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Executive Summary

The present deliverable entitled “Dissemination plan and material” defines the main guidelines and means of the NUTRISHIELD Dissemination and Communication strategy to be implemented in the course of the project. This strategy provides the framework within which the different awareness raising, promotion and engagement activities will be carried out.

The purpose of this deliverable is thereby to:

- Identify target audiences
- Present the strategy put in place for the dissemination and communication of knowledge and results.
- Define the rules and procedures that will be applied to implement, monitor and evaluate all the communication and engagement activities.
- Depict the methods, tools and promotional material (e.g. project logo, website, printable, dissemination material, events, publications) that will be used in the project’s dissemination and communication.
- Provide a complete overview of the planned communication activities, as well as list other potential dissemination opportunities to be exploited in the project.

Via those means the NUTRISHIELD consortium foresees to promote the concept and results of the project towards selected stakeholders and multipliers, as well as to outreach to the targeted entrepreneurs and start-ups so they enroll on the ideation and acceleration activities organised or promoted by the consortium.

The Dissemination plan constitutes also an internal instrument that aims to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project. It will be constantly evaluated and revised in the course of the project duration.

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Definitions, Acronyms and Abbreviations

Acronym	Title
EU	European Union
Mx	Month (where x defines a project month e.g. M10)
WPx	Work Package
Tx.x	Task

1. Introduction

1.1. Purpose and Scope

The present deliverable is prepared in the context of Work Package 8 “Dissemination & Exploitation” and is in particular associated with Tasks T8.1 “Dissemination plan & high impact collateral” and T8.2 “Implementation of high impact communication activities”.

WP8 focuses main goals are”

- To produce and update the dissemination and exploitation plan;
- To produce a business model, a business plan and marketing plan;
- To ensure future exploitability of results through continuous monitoring of standardisation issues;
- To communicate widely and through multiple channels the progress, achievements and results; Attention is always
- paid to IPR protected issues;
- To acquire knowledge (tackling IPR issues and future research and development actions);
- To manage the online presence (website, social media, etc.);
- To establish a clear IPR protection strategy;
- To perform a sustainability analysis for the large-scale uptake of project results

This document, produced in the first 6 months of the project, provides the dissemination plan. The purpose of this manuscript is to develop an overall dissemination and communication plan, taking into account the characteristics of the information that needs to be disseminated, the target audiences and groups and the impacts to achieve. The expected outcomes and impacts, assessment metrics and tools are defined. This strategy provides the framework within which the different awareness raising, and promotion activities will be carried out in the course of the project.

The purpose of this deliverable is thus to cover four main aspects:

- The dissemination and communication/promotion goals.
- The NUTRISHIELD strategy: how the project will disseminate and promote project activities and work,
- A plan of the specific promotional activities and material that will evolve in line with the development of the overall project work and activities, in close collaboration with the technical WPs.
- A description of how the project can measure the effectiveness of its dissemination and communication (keeping the KPIs defined in the proposal as a basis)

This is a living document, able to accommodate any required customisation. The dissemination planning will thus be constantly evaluated and revised in the course of the project. Major updates and reporting of the activities will be included in the Periodic Reports.

1.2. Document Structure

The Sections of the deliverable are organised in the following manner.

- After the introductory Section 1, Section 2 depicts the Dissemination and Communication Strategy that NUTRISHIELD will adopt in order to achieve the desirable communication results.

- Section 3 provides the project identity features.
- Section 4 presents the various types of dissemination activities and tools that will be used to reach the selected stakeholders.
- Section 5 includes the Communication Activities that will be used to build the NUTRISHIELD community
- Section 6 shows the detailed Activities' Plan.
- Section 7 depicts the KPIs for the evaluation of the dissemination and communication activities.
- Section 8 provides a description of the main conclusions that can be drawn in respect to the dissemination work carried out thus far.



2. Dissemination and Communication Strategy

Dissemination and Communication in the context of NUTRISHIELD is designed as a forerunner activity to ensure knowledge diffusion and stakeholders' involvement, regarded as a two-way dynamic and interactive process, which should be continuous and progressive during the project.

The success of dissemination activities strongly depends on the dissemination channels identified, used and/or established. NUTRISHIELD will use a balanced mix of traditional (printed dissemination material, participation to workshops, conferences, trade fairs and scientific publications) and online (Social Media, website-related, publishing on external professional platforms and blogs) communication materials that will be adjusted to each stakeholders' group and continuously adapted in accordance with the different phases of the project and the changing requirements.

The content produced on dissemination and communication activities is based on the A.B.L.E methodology as a communication strategy.

- A-ttention building
- B-enefit communicating
- L-inking to NUTRISHIELD specifically and not some generic nutrition research entity
- E-nhancing brand recognition and project visibility

2.1. Objectives

The main objective of the Dissemination and Communication strategy is to articulate the project's key achievements and main messages, with the aim to create a strong awareness of NUTRISHIELD project at the European level. The activities will span communication to the public as well as dissemination to the closer, more professional stakeholders.

In particular, NUTRISHIELD dissemination and communication strategy will aim to:

- Create a clear internal project understanding of how the dissemination and communication activities listed in this deliverable can be used to support overall NUTRISHIELD project objectives
- Create a strong and recognizable NUTRISHIELD brand, identity and key messages to be used on all dissemination material and communication. Based on this, to prepare a professional toolkit consisting of the NUTRISHIELD logo, templates for external communication and internal material.
- Identify the map of stakeholders potentially interested in the projects and its outcomes, engage them in the project's activities and encourage them to regularly interact with NUTRISHIELD.
- Empower all partners to use NUTRISHIELD appropriate dissemination tactics to easily convey the project purpose, aims and benefits to their own stakeholders and networks.
- Set up a robust communication and dissemination support infrastructure i.e. visibility, social media, that will be continuously adapted in accordance with the changing requirements of events, target groups and communication channels.
- Recognize the dissemination opportunities in international events and conferences.
- Promote NUTRISHIELD through group-specific mailing lists and newsletter dissemination activities.
- Plan the production of articles and scientific publication to disseminate the project results within relevant events and in the internationally recognizable scientific journals



- Build partnerships through intensive networking with existing related projects to share resource/data/results and spread good practice through the coordination/clustering activities.

This dissemination plan will act as a handbook for every project partner in order to perform their dissemination activities as it will list all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses to the European Commission that will be requested to assist in the realization of this plan if deemed necessary.

2.2. Dissemination Approach

The NUTRISHIELD dissemination and communication approach is meant to be a dynamic and flexible enough process in order to be adjusted in accordance with the results of the feedback received from various information providers (consortium members, stakeholders involved, etc.) and taking into account the various opportunities. The consortium therefore will regularly review and update the strategy on the basis of the stakeholders' needs and requirements and according to the progress of the project, in order to focus on efficiently promoting the results of each phase.

The NUTRISHIELD dissemination and communication approach will be based at both, the overall consortium vision and the individual partners' competencies. It will also ensure that the disseminating information and publications produced both by the project and separately by partners via various activities (web channels, printed material) have been carefully reviewed and selected.

The dissemination and communication approach adopted is also measurable and traceable by employing quality indicators for all services undertaken and tracking the progress of the dissemination progress.

The overall process followed towards development of a detailed dissemination & communication strategy has been to:

- Identify the target audiences
- Consider the specificities of the target audiences.
- Ensure that the specially calibrated per case message is clearly defined and addresses the needs of each target audience.
- Select/fine-tune the dissemination/communication activities.

The dissemination and communication strategy will be implemented in two phases, based on the project's results.

1. Awareness raising: During the early stage of the project, with no solid results still available, the project will follow a content related dissemination approach, employing various dissemination channels and material for communicating messages to the identified stakeholder groups. During this phase, the strategy will mostly focus on raising the awareness about the project as well as on engaging the potentially interested stakeholders in the project's activities. Firstly, informing the different target groups about the developments taking place in the project as well as concerning the topic itself is of highest priority. In addition to informing about the respective status of the project, it also includes making selected deliverables accessible, informing about exploitation plans, publicizing events at which the project is represented and similar activities.
2. Engagement: The focus on the second phase will shift more on further building up and further establishing a reputation. It will follow more result-oriented approach, with emphasis on the real

outcomes of the NUTRISHIELD and the dissemination more focused in the actual product of the project.

During the second phase, the project consortium will aim to engage interested community members to “spread the word” in and via their respective channels about NUTRISHIELD aims and results. Therefore, it is important for the dissemination and communication team to detect existing communities around the relevant topics in order to:

- initiate discussions (e.g. in the Social Media, by visiting relevant events, etc.).
- gather new insights that might help to improve the work done in the project
- create a network of ‘multipliers’ that could help disseminate the NUTRISHIELD ideas and outcomes.

2.3. Targeted stakeholders

Public administrations, organisations and regulators

- Health & food Regulatory bodies
- Ministries of health
- Involvement of civil society actors and organisation (regarding pre-term parents)
- NGOs promoting healthy dietary habits
- Young mothers organisations & NGOs
- Organisations & NGOs on non-communicable diseases
- Medical doctor & dietician communities

Industry

- Large food industries
- Technology transfer bodies (e.g. EEN)
- Tier 1 medical device suppliers
- Tier 1 medical device manufacturers & integrators
- Social security & insurance stakeholders
- Hospitals
- Medical doctors / Dieticians / Private practices

Wider research community

- Universities

General public

Messages need to be strategically tailored to be appropriate for different target groups, their characteristics, needs and interests. Each sub-group has its own channels and expectations, impacting on the way in which the dissemination activities are organized

2.4. Targeted Activities

The dissemination and communication of the concepts and the results of NUTRISHIELD will take several forms and use a variety of means and activities, intended for transferring the project's achievements, information and news, but also for engaging the targeted audiences in the project activities.

The main aim is to maximise the visibility, the awareness and the engagement of the project's identified stakeholders in order to closely follow NUTRISHIELD's developments, provide their feedback and get engaged into the NUTRISHIELD activities.

The dissemination and communication means which will be used in the project under each category of activities are as following:

Dissemination means and activities

- Events
 - Events participation
 - Events Organisation
- Scientific Publications
- Liaison with other projects
- Standardisation activities

Communication means and activities

- Digital channels
 - Project website
 - Social Media
 - Newsletter
 - Project video
 - Blog posts
- Media coverage
 - Press Releases
 - Articles
- Promotional material
 - Brochure
 - Poster/Pop-up banner



3. Project identity

As an EC co-funded research and innovation project, a clear project brand identity needs to be implemented in order to have an impact with the dissemination of respective work and achievements.

The recognition and perception of a brand is highly influenced by its visual presentation. A project visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements.

A visual identity has been created since the early stage of the project, so as to secure a strong and unique brand. It will be incorporated in all promotional / dissemination material produced during the project and will be used by all project partners in their communication activities.

The identity is composed of visual elements such as the NUTRISHIELD logo, colour palette and templates for documents and presentations. All dissemination materials refer to the project name, the project's website and the Horizon 2020 with associated graphic elements in line with the European Commission's guidelines. Materials produced are the deliverable template, PowerPoint template and Internal review report. Those which will also be produced are a press release template and newsletter template.

3.1. Logo

The core of this visual identity is the logo. The logo is part of the project communication and branding; it provides a consistently unique and coherent visibility and identity, making NUTRISHIELD stand out relative to similar projects.

The NUTRISHIELD logo has been designed in the very early stages of the project (M1) with the aim of presenting the Project's concept and vision to external stakeholders.

The logo has been created according to an iterative design process taking into account the opinions of multiple stakeholders (project partners). Below we present a sketch board on which the design process of the logo is displayed. On these sketch boards we go from multiple, very diverse logo concepts to detailing one specific concept.



Figure 1: NUTRISHIELD logo - initial sketch board, testing multiple concepts



After numerous discussions and modification rounds, weighing up pros and cons, the consortium decided on the NUTRISHIELD logo to be the following one. The strength of this logo is also the continuous identity we can create with it. It has been especially designed so that it can also be used in Social Media. Thus, another variation of a logo was designed to serve also as an avatar in Social Media. The Social Media avatar is a rectangular variation of the logo to fit and align better with the different Social Media environments. With that recognition value, NUTRISHIELD gets a trustworthy identity in all possible media.



Figure 2: NUTRISHIELD logo variations-Horizontal application of the logo (left) and square application (right)

It is characterised by smart, simple and intuitive design that includes both the project acronym and the full project name. It provides an easily recognisable project trademark to be used in all dissemination material and activities to contribute in creating awareness and promotion.

Sometimes medium or supports force us to use one-colour logotype (when the background is a photograph or colours other than white); in that cases they should be used the following one-ink versions:



Figure 3: One-ink versions of the NUTRISHIELD logo

3.2. EU emblem

Projects approved under the European Union's Horizon 2020 research and innovation programme are publicly funded. This is a commitment to carry out communication actions to maximize their impact, and ensure the transparency and visibility of their funding, activities, and results. Therefore, any communication action or material created by the project must clearly indicate the source of the funds. For this reason, all European projects shall use the European emblem (flag), associated to a sentence that indicates the name of the programme our project has received funding from.

The EU flag along with the declaration that “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 818110” will be used by NUTRISHIELD in all its communication material and the website.

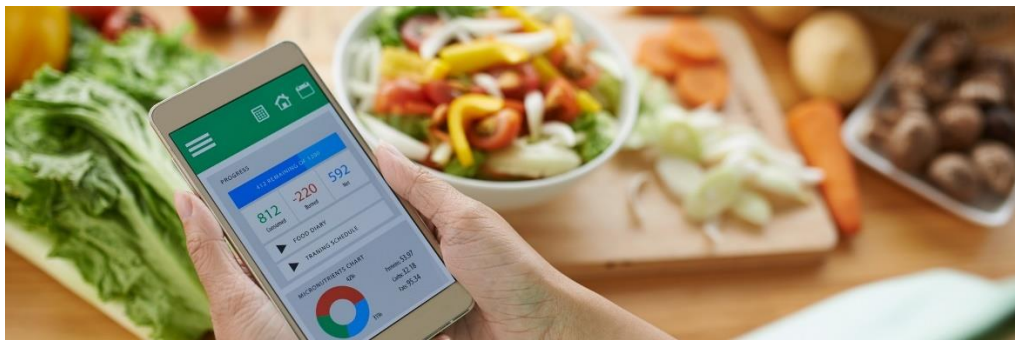


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818110

Figure 4: EU flag and message

3.3. Visuals

Along with the logo a number of other images were also selected to support the establishment and visual enrichment of social media pages and the production of project documents' templates:



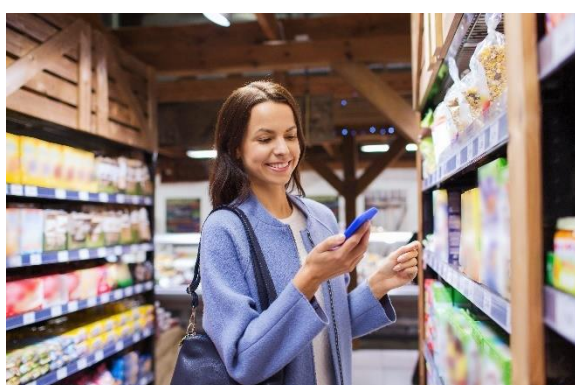


Figure 5: NUTRISHIELD images for visual enrichment

3.4. Templates

The PPT presentation, the deliverable and the agenda templates have been created in order to be used by the partners to create their deliverables and presentations for all external and internal events, meetings, etc., based on a common look and feel. The templates have been designed by INTRA and validated by all partners.

NUTRISHIELD presentations and deliverable templates are presented below:



Figure 6: NUTRISHIELD PowerPoint template

[illegible]

Figure 7: NUTRISHIELD Deliverable template



4. Dissemination Activities

Dissemination activities can be split into interactive, and non-interactive activities. The non-interactive activities include dissemination of the information through the submission of papers in high impact factor journals and magazines. The interactive activities include human interaction and aim to establish more trusted relationships between the NUTRISHIELD consortium members and potential stakeholders and strengthen the target audience involvement. Such activities include submission of papers and posters in topic-specific conferences and workshops, accompanied by (physical) presentation in these events.

4.1. Events

Awareness-raising regarding NUTRISHIELD is expected to be impacted positively by the project representation in relevant events. Events are an important means for NUTRISHIELD to communicate and disseminate the aims, developments and results of its work. Events are often the only way of interesting mainstream press in EU affairs, to ensure a Press Release and organise interview opportunities with high-profile participants.

As the per project specifications, we expect to be involved in a variety of event formats, ranging from local events, events organized by the collaborating EU projects, to EU and International conferences and workshops, and to take on all tasks related to event planning and implementation and supporting the project with communication material (brochures, poster, etc.).

4.1.1. Participation to events

NUTRISHIELD will be represented at several events aiming to promote and disseminate, by all relevant means and tools, all relevant information that will increase the project visibility. Participation in events is also an opportunity to increase and strengthen the network of relevant parties interested in becoming target audiences and intermediaries becoming multipliers of NUTRISHIELD.

NUTRISHIELD representation in the events can take place in different ways, including paper or project presentation, poster presentation, simple participation for liaising or networking purposes. Project promotional material such as brochures and a poster (where relevant) will be also used for dissemination purposes.

A specific Google Drive shared sheet template listing the events potential for partners/confirmed participation has been created for the project consortium to be able to keep track on the partners' participation and to report about these activities and their impact in the dissemination deliverables as well as on the project website. The Google Drive sheet is available [here](#).

List of dissemination events												
no.	Partner	Type of activities	PARTNER(s) participated	Description of contribution	Title of event	URL	Date	Place	Type of audience	Size of audience	Countries addressed	Comments
1	▼		▼	▼					▼	▼	▼	
2	▼		▼	▼					▼	▼	▼	
3	▼		▼	▼					▼	▼	▼	
4	▼		▼	▼					▼	▼	▼	
5	▼		▼	▼					▼	▼	▼	
6	▼		▼	▼					▼	▼	▼	
7												

Figure 8: Google Drive sheet listing the events for potential/confirmed NUTRISHIELD representation

An indicative (yet non-exhaustive) list of relevant events, which are considered as useful for a large dissemination, is presented below. These events, to be selected and prioritised during the project, are proposed as an indication of the types of events being held mainly throughout the EU in 2019 that NUTRISHIELD will consider participating.

Table 1: Planned events participation

Conference Name	Scope and Location
Annual Meeting of the European Association for the Study of Diabetes	The aim of the meeting is to encourage and support groundbreaking diabetes research and to promote the next generation of leading diabetes researchers. The event's scope is global.
Pittcon Conference	World-wide largest trade show for innovations in instrumental analytical chemistry, yearly in the USA
ESPR meetings	European Society of Pediatric research, annually in Europe
PAS meeting	Pediatric Academies Societies Meeting, annually in the US/Canada
Microbiome Human Nutrition	The world's most prestigious conference series on microbiome. This one is specific for the relationship between microbiome and nutrition with a special focus on personalised nutrition
Nutrition	The annual meeting of the American association for nutrition. It brings together basic, translational and clinical nutrition sciences
Microbiome Congress	Annual congress on microbiome organised by Kisaco. It is the reference conference for microbiome research
Breath Summits of the International Association of Breath Research	International, every 2 years. Leading global event on advancement of breath analysis research
CLEO Conference and exhibition, CLEO-Europe	International event. Leading global event on advancement of photonics
FLAIR conference	International, Europe, every 3 years. Leading event on advancement of photonics

The final list of events/and conferences will be discussed in terms of cost efficiency, input to the promotion and awareness strategy and will be updated according to new needs and developments. Overall, the communication objectives and target audiences together with budget and the personnel availability are the reference for the decisions on the events. When the decision for participation is taken, we will also identify who is responsible for the implementation / organisation issues involved.



NUTRISHIELD partners will actively participate in the EC activities organised at programme level relating to Health and Digital Security with the objective of providing input towards common activities and receiving feedback, offering advice and guidance and receiving information relating to H2020 programme implementation, standards, regulatory activities, national and international initiatives.

After every participated event, the concerned NUTRISHIELD partner is requested to update the events Google Drive shared sheet with all the relevant information to capture the experience.

4.1.2. Events organisation

NUTRISHIELD will organize its own workshops and conference-sections in the context of participation and in collaboration with Organizations and Projects that are in synergies.

More precisely, a dedicated workshop will be organised to disseminate and present the project's results beyond Consortium partners, to the end users' community and other important stakeholders, including the EC committee.

In addition, NUTRISHIELD Consortium will also organize pilot use cases workshops (at least 1 per national case-study Involvement of local pilot stakeholders'), in order to involve the local pilot stakeholders' and reach to local innovators. To engage with relevant stakeholders' in the pilot case studies (hospitals), the project will mobilize local ecosystems of the pilot in the definition of their potential business models and up to their set-up and operation. It will establish mechanisms to extend the project pilots with new experiments and technologies.

4.2. Publications

4.2.1. 4.2.1 Scientific/technical journals

Publications in specialised journals and conferences are a conventional but effective way to disseminate project outcomes and attract the attention of the scientific, business and public stakeholders. Our initial targets include at least 6 publications in international Open Access journals and scientific conferences or workshops.

Scientific dissemination will be performed mainly by the research partners. To support this activity, publications will be also featured on the NUTRISHIELD website. Project partners already have an excellent track record of scientific publications in high-tier peer-reviewed journals, therefore, preference for publication will be given to the most prominent and relevant international journals and magazines.

NUTRISHIELD acknowledges the importance of Open Access (OA) policies towards accelerating and broadening the dissemination of the publicly-funded results of the project, as well as towards boosting the visibility of European research. NUTRISHIELD researchers and partners will be given the freedom to choose any of the following two open-access publishing modalities: 1) Gold OA in open-access journals (either full or hybrid). As part of this option, the partners will be responsible for handling the publication fees; 2) Green OA through self-archiving journal articles or through OA repositories. Researchers will be offered with the option to publish in journals registered in the Registry of Open Access Repositories.

In order to keep the project participants' submissions and publications tracked, the respective Google Drive spreadsheet has been created ([link](#)). Project partners will be asked to fill in the information in the Google Drive table each time they submit their relevant publications to scientific journals/magazines.

List of Scientific Publications														
Please provide a DOI for the publication (recommended) or fill-in the rest of the required information.														
No.	Partner	DOI	Type of publication *	Repository link	Link to the publication	Title *	Authors/affiliation *	Title of the Journal/Proceedings/Book series/Book (for book chapters)	Number, date or frequency of the Journal/Proceedings/Book	Relevant Pages	ISBN	Publisher *	Place of publication *	Year of publication
1														
2														
3														
4														

Figure 9: Google Drive sheet created to list the NUTRISHIELD publications

4.3. Collaboration activities

4.3.1. Liaison with relevant H2020 SFS projects

Collaboration with other (EC co-funded) projects often leads to new insights or a head start in research and dissemination efforts. For this reason, liaison with other projects and initiatives in relevant fields will be pursued and closely monitored with the aim of exchanging information, ideas and promoting innovation, through this formation of a “large knowledge pool”.

Exploring synergies with other projects, initiatives and networks, may prove to be a cost-efficient and future ensured manner to promote the project and disseminate it through the channels and services of the synergy projects. The interaction between the following projects could have a combined effect in terms of dissemination impact that would be greater than the sum of their individual effects. It is important to note that such activities and synergies as the following can provide long-term promotional and visibility solutions that are mutually beneficial to all parties involved due to their combined effect.

- Advertisement of special issues and on-line advertisement on events, e.g. workshop
- Website collaboration (special coverage on the news/events sections) - articles exchange
- Social Media collaboration
- Stands co-sharing in the events' exhibitions
- Piggybacking in major events
- Workshop organisation collaboration (participate, present, co-organise)

The following are research and innovation activities that will be linked with the project, briefly giving the main outputs that could be used and the added value of NUTRISHIELD. These projects will be closely monitored with the aim to exchange information and ideas and promote innovation. The table below summarises each project's key outcomes that can be utilised in NUTRISHIELD and indicates where NUTRISHIELD partners have taken part. Many of these projects involve partners that also are part of the NUTRISHIELD consortium. This will facilitate the transmission of ideas and technology that will be exploited in NUTRISHIELD.

NUTRISHIELD will assess which H2020 projects, especially in the same & related calls, have commonalities in market domain and technical implementation with the scope of mutual scientific exchange, common dissemination, support in organising events of mutual interest and coordination of input to Standardisation activities.



WaterSpy -H2020 [ALPES, TUW]: QCL-based analysis of liquids (water) for detection of biochemical agents (bacteria). Relation to NUTRISHIELD: WaterSpy project involved the development of a system of performing QCL-based spectroscopic analysis of liquid samples, much like urine and breast milk analysis

DataBio - H2020 [INTRA Project Coordinator]: Data-driven Bioeconomy is a H2020 lighthouse project focusing on utilizing Big Data components and datasets to improve bioeconomy. It will deploy state-of-the-art Big Data, Earth Observation, ICT technologies and existing partners' infrastructure and solutions, linked together through the DataBio Platform. It is driven by the development, use and evaluation of a large number of pilots covering 3 sectors (agriculture, forestry and fishery). The pilots aim to contribute to the production of the best possible raw materials from the 3 sectors to improve the output of food, energy and biomaterials. DataBio will organize a series of trainings and hackathons to support its take-up and to enable developers outside the consortium to design and develop new tools, services and applications based on and for the DataBio Platform. Big Data Analytics proposed in NUTRISHIELD are based on experiences and experiments of the DATABIO project.

PlateMate App – Commercial project [SWB]: Visual nutrition database for monitoring diabetes patients. SWB developed an easy-to use application that allows patients and users to monitor food intake and share data with the caretaker. The application runs on mobile devices as well as a web-based version. Relation to NUTRISHIELD: The app will be used as the basis for developing the user interface for the NUTRISHIELD App, and all lessons learnt regarding user engagement, will be capitalised. In addition, all relations to the food industry will be adopted and further expanded, in the scope of NUTRISHIELD.

EYZHN - NSRF [HUA]: EYZHN study is being implemented from Harokopio University in cooperation with the Ministry of Education, Research & Religious Affairs, to provide parents with valuable information about the health of their children. It is implemented on the basis of three axes: assessment of health parameters in children and adolescents, information / education of students, parents, teachers and institutions and intervention in school, family, and society as a whole.

PREMILK study [HULAFE]: In this project, preterm infants receiving own mother's milk or donor human milk were studied (infants and milk microbiome, urinary metabolome, oxidative stress biomarkers, gene expression). Relation to NUTRISHIELD: The results and experience from this study will be useful for defining the clinical validation study of NUTRISHIELD.

Internal project [ARGOS]: Development QCL/ICL based analyser for tiny amounts of methane dissolved in subsea and isotope ration carbon dioxide breath analyser. Relation to NUTRISHIELD: similar type of analysis (but only of one gas component) and requirement to adhere to medical equipment development process. Use of narrow band DFBtype QCL/ICL sources.

Nutrition & Spatial cognition [RU]: Neural development of spatial cognition: an fMRI study on the effects of current and past nutritional status. The aim of this study is to reveal the effect of nutritional status on the neurocognitive development of spatial cognition (measured with fMRI). Relation to NUTRISHIELD: This is an ongoing project at RU, which will be capitalised by NUTRISHIELD as the third clinical validation setting (Study III).

PhasmaFOOD- H2020 [INTRA Project Coordinator]: PhasmaFOOD (www.phasmafood.eu), aims to design and implement a parameterized, knowledge-based, multi-target food sensitive mini-portable system, with heterogeneous microscale photonics for on-the-spot food quality sensing, food components/additives analysis and food identification. The data are communicated to a smartphone device, where the spectroscopy analysis takes place with the help of a cloudbased application connected to a reference database. Advanced detection algorithms are deployed both in the level of cloud and the smartphone application. PhasmaFOOD system will enable common consumers for on the spot food

quality and food components/additives analysis. PhasmaFOOD has adopted an open software architecture approach to support highly differentiated applicative goals through the food industry chain. INTRA is the project coordinator and responsible for the food prediction analytics data sources. This useful experience will form the information systems basis for the development of the advanced NUTRISHIELD services.

QAPP [VER], A Model Smart Quality Assurance and Safety System for Fresh Poultry Products– project under National R&D Partnership funding agreement- is aiming to develop an “Intelligent” Management System for Product-specific Quality and Safety, based on poultry products and being supported by an integrated Information and Communications Technology (ICT) services platform. The targeted scientific breakthrough is the joined utilization of ‘omics’ and environment measurements in the context of an ICT-based tracking system. The ultimate goal is that of a holistic approach that will establish a next-generation monitoring reference system for food quality monitoring based on an open software architecture encompassing web services, Machine2Machine/Internet of Things, Data Analytics and Machine Learning services. Through the integration and analysis of complex structured or unstructured data, QAPP will provide comprehensive maps of important food traits, as well as product profiling services. VER is the main ICT integrator and developer of the QRCode scanning mobile app. A similar approach is proposed in NUTRISHIELD.

MIRIFISENS - FP7 [ALPES, QRT]: The goal of this project was the development of new Quantum Cascade Laser (QCL) light sources for sensing and security applications. In the range from 3 to 12 μm many chemicals, which are the source of safety and security issues, have strong characteristic absorption lines. QRT developed an analyser for the determination of contaminations in Jet Fuel based on the new QCL-technology developed in MIRIFISENS.

RADAR -FP7 [CSEM]: Development of biosensors and the necessary sample preparation for monitoring of complex molecules such as toxins and pollutants within a range of different environments. Relation to NUTRISHIELD: During the RADAR project a sample preparation unit has been developed for the filtering and the extraction and concentration of different molecules. A similar approach could be used for urine and breast milk analysis especially when molecules at low concentrations need to be measured.

SMARTNANO – FP7 [CSEM]: Development of an innovative, cost-effective technology platform that provides total solution "from sample-to-result" for the detection, identification, and measurement of engineered nanoparticles in a wide range of matrices. Relation to NUTRISHIELD: During the SMARTNANO project a disposable cartridge for the hypersensitive detection, identification, and quantification of engineered nanoparticles in complex matrices has been developed.

4.3.2. Liaison with Local, European and International networks

To integrate the project into the global health ecosystem, NUTRISHIELD will establish regular networking with the photonics and health research and innovation community. The project will also be open for connections with relevant technological domains, such as CPS, Big Data so as to enlarge its reach. These connections will be based on the existing connections or memberships of the NUTRISHIELD partners. The project will also reach out to international research organization working on bio-photonics via already established connections and mark of interest in the US (NIST, Industrial Internet Consortium) or in Japan (Japan Innovation Network and established links through EU-Japan projects. Finally, an important part of the project will be the reach to standardisation, as described in 2.2.14 To support these connections, the project will participate in community events, and the entire consortium will be mobilized to activate their existing connections.

5. Communication Activities

The communication strategy of the project comprises a set of activities that aim to communicate the project results to relevant target audiences attracting potential supporters, end users and customers. Communication activities within NUTRISHIELD will deal mainly with raising awareness about the project through electronic and non-electronic means, as well as through interactive and non-interactive activities, like maintaining the project portal, presentation in social media, etc.

5.1. Digital Channels

5.1.1. Project website

NUTRISHIELD website is accessible at <http://nutrishield-project.eu/> and will be the main communication tool for diffusing information related to the project. The NUTRISHIELD website will become a single gateway to access available results for people seeking information.

The website will incorporate basic project information, key results, news items, event alerts, and it will also offer added-value services such as publications, newsletter, as well as signpost to related news, events and projects. What is more, the website is foreseen to be accessible and easy-to-use, empowered by social features to trigger communication among stakeholders, with special focus on interested parties from the nutrition sector, with links to the project's social media, and/or other communication options, facilitating thus, the exchange of information amongst project partners, stakeholders and wider public.

The main sections of the project website include the following:

Home (widgets with information regarding the news, the consortium, the social media pages etc.)

- Home: Intro page that presents using a slideshow, the main concept and the latest news of the project
- The Project: This page focuses on NUTRISHIELD Concept, Vision, Objectives and Expected Impact
- The Team: This part of the website provides an overview of partners
- Our research: This page includes different application scenarios, technical advances, and Innovations of NUTRISHIELD
- Our Findings: This page will provide the major outputs and the publications of the project
- News/ Events: This section announces all the project news and events based on the workplan
- Downloads: This area provides all dissemination, promotion and communication material that are available to the public, including leaflets, infographics, presentations and outcomes (public deliverables, training material etc.)
- Contact: This section includes a contact form for the visitors, in order to communicate with the team of the project

The website is based on the Content Management System (CMS, type: Drupal) allowing easy way of creation and management of the website content, including news, events and other relevant articles and their relevant images.

INTRA as the Dissemination Manager of the project will keep the authority to upload content, mainly for the sake of consistency and editorial quality. All partners will contribute in drafting content, according to their role in the project and knowledge.

Below you can see screen shots of the specific website pages.

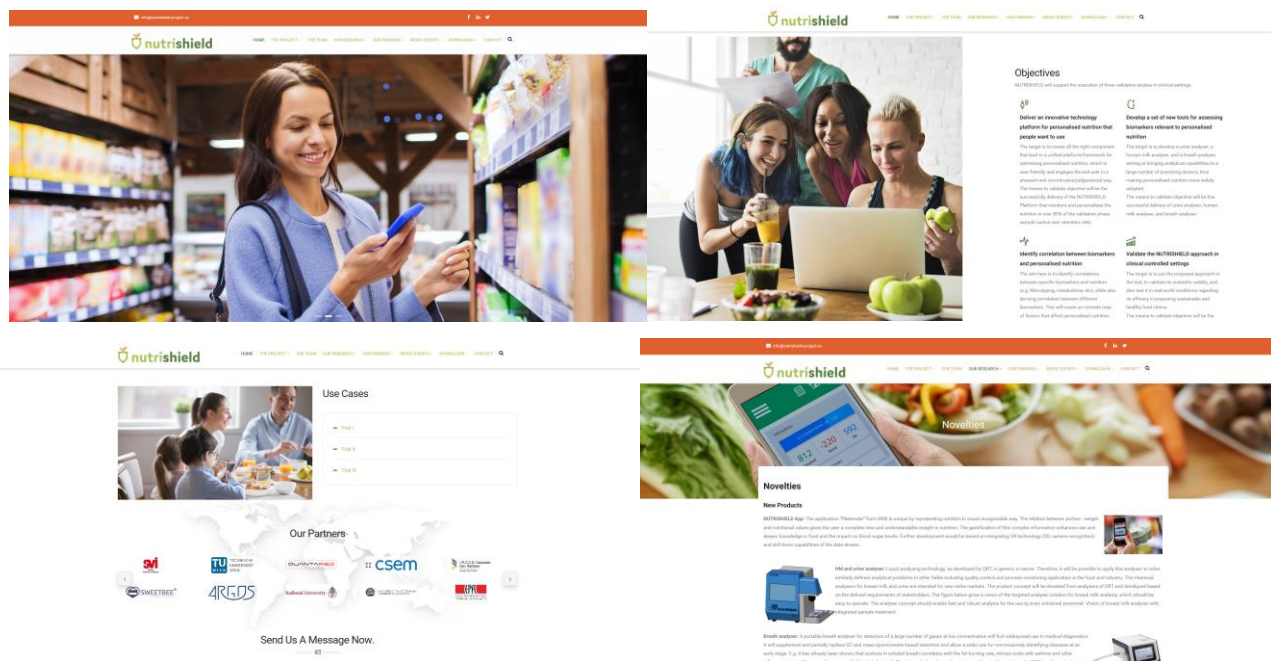


Figure 10: NUTRISHIELD website pages

5.1.2. Social Media

Various social networks will be used as marketing tool in order to promote in a regular basis activities and outputs of the project, while also encouraging a wider discussion on the topics related to NUTRISHIELD activities.

Thus, NUTRISHIELD has an active presence in the most popular social media, such as Twitter, and LinkedIn, which are linked to the project's website.

Below we present a brief overview of the Social Media channels created for NUTRISHIELD.

Twitter (https://twitter.com/Nutrishield_eu)

As a rapid and professional communication tool, Twitter allows real-time interactions and very high potential outreach towards NUTRISHIELD 's target audience, using hashtags and thematic tweets. NUTRISHIELD already has an active Twitter account (@Nutrishield_eu) and has chosen the following hash-tags for its tweets:

#Nutrition, #Dietetics, #FoodQuality, #FoodChemistry, #FoodSafety, #FoodTechnology, #FoodSciences, #PersonalisedNutrition, #H2020, #Horizon2020, #NUTRISHIELD, #Nutrishield_eu, # Nutrishieldproject

The twitter account has been used for promoting and disseminating the NUTRISHIELD developments, news, events, outcomes, etc. Moreover, re-tweets are made of relevant and interesting content from disparate sources. Last but not least, through targeted following of other relevant users NUTRISHIELD not only gets access to more relevant content and updates, but also acquires more followers.

As a Horizon2020 project, NUTRISHIELD followed the official Twitter account for the Horizon 2020 programme @EU_H2020 thus becoming a part of the community of H2020 projects on social media. Following the guidelines received from the EC, we pursue to use a hashtag #H2020 and tag @EU_H2020 whenever announcing important news which clearly shows the real impact of our research.



Figure 11: NUTRISHIELD Twitter account

LinkedIn (<https://www.linkedin.com/in/nutrishieldproject/>)

LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore a solid presence to amplify the news on the website is necessary. It therefore constitutes an important platform for discussions, relevant to LinkedIn account, among experts in the area and various stakeholders in general.

NUTRISHIELD maintains a LinkedIn page, making it possible to connect to very relevant professionals and diffuse to them our main news and developments. On the other hand, it gives the possibility to subscribe and post on the relevant major groups relevant to the fields of the project.

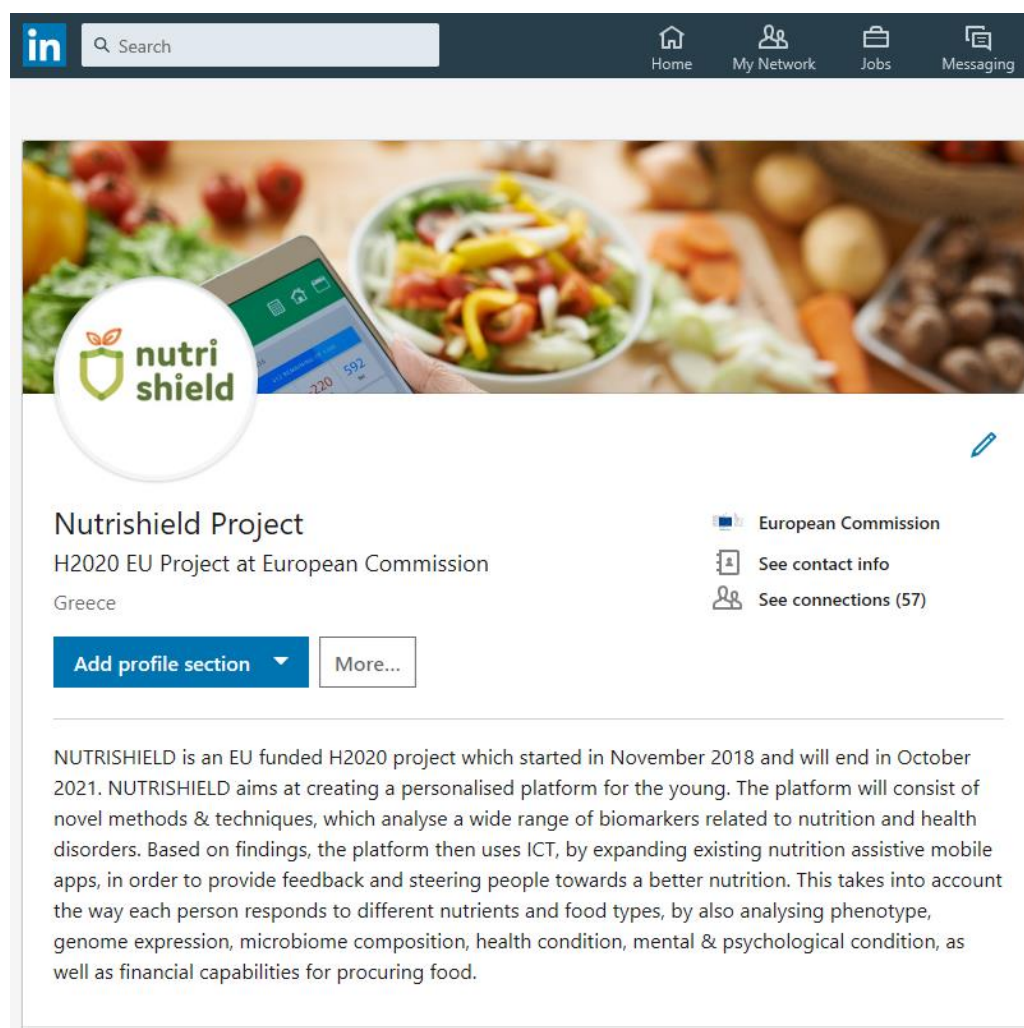


Figure 12: NUTRISHIELD LinkedIn account

Facebook (<https://www.facebook.com/nutrishieldproject/>)

NUTRISHIELD maintains a Facebook fan page, in order to be reachable by a broader and probably less specialised audience. The project's Facebook page includes news, photos and information about the NUTRISHIELD project, its development and activities. We also pursue to re-post relevant and interesting information from other accounts in order to enrich the page content and attract more fans.

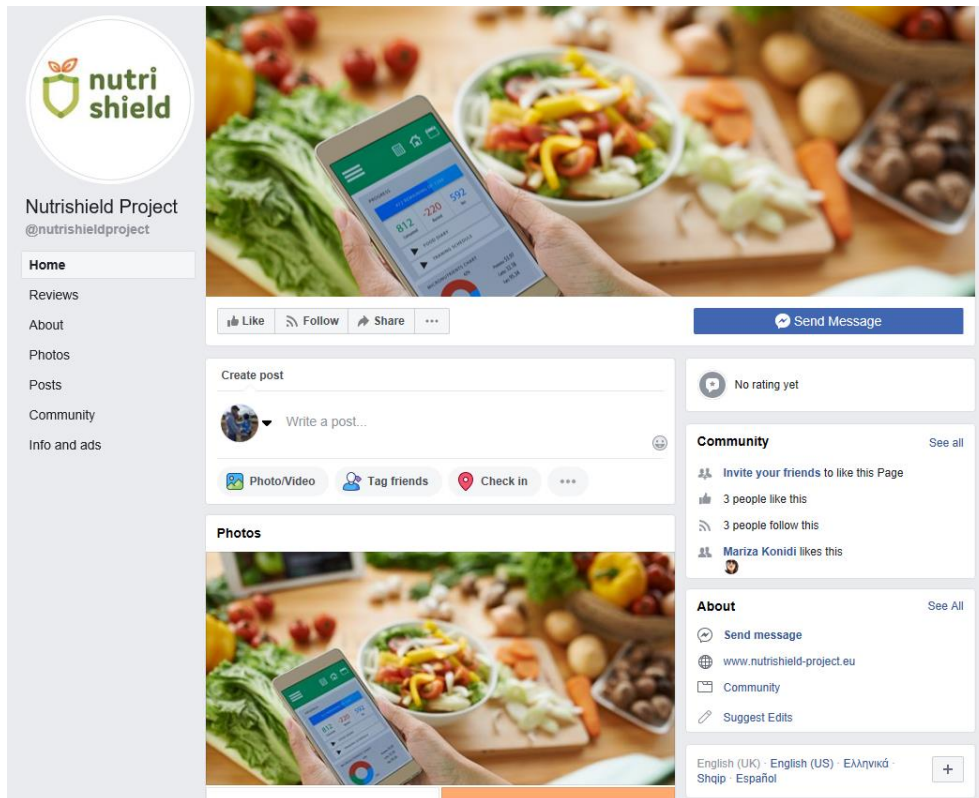


Figure 13: NUTRISHIELD Facebook page

5.1.3. Newsletter

A Newsletter will be produced by the NUTRISHIELD consortium on a periodic base (every six months) and will provide regular updates on what is happening on the project, highlighting its major achievements. The newsletters will also contain information regarding the upcoming tasks and events in an attempt to inform the audiences on how they can get in touch with the project. As such, a typical Newsletter of the project will contain project highlights (major outcomes, links, contacts, and dissemination activities), the most important news, announcements and a schedule of the major upcoming events. Project partners will provide information for the Newsletter and ensure that the content is accurate. All the Newsletter issues will be uploaded on the project website.

Links to the project website and the social media channels will be provided both (all clickable leading directly to the requested page) in order to make it easier for the interested reader to look for more information on our website and follow our social media accounts.

A mailing list will be created giving the possibility to share the Newsletter via mass mailing as well to inform interested users about project news, achievements and planning of events. A registration functionality allowing the interested visitors to subscribe to the newsletter will be included. Moreover, a contact list including NUTRISHIELD external contacts interested or potentially interested in the project activities and achievements will also be created (e.g. collected during the events, conferences, workshops, etc.).

5.1.4. Project video/images

Images & videos, will be taken at NUTRISHIELD events and meetings or during other activities, are very important tools used in project promotional activities. They will be used for both internal and external dissemination materials such as website articles, reports, presentations etc. All partners can contribute with pictures and have the right to use these images as well. All the images & videos selected from the partners will be collected on the specific folder on the project's web-based repository.

In this context, an easy to understand project video will be produced describing the project concept, objectives, the presentation of the field validation results, as well as the expected outcomes and innovations and will be visible online via website.

5.2. Media Coverage

5.2.1. Press Releases

NUTRISHIELD will produce several press releases, during important moments (milestones) of the project. According to our plans, we expect to have at least one press release per year. A generic press release was produced in M2. This comprised by the core project description. This initial version of the press release will be updated following key project milestones and achievements.

Press releases will be circulated by all partners to their business networks and media contacts, through the databases that they maintain, published on the partners' websites and newsletters, but also on the external platforms and websites as already mentioned.

These press releases are planned to be sent for publication to every possible (local and international) information provider (e.g. journalists, magazines, electronic newspapers, newsletters, technical associations, decision makers) that the consortium will identify.

5.2.2. Newspapers/magazines

NUTRISHIELD will be presented and publish articles in technical papers, magazines and newspapers. Significant project developments, news and announcements, but also articles introducing NUTRISHIELD will be published in magazines or annual reports to strengthen the communication and increase the visibility of the project.

5.2.3. TV/Radio

In order to share project updates, news and results of the project, success stories and lessons learned, NUTRISHIELD partners will also give interviews in radio or TV stations, in order to empower NUTRISHIELD brand name and engage even more the stakeholders and the general public.

5.3. Promotional material

5.3.1. Brochures/leaflets

A first project brochure which will comprise of a two-fold sheet, available in English, with a clean, modern and attractive design will be produced by the WP8 leader INTRA, with its layout and content agreed by all the partners

Our initial plans are that the external side of the leaflet presents the project logo and various information on the project including project's website, contact information, the programme under which it has been funded and the logo of the European Union. The internal part of the brochure can include the information on the project's background and scope, a brief explanation of the project domain and the rationale of NUTRISHIELD. The final content will be decided during the brochure preparation phase.

We believe that the impact of the leaflets and the promotional material and their appeal will be maximised through a combination of avoiding technical jargon and by selecting designs/graphical elements/images that are clear and get the messages across easily.

The leaflet is to be distributed for dissemination/communication and awareness raising purposes to target stakeholders during the events, conferences, workshops and other appropriate fora.

An updated and more detailed version including the main results will probably be prepared during the second half of the project duration and will be revisited based on the project developments and needs.

5.3.2. Posters/Pop-up banners

Roll-up and posters will also be created, to match the look and feel of the website and the overall project design concept and meet the needs of the project.

Both roll-up and posters will be prepared in English language (local languages to be considered as appropriate) to raise the awareness of the stakeholders and a variety of audiences about the project with succinct textual and graphical information. They are suggested to be used during conferences, workshops, trade fairs/exhibitions and other relevant events.

The project logo, the EU flag along with the declaration that "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818110", the NUTRISHIELD website, the social media links and the project partners are clearly displayed on the poster.

Both roll-up and posters will be uploaded on the NUTRISHIELD website and printable versions of posters will be provided to partners, so that they could print it and use at the events they participate in.

5.3.3. Identification material/Gadgets for events

NUTRISHIELD consortium plans to produce targeted gadgets showing the project logo or a small slogan. The layout and the production of these materials will be designed by INTRA, along with all the typically required for professional events. Potential identification material can include one type or the selection from: notepads, pens, USB sticks, bags, etc.

The consortium will analyse the possibilities in terms of the relevance and the cost efficiency and will decide on the selection of the identification material. All communication and promotional material will be produced according to NUTRISHIELD specifications and visual identity.



6. Activities Plan

The following table present the major dissemination and communication activities scheduled for the project course (this plan will be updated and adjusted if needed during the course of the project).

Table 2: NUTRISHIELD Dissemination & Communication Activities Plan

Type	Description	Time	Responsibility / involvement	Status
NUTRISHIELD logo	The NUTRISHIELD logo has been designed and will be used in all documents and publications of the project	M1	INTRA	Completed
NUTRISHIELD PowerPoint template	Template to be used for the project presentations	M1	INTRA	Completed
NUTRISHIELD website	The online presence of NUTRISHIELD	M4	INTRA	Completed, update is continuing
Twitter account	Create a Twitter Account for disseminating project news & developments	M4	INTRA	Completed
LinkedIn page	Create a LinkedIn page for engaging various stakeholders and disseminating projects news & developments to professional public	M4	INTRA	Completed
Facebook page	Create a Facebook fan page for disseminating project news & developments	M4	INTRA	Completed
Project brochure – initial version	Designing of a brochure for promoting the project in various local and EU/International events	M6	INTRA	Pending
Updated project brochure	Updated project brochure including key project outcomes	M24-M36	INTRA	Pending
Project poster/roll-up – initial version	Designing of a poster for promoting the project in various events. A poster template can also serve as a basis for creation of new posters with updated content depending on the needs of an event	M6	INTRA	Pending
Updated project poster/roll-up	Updated project poster including key project outcomes	M24-M36	INTRA	Pending



Press Releases	Creation of press releases during important moments (milestones) of the project focusing on the project outcomes	M1-M36	INTRA/all partners	Continuous
Publications	A significant number of publications are expected both in conferences and in journals	M1 – M36	All partners	Continuous
Events' participation	Participation in events (i.e. conferences, workshops, local events) in order to raise awareness about NUTRISHIELD and disseminate the project's results	M1 – M36	All partners	Continuous
NUTRISHIELD dedicated workshop	Organisation of a dedicated workshop to disseminate and present the project's results	M30 – M48	INTRA/All partners	Pending
Newsletter	Diffusing project news, achievements and events, in the form of a Newsletter	M1 – M36	INTRA/All partners contributing	Continuous
Articles	Articles introducing NUTRISHIELD published on magazines, newspapers, etc.	M1 – M36	All partners	Continuous
Video	Production of a video describing the project concept, objectives, as well as the expected outcomes and innovations	After M12	INTRA/All partners	Pending
Pilot use cases workshops	Organisation of pilot use cases workshops (at least 1 per national case-study Involvement of local pilot stakeholders'), in order to involve the local pilot stakeholders' and reach to local innovators.	M30 – M48	OSR, HULAFE and RU	Pending
Liaise with other projects/initiatives	Collaboration for mutual dissemination and knowledge exchange with other relevant projects & initiatives	M1-M36	ALPES, INTRA/All partners	Continuous
Standardisation activities	Follow-up on preparing and providing the project's contributions to standards, clusters and associations	M1-M36	VUB	Continuous

7. Monitoring and Evaluation of Dissemination Activities

The complete set of dissemination activities is closely monitored and coordinated by the Dissemination leader in order to keep track of all on-going activities in the tasks T8.1 and T8.2.

The evaluation of the dissemination and communication strategy concerns both qualitative and quantitative indicators. Once measurable objectives are defined, we will then evaluate to what degree the project has achieved the objectives set. Process evaluation will involve examining the progress of the strategy's implementation and will refer to an outreach activity that is quantifiable through the attendance of persons present from the audiences, quantity of material distributed, number of events participated, the development and dissemination of messages and materials, media presence and traffic created in social media.

7.1. Key Performance Indicators (KPIs)

In order to measure the impact of the conducted activities and to be able to adjust the dissemination and communication strategy for achieving the expected outcomes and maximising visibility, a set of initial metrics has been developed. Such metrics will allow having a constant view of the amount and the effectiveness of the dissemination activities conducted.

The tables below present the expected outcomes for each type of the dissemination activities.

Table 3: NUTRISHIELD Dissemination & Communication KPIs

Description	Target
Number of views of website	10000
Published articles in technical papers, magazines, newspapers	6
Number of professionals to whom the project leaflet will be distributed	500
Presentation in scientific conferences, trade fairs, exhibitions	4
Publications on open access scientific Journals	6
Project website leaflet and/or poster downloads	200

7.2. Monitoring online tools

A special process is applied to effectively monitor and assess the dissemination and communication activities implemented in the project. This is based on a set of KPIs that covers all the aspects of the dissemination and communication. For the online and direct collection of information related to the dissemination activities implemented by the partners, an online document consisting of four (4) sheets was created and made available

NUTRISHIELD Dissemination Tracker: <https://goo.gl/SZxrf4>

- Publications: In order to keep the project participants' submissions and publications tracked, the respective sheet has been created. All partners are asked to fill in the information in the table each time they submit their relevant publications to scientific journals/magazines.
- Events: A sheet template listing the events participation of the partners has been created in order for the project consortium to be able to keep track on the project's participation to events and to report about these activities and their impact in the dissemination deliverables as well as on the project website and social media accounts.
- Other Dissemination Activities: This sheet collects information on the other activities taken place in the context of dissemination and communication of NUTRISHIELