
M12				
Year 2				
Month	**Communication and Dissemination activity**			
M1	Poster/Factsheet preparation (first results from FSOLabs)			
M2	Communication and Dissemination activities			
M3				
M4	#AskTheExpert campaing - launche of the 3rd call			
M5	Communication and Dissemination activities			
M6				
M7				
M8				
M9				
M10	#AskTheExpert campaign - launch of the 4th call			
M11	Assessment of the KPIs, report on work done (**D7.3 – Report on Communication and Dissemination activities**) and fine tuning of the Communication and Dissemination Plan			
M12				

Note: "Creation of the Website" spans the right-most column for Year 1 months M1–M4; "Influencers' engagement" spans the right-most column for Year 1 months M6–M9.

Table 5 – Resume of communication and dissemination activities to be implemented in the first 2 years of the project

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FoodSafety4EU communication and dissemination activities were designed to be delivered on a periodic base (e.g., one FS4EUpdate release per month, one Food Safety Glossary card per week, two calls for the #AskTheExpert campaign per year, etc.). For this reason, the first 6 months of the project are mainly dedicated to the preparation of the contents for constantly producing the communication and dissemination materials, as well as to define the procedures and processes to make them work constantly and respecting the fixed time plan. Thanks to this, it is expected that from Year 2 the actions will be implemented on a cycle base.

However, a first assessment of the strategy and of the actions done will be implemented every year (M12 and M24) based on fixed KPIs: according to the results of the evaluation, the Communication and Dissemination Plan will be fine-tuned by the document *D7.3 – Report on Communication and Dissemination Activities*. Thanks to this, the time plan will be adapted and the draft programme for the Year 3 will be presented.

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8 KPIs

A set of Key Performance Indicators (KPIs) were fixed in order to assess the implementation of the plan every 12 months. In addition to the evaluation, KPIs will enable partners to correct and adapt the strategy (through a dedicated section within the *D7.3 – Report on Communication and Dissemination Activities*), considering also new emerging needs or external factors affecting the project. KPIs are built taking into account the ones contained in the Grant Agreement and new ones introduced in the first months of the project.

In the yearly assessment, the following table will be updated with a column showing the progresses.

Tools, channel activities	Metrics method	Expected results
Website	Number of visits, time spent on the website and returning visitors; Number of countries; Website contents shared by visitors	• At least, 15.000 unique visitors in 3 years • Websites returning visitors: >60% from 40 different countries • Visitors spending 1 minute or more on the website: >80% • Website contents shared by external users on SNs: at least 400
Press releases	Number of downloads; articles realised by entities external to the consortium	• Press releases download: >60 • Number of recipients (direct email): >300 • Articles realised by media and other entities external to the consortium: >150
Social Networks	Number of followers, engagement rates	• At least 10.000 followers in 3 years (considering all SNs) • Twitter profile monthly visits (average): >500 by M12; >800 by M24 • Monthly tweet impression (average): >25.000 by M12; >30.000 by M24 • CTR on LinkedIn (average): >5% • Engagement rate on LinkedIn (average): >8% • Facebook posts coverage (average): >300 by M12; >600 by M24 • Instagram followers: 400 by M12; 1.000 by M24
Awareness raising campaign	Number of materials produced, engagement of the target groups addressed	• Engagement rates of posts on International days, #OpenDebate and Food Safety Glossary (average): >15% engagement on LinkedIn, Impressions on Twitter >2.000; Coverage on Facebook >800 by M12 (1.500 by M24); likes on Instagram 30 by M12 (80 by M24) • Polls/Quizzes answers received: >3.000 • Supporting Partners participating in the #OpenDebate campaign: at least 100 • Questions collected through the #AskTheExpert campaign: >300

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Tools, channel activities	Metrics method	Expected results
		• Visualisation of #FoodFacts articles published: >3.000 • Number of views of the Video Pills: >3.000
FS4EUpdates	Issues released	• Clicks on LinkedIn posts: >5.000 • Number of recipients (direct mailing): > 5.000 • Number of downloads from the website: >2.000
Events and conferences	Numbers of events, number of attendees	• Number of people reached during the events: >9.000

Table 6 - KPIs to assess the FoodSafety4EU Communication and Dissemination Plan

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9 MANAGEMENT STRUCTURE AND PROCEDURES

All FoodSafety4EU partners will be actively involved in the implementation communication and dissemination activities. More specifically, the expected contributions from partners are the following:

- Implementing dissemination activities in their own countries and at European level;
- Exploiting their contacts, networks and channels;
- Supplying news and updates for the web portal and newsletter;
- Helping to keep the project's Social Media Accounts (SMAs) alive and active, in particular supporting the development of contents to be communicated;
- Participating to conferences, workshops, events etc. in order to promote the project and its outcomes.

In order to guarantee the involvement of all 23 beneficiaries – as well as the contribution of the Supporting Partners that expressed their interest in such activities – a management structure was created, as well as reporting procedures and tools.

9.1 Management structure

First of all, APRE, leader of the WP7, is responsible for the overall management and support of the activities defined under the present dissemination and communication plan; moreover, it is in charge for the development of the main tools and graphic materials that will be used during the project. ILSI EU is co-leader of the WP7 and, in addition to support the management of the activities, it will lead the Task 7.3, that is strategical for the efficient implementation of the communication and dissemination activities.

Figure 8 – Hub leaders for the communication and dissemination activities

However, the **management structure was designed on the 4 geographical Hubs basis**, in line with the one used for other project activities (e.g. FSOLabs participants recruiting, network management, etc.).

As showed by the Figure 8, one partner per hub will be in charge for ensuring the effective implementation by the partners within its geographical area. Moreover, they will be the contact point for the Supporting Partners there located.

APRE, responsible for the Southern Hub, will coordinate the other three hub managers for communication and

dissemination activities: ILSI EU for the Western Hub, EUFIC the Nothern HUB and, finally, ISEKI-Food for the Eastern Hub.

Going into details, each hub leader for communication and dissemination will:

- Contribute to the communication and dissemination strategy definition and implementation;
- Manage and monitor communication and dissemination activities of partners in their hub;
- Ensure the control of the quality of the activities implemented;
- Engage new stakeholders in their hub and animate the cooperation with them.

Hub Leaders for communication and dissemination will meet every month (they established to meet every 15th at 10.00 CET, to be postponed on the first working day if it falls during the weekend). During the online meetings, each partner will update about the progress of the activities. In this monthly call is invited also the CNR, both as coordinator of the project and as a Task 7.5 leader, and other partner can be invited according to the agenda of the meeting. Moreover, the other partners are free to join (with a specific regards with the ones representing Food Business Operators and with a strong involvement in the WP7, such as EUROCOOP, FDE, etc.). The meeting is set on the HumHub calendar.

9.2 Procedures

In order to guarantee the effective involvement of all partners in the communication and dissemination activities, procedures concerning reporting activities and for contributing to the activities were defined.

9.2.1 Reporting the activities performed

An online spreadsheet was created in order to track all the communication and dissemination activities performed by partners, that can access here. It contains 6 sheets:

- Info_Readme: containing instructions on how to fill the spreadsheet;
- Dissemination events reporting: to map the participation of partners in events, as well as the public addressed;
- Other dissemination and communication activities: dedicated to tack track of activities different from the participation in events (e.g. mailing, articles produced, etc.);
- Future events: to map the future events in which the FoodSafety4EU project could be disseminated;
- Supporting partner activities: to tack track of the contribution provided by supporting partners (e.g. translation of a press release in an additional language, publication of an article, etc.);
- Relevant Media: to map all the media (journals, TVs, etc.) that can be contacted for communication and dissemination purposes.

The spreadsheet is already available to all partners and it will be fully implemented in all its sheets during the next months.

9.2.2 Monitoring partners contributions

The Hub Leaders for communication and dissemination needs to keep track of activities performed by partners in each hub. For this reason, by M6, a monitoring system will be defined with the consensus of the four partners. It will help Hub leaders to monitor who has already provided specific requested contributions, to whom send reminders, etc.

9.2.3 HumHub collaborative workspace

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HumHub collaborative workspace (https://fs4eu.humhub.com) will be used for internal communications and to implement the WP7 activities.

First of all, a pinned-up post in the WP7 working space (that is opened to all partners) resume all the main information and where to find them (e.g. the link to the reporting activities spreadsheet, online forms, FoodSafety4EU social network accounts, etc.).

Figure 9 – Pinned-up post in the HumHub resuming all the most important information on WP7 forms, spreadsheet, etc.

In addition, HumHub it is used also as a cloud repository: on the section "Files" of the WP7 Working Space, partners can find activities divided per tasks and brand identity, brand manuals, all templates (uploaded also in the "Templates" section of the FS4EU General working space), etc.

In addition, the tool will be used also for internal polls (e.g. it was used to choose "FS4EUpdates" as name of the NewsPills), for requesting specific actions to partners through the use of the Task functionalities (e.g. contribution for the International Days), for providing information to everybody through the "Wiki" functionality.

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10 CONCLUSION AND NEXT STEPS

The document presented the communcation and dissemination activities designed by the FoodSafety4EU project to reach project objectives having in mind the target groups needs and expectations, gathered also thanks to the involvement of Supporting Partners in the very beginning of the project.

It includes the strategy and main tools that have been designed to set and launch the communication and dissemination process, by identifying roles and partners invovment for its implementation.

