



Sustainable and cost-effective production process for the upcycling of olive, grape and nut by-products into 4 natural and healthy ingredients for nutraceutical and cosmetic applications

Project number: 888003

Due date of deliverable: 31/05/2021

Actual submission date: 11/06/2021

TABLE OF CONTENTS

TABLE OF CONTENTS	1
PROJECT INFORMATION	2
DELIVERABLE DETAILS	3
1 Introduction	4
2 Objectives of the dissemination and communication strategy	5
3 Visual identity	5
3.1 Name	5
3.2 Logo	5
3.3 Visual identity	6
3.3.1 Colours	6
3.3.2 Tipography	6
4 Communication & Dissemination plan	6
4.1 Target audiences	6
4.2 Channels	7
4.3 Messages and objectives	7
5 Communication & dissemination tools	11
5.1 Digital marketing strategy	11
5.2 Communication materials	11
5.3 Media Relations	11
5.4 Events	11
5.4.1 Presence at key events	12
5.4.2 Workshops	12
5.5 Scientific Publications	12
6 Management of the communication & dissemination	12
6.1 Website	12
6.2 Social Media Channels	13
6.3 Communication materials	13
6.4 Reporting events	13
6.5 Support of the European union	13
7 Evaluation process: key indicators performance	14

PROJECT INFORMATION

Project full title: Sustainable and cost-effective production process for the upcycling of olive, grape and nut by-products into 4 natural and healthy ingredients for nutraceutical and cosmetic application

Acronym: UP4HEALTH

Call: H2020-BBI-JTI-2019

Topic: BBI-2019-S03-D3

Start date: June 1st 2020

Duration: 48 months

List of participants:

Partner No.	Name	Acronym
1 (Coordinator)	Isanatur	ISA
2	Contactica	CTA
3	Laboratorios Amerex	AMX
4	Zade Vital	ZADE
5	Biozoon	BZN
6	Aurora Intelligent Nutrition	AIN
7	Indukern	IK
8	Universidad de Vigo	UVIGO
9	Instituto Politécnico de Bragança	IPB-CIMO
10	Technological University Dublin	TUDublin

DELIVERABLE DETAILS

Document Number:	D9.2
Document Title:	Dissemination and Communication Plan
Dissemination level	Public
Period:	PR1
WP:	WP9. Dissemination & communication
Task:	Task 9.2. Dissemination and communication activities
Author:	<p style="text-align: center;">CONTACTICA INNOVATION</p> 
Abstract:	<p>This deliverable outlines the dissemination and communication objectives and strategy of the UP4HEALTH project and gives an overview of the activities planned so far to accomplish the set objectives.</p> <p>The aim of the UP4HEALTH Plan for the use and dissemination of knowledge and the communication is to use the research results generated during the project to create value within the target communities/initiatives in the EU, while raising awareness of the UP4HEALTH key elements. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.</p> <p>In summary, this plan concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.</p>

1 INTRODUCTION

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European projects should aim to demonstrate how research and innovation are contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by industry and scientific community to guarantee a follow-up.

The aim of the UP4HEALTH Plan for the use and dissemination of knowledge is to use the research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.

In summary, this plan concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to food & feed sectors as well as protein processors.

Following these premises, the present plan will have three phases:

1. Construction of the UP4HEALTH brand.
2. Dissemination and communication of results and milestones.
3. Dissemination actions for the arrival to the market.



The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of UP4HEALTH will be 360 degrees, combining on-line and off-line channels and tools and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences (See section 2.1 below).

The consortium will also take advantage of the External **Advisory Board (EAB)**, external members who might evaluate the project progress, and provide guidance regarding future work. EAB will be invited to attend the yearly general meetings and final Workshops. The EAB will:

- evaluate progress,

- give recommendations for further actions, and
- facilitate a dialogue with fora representing the wider community

2 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION STRATEGY

The main objectives in the Communication & Dissemination Plan are:

- 1) To raise awareness and interests of the different actors and end-users
- 2) Identification, engagement and mobilization of stakeholders (multi-actor approach)
- 3) Knowledge transfer by generating the communication and dissemination materials, participation in social networks, conferences, events, etc. Networking within other projects and initiatives
- 4) To ensure a multiplication effect contact.

3 VISUAL IDENTITY

The first communication action developed after the starting of the project was to create a recognisable brand of UP4HEALTH, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

3.1 Name

UP4HEALTH is the branding name of the project which means: ***“Sustainable and cost-effective production process for the upcycling of olive, grape and nut by-products into four natural and healthy ingredients for nutraceutical and cosmetic applications”***.

The full title should be between quotation marks when first mentioned in a document, then it will be used its abbreviation/acronym. The name of the project UP4HEALTH must be written in uppercase font.

3.2 Logo

The logo of the UP4HEALTH project was design based on green and brown algae as two of the sources used in the project to obtain proteins are green and brown seaweed.

A visual guideline that includes different applications of the logo has been designed to facilitate the use of the UP4HEALTH brand.

BASE LOGO



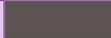
ALTERNATE VERSIONS



3.3 Visual identity

3.3.1 Colours

The corporate colours of the brand are registered on the following page, which should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats

COLOUR	HEX CODE	RGB	CMYK	COLOR
Sahara	#99a10f	153, 161, 15	5, 0, 91, 37	
Bossanova	#472552	71, 37, 82	13, 55, 0, 68	
Zambezi	#5c5453	92, 84, 83	0, 9, 10, 64	

3.3.2 Tipography

ARIAL NOVA Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 / * - + = ¿ ? ¡ ! ” # % & () ; : . , - _ “ [] { } Ç ç < > ‘ ’ ° ª \ @ ~ ¬ ^

4 COMMUNICATION & DISSEMINATION PLAN

4.1 Target audiences

The identification of target audiences of the UP4HEALTH project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following audience and stakeholders of the sector have been identified before the starting of the project at they will be considered at the European, national and regional level. During its development, partners are being asked to report about contacts, networking and activities established with this groups:

- Food & beverages industry.
- Cosmetic industry
- Nutraceuticals industry
- Policy makers of the European Commission, European Parliament, national and regional authorities and representatives.
- Investors.
- Academic researchers and students.
- End users and other stakeholders.
- Media outlets and journalists.
- General Public.

Depending on the specific target audiences, the project will implement different strategies:

- **Dissemination:** This includes the stakeholders' engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer-to-peer communication.
- **Communication:** It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of UP4HEALTH). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the media and general public).

4.2 Channels

The following table shows the main Dissemination and Communication channels, tools and materials chosen for the UP4HEALTH project:

CHANNELS	DESCRIPTION
Logo and presentations	Logo, visual guidelines, and presentation template for all partners
Project's website	A website to provide information about the project and the results, showcasing project's news and acting as a communication channel with the stakeholders and between partners.
Videos	Audio visual material will be produced and to be shared on Social Media channels and present UP4HEALTH's results.
Newsletter	Information loaded electronic newsletters about the project's status, developments and other related news.
Social media	The project will develop a community around social networks to be in contact with stakeholders and the general public: <ul style="list-style-type: none"> - Twitter information to share news and get in touch directly with partners. - LinkedIn page - YouTube/Vimeo for the videos.
Communication material	Posters and roll-ups that will present the project's concept. Leaflets and brochures that will contain the general information of the project.
Press releases and articles	Work will be carried out with specialised journalist associations, taking full advantage of the public opinion they generate and their capacity to influence upon the rest of the targeted audiences.
Workshops, round table discussions, networking with other projects	Events organized or co-organised by the project inviting experts, researchers, clients and industry audience. Other events where the project might be invited to present its work and vision will also be considered. All events will have presence on the website will be communicated via Twitter.

4.3 Messages and objectives

For the communication, the following messages will be applied in relation to different audiences and objectives to achieve.

TARGET AUDIENCE	MESSAGE	OBJECTIVES	CHANNELS
INFLUENCERS specially millennials (e.g. Nutritional advisers)	<ul style="list-style-type: none"> ➤ The NCDs are increasing due to unhealthy lifestyle. UP4HEALTH helps to prevent NCDs diseases. 	<p>To enhance market demand for food/drinks formulations containing UP4HEALTH ingredients</p>	<p>Press, Articles; Interviews in mass media (TV, newspaper); Project Website; Promotional Video; Social Media (linkedin, twitter)</p>
EU CITIZIENS	<ul style="list-style-type: none"> ➤ Healthier and more sustainable food/beverages at low cost through biomass valorisation. ➤ Job creation thanks to UP4HEALTH biorefineries implementation. ➤ Importance of responsible food choices compromised with the environment. UP4HEALTH ingredients are produced upcycling food waste and using green non-conventional technologies. 	<p>To create awareness in Health & Sustainability</p>	<p>Brochure; Press, Articles; Project Website; Promotional Video; Social Media (linkedin, twitter)</p>
MASS MEDIA	<ul style="list-style-type: none"> ➤ Safe and sustainable products containing functional ingredients from regional biomass production, contributing to creating high-value regional industries. ➤ Job creation thanks to UP4HEALTH biorefineries implementation ➤ Cost reduction in Health Care System due to disease prevention through healthy lifestyle and healthy functional ingredient like UP4HEALTH. 	<p>To create awareness in Health & Sustainability</p>	<p>Interviews in mass media (TV, newspaper); Project Website; Promotional Video; Social Media (linkedin, twitter)</p>
CITY COUNCILS	<ul style="list-style-type: none"> ➤ Job creation thanks to UP4HEALTH biorefineries implementation. ➤ Less waste disposal in landfills due to valorisation of residual biomass in UP4HEALTH: less landfill occupation, less GHG emissions... 	<p>To enhance local economy To increase the resource efficiency through the smart use of biomass feedstock</p>	<p>Interviews in mass media (TV, newspaper); Promotional Video; Meetings with local entities</p>

For the dissemination, the following messages will be applied based on the different stakeholders and objectives to achieve:

MESSAGE	OBJECTIVES	ACTIONS	CHANNELS	KPIs
TARGET AUDIENCE: EU Commission (REA) & related multipliers (EEN, EU platforms,)				
<ul style="list-style-type: none"> Project progress and any project deviations. Project results and impacts. <p>Partners involved: ALL PARTNERS especially the Project Coordinator</p>	<ul style="list-style-type: none"> To demonstrate a fair use of EU resources. Project continuation. Networking & partnering. 	<ul style="list-style-type: none"> To Follow the GA and CA agreement. Networking. 	<ul style="list-style-type: none"> Project management Partner coordination Communication to REA. 	<ul style="list-style-type: none"> Participation in 6 EU organized events. Enrolment to 2 EU platforms
TARGET AUDIENCE: REGULATORY AUTHORITIES FOR FOOD AND HEALTH ISSUES : at EU level (EFSA), at national level (e.g. AECOSAN in Spain)				
<ul style="list-style-type: none"> Relevance of sustainable production processes (demonstrated by LCA) Need of promoting food waste upcycling Health potential of food by-products <p>Partners involved: ISA, TUDublin</p>	<ul style="list-style-type: none"> Support for bio-based industries and regulatory consultancy in strategic markets Incentives for use of food by-products as raw material Preventive and therapeutic programs for ongoing chronic diseases 	<ul style="list-style-type: none"> Involvement of relevant stakeholders during the project execution → External Advisory Board 	<ul style="list-style-type: none"> Email and phone contact. Project website Visits and invitations to project events. Attendance relevant events organized by regulatory authorities. 	<ul style="list-style-type: none"> 3 contacts made with relevant EU regulatory institutions.
TARGET AUDIENCE: FOOD AND NUTRACEUTIC LE & SME (END USERS): e.g. Chr. Hansen, El Caserío de Tafalla, Hero, Prometeo, KENTAUR, kreglinger specialties...				
<ul style="list-style-type: none"> Functional ingredients obtained by a sustainable process. Partners involved: ISA, UVIGO Demonstrated stability and functionality of UP4HEALTH ingredients in food and nutraceutical formulations. <p>Partners involved: UVIGO and end users (ISA, AMX, ZADE)</p>	<ul style="list-style-type: none"> To create demand for UP4HEALTH ingredients Collaborative product developments in joint design To launch Up4health ingredients to the market. 	<ul style="list-style-type: none"> Partnering, B2B contracts. Enrolling in clusters, and industrial associations. Free sampling. 	<ul style="list-style-type: none"> Attendance trade fairs, workshops, networking events, brokerage events. Project website 	<ul style="list-style-type: none"> 12 potential buyers interested in UP4HEALTH ingredients 10 B2B agreements 1 Enrolment in cluster or platform
TARGET AUDIENCE: RAW MATERIAL SUPPLIERS (wineries, olive mills, nut companies)				
<ul style="list-style-type: none"> Biomass needs for operating UP4HEALTH Pilot Plant. <p>Partners involved: ISA</p>	<ul style="list-style-type: none"> Involvement of raw material suppliers for ensuring the supply chain. To select raw material of quality 	<ul style="list-style-type: none"> Requirements for raw material supplier acceptance To test the raw material. Negotiations 	<ul style="list-style-type: none"> Emailing, Phoning and Visits. 	<ul style="list-style-type: none"> Involvement of at least 3 suppliers for each kind of raw material
TARGET AUDIENCE: SCIENTIFIC COMMUNITY/PEERS				

MESSAGE	OBJECTIVES	ACTIONS	CHANNELS	KPIs
<p>➤ Scientific progress beyond state-of-the art. Partners involved: UVIGO, TUDublin</p>	<ul style="list-style-type: none"> To contribute to the state-of-the art. To create awareness in the potential of food by-product upcycling 	<p>➤ Dissemination of project results.</p>	<ul style="list-style-type: none"> 📢 Publication of articles in scientific journals and technical magazines. 📢 Presentations at conferences. 	<ul style="list-style-type: none"> ✓ 3 scientific publications ✓ 5 presentations at conferences
<p>TARGET AUDIENCE: CONSUMERS (green consumer, sportive, elderly people, overweight people)</p>				
<p>➤ Health benefits of products containing UP4HEALTH ingredients. Partners involved: UVIGO, ISA</p> <p>➤ Environmental benefits of producing by-product based functional ingredients and using non-conventional technologies. Partners involved: ALL PARTNERS</p>	<ul style="list-style-type: none"> To create demand for product formulations containing UP4HEALTH ingredients To satisfy consumer needs/requirements To promote healthier food habits 	<p>➤ Free sampling of products containing UP4HEALTH ingredients.</p>	<ul style="list-style-type: none"> 📢 Social media 📢 Project website 📢 E-commerce available at website 📢 Attendance trade fairs 	<ul style="list-style-type: none"> ✓ Expressions of interest for bioactive compounds increased by 50% (questions, demand, orders...).

5 COMMUNICATION & DISSEMINATION TOOLS

5.1 Digital marketing strategy

With the main aim of attracting and establishing a UP4HEALTH community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- The UP4HEALTH website will be permanently updated through the section of news and events.
- Social Media and newsletters will be used to share the advances about the project included in the website, and attract visitors and users.
- SEO techniques will be used to obtain a good positioning of the website on Internet browsers.

5.2 Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project; and updated regularly to be adapted to the different messages to be communicated.

CTA, as leader of WP9, will be responsible for the creation of promotional materials, although every partner is allowed to produce its own material, always informing CTA. Main communication materials, used for creating and strengthening UP4HEALTH brand, will be:

- ✓ **Brochure**, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ **Poster**, for increasing visibility of both the project and its partners.
- ✓ **Power Point presentation**, updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.
- ✓ **Roll-up**, , for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ **Videos**: With the aim of communicating the complexity and depth of issues in value chains, explanatory videos will be made, showing the achievements of the project. Furthermore, a final video will be made that will include some extracts of cocreation events, interviews to end-users and their interest for the new business models, show how bottlenecks identified in the early stage of the project have been overcome, and it should show the specific demos and lessons learnt. The target audience will be end-users and policy makers. The video will be promoted via Social Media and events (e.g. co-creation workshops) or external attended events.

5.3 Media Relations

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. They have a lot of influence and have a positive impact to increase results, raise awareness and offer information to the rest of the society about the UP4HEALTH project.

5.4 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important

advances and results of the project. Events also feed of content the communication channels and tools (website, Social Media, press releases) generating great impacts on different audiences.

5.4.1 Presence at key events

The participation of partners in events will be made visible through the UP4HEALTH website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of UP4HEALTH will be showcased in a face-to-face interaction with the stakeholders.

5.4.2 Workshops

These sessions will be organized with the local stakeholders, including citizens and local companies. Technical, economical, societal and cultural aspects will be considered and better worked out. Major technical parameters will be defined. Ownership aspects and ideas on business models will be part of the considerations.

These sessions will look into existing or innovative models to allow co-ownership of the global system.

5.5 Scientific Publications

It is expected that the UP4HEALTH project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index. It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. This way, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the UP4HEALTH Partner involved will contact the whole consortium for revision and validation of the publication 45 days in advance. The publications funded by the project will be uploaded to specific Bibliographic social networks such as ResearchGate no later than 6 months after its original date of publication.

6 MANAGEMENT OF THE COMMUNICATION & DISSEMINATION

CTA is the leader of the WP10 and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise, in an effective way, the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

6.1 Website

CTA will update the UP4HEALTH website regularly with news and events. Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

6.2 Social Media Channels

CTA is responsible for the management of the Twitter & LinkedIn channels for the UP4HEALTH project. Partners must collaborate by mentioning the UP4HEALTH accounts, retweeting the messages about the project and sharing publications.

6.3 Communication materials

CTA is in charge of developing communication materials to promote the UP4HEALTH project. Partners must inform with enough time in advance if they need some of these materials for the participation to events or other requirements.

6.4 Reporting events

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at European level. The participation in events must be previously communicated to CTA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

6.5 Support of the European union

The support to the UP4HEALTH project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer and logos:

Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a) display the JU and BIC logos and



- b) display the EU emblem and



- c) include the following text: *“This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 888003. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio Based Industries Consortium”.*

When displayed together with another logo, the JU and BIC logos and the EU emblem must have appropriate prominence.

7 EVALUATION PROCESS: KEY INDICATORS PERFORMANCE

CTA coordinates the Communication & Dissemination Plan of UP4HEALTH and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the stakeholders of the project and build the UP4HEALTH community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive phone calls or requesting emails.

CHANNEL	KPI	TARGET	SCHEDULE/FREQUENCY
Project website	Number of website visits during the project execution	> 1,500	Website set up by M4 – with regular updates.
Workshops	Number of workshops organized	3	1 per year since year 2
Social media	Number of posts in social media (twitter, linkedin...)	100	M3 - first post, with continuous weekly updates
Information request	Number of people asking for feedback or more information (in social media, trade fairs, via email...)	> 80	During the project implementation
Newstletter	Number of receivers/downloads of project newsletter	> 150	1st newsletter by M12 ; 2nd newsletter by M24 ; 3rd newsletter by M36
Press release	Number of press releases	4	1 per year
Interviews in mass media	Number of interviews	2	M24 and M48
Project video	Number of videos	1	Video set up by M44
Brochure	Number of project brochures downloaded or handled	150 downloads 1,000 printed	M12 - first version M24, M36 - update with project achievements
Networking	Number of events with other national and EU initiatives	2	1 joint event by M24 1 joint event by M48
Trade fairs	Number of trade fairs attended	10	Depending on event dates
Conferences	Number of project presentations	8	Depending on event dates
Scientific publications	Number of Scientific publications	3	During the project implementation