The first four months were dedicated to the analysis of needs and expectations, definition of the plan and procedures to manage it, implementation of the first activities (also as a test or a as a way to attract the interest of external stakeholders). The results of such activities were used to design this plan.

Project partners – in particular the ones involved as responsible for the communication and dissemination activities in each hub (APRE, ILSI EU, IFA, EUFIC) – are already working to design the next activities, in particular the ones of the Task 7.3, that will start at M6.
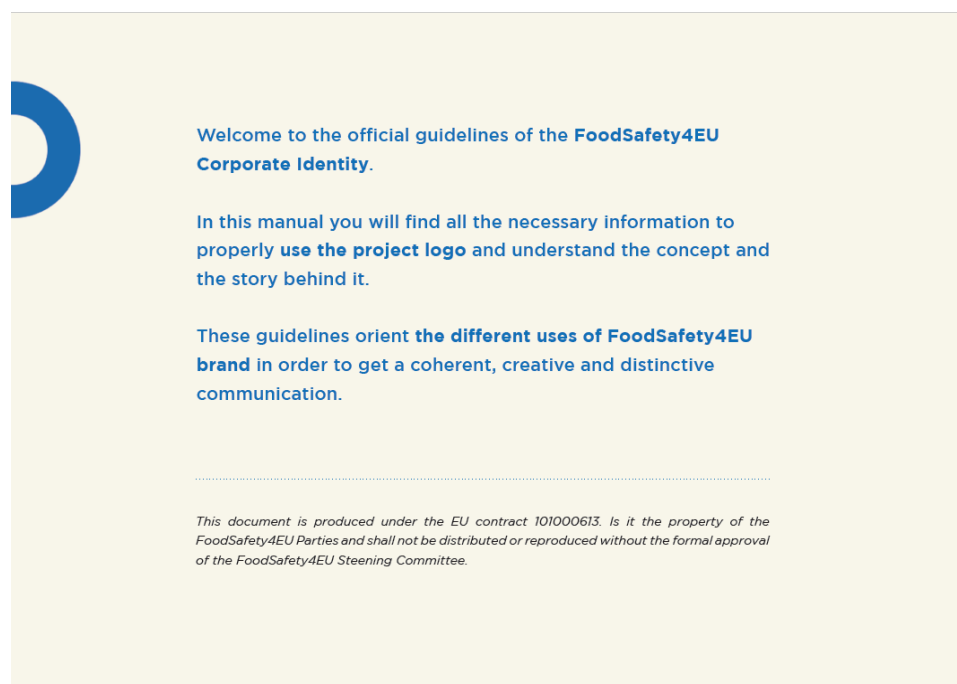
The plan will be continuously updated and adapted according to the PDCA (Plan-Do-Check-Act) cycle approach, in order to ensure the expected performance.

Considering this, the next months will represent a relevant test for the contents of this plan: according to the results obtained from M6 to M12, the Communication and Dissemination plan will be evaluated and fine-tuned, in order to guarantee the achievement of the project objectives. Moreover, suggestions and insights on how to improve the communcation and dissemination activities will be gathered thanks to the periodical contact with EFSA representatives, Supporting Partners and members of the project External Advisory board.

In addition to report about activities performed during the first year of FoodSafety4EU, the document *D7.3 – Report on Communication and Dissemination Activities* will contain a dedicated structure with measure to adapt this plan to changes intervened, new needs and results from the KPIs assessment.

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11   ANNEX A – FS4EU BRAND MANUAL

FoodSafety4EU
MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE

APRE

Brand Manual

Welcome to the official guidelines of the **FoodSafety4EU Corporate Identity**.

In this manual you will find all the necessary information to properly **use the project logo** and understand the concept and the story behind it.

These guidelines orient **the different uses of FoodSafety4EU brand** in order to get a coherent, creative and distinctive communication.

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LOGO ANATOMY

Logo mark, or semply the mark

FoodSafety4EU logo is considered a combination mark.

It consists of a wordmark and a symbol or logo mark.

This combination gives flexibility as either or both can be used across a variety of applications.

FoodSafety4EU

MULTI-STAKEHOLDER PLATFORM
FOR FOOD SAFETY IN EUROPE

Payoff

Wordmark

FoodSafety4EU - LOGO ANATOMY   5

TYPOGRAPHY

The main typography brand enhancing the identity characteristics of FoodSafety4EU communication is **NOW font family.**

This font can be used in its different sizes according to the communication purpose.

In some cases, fonts like Gotham, Arial or Open Sans can be used as Secundary or Alternate Fonts.

> *Download FoodSafety4EU Font at:*
  __LINK HERE__

NOW font family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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Figure 10 – Some pages extracted from the FS4EU Brand Manual

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12 ANNEX B – FOOD SAFETY AWARENESS MONTH

Figure 11 – Draft plan of the Food Safety Awareness Month

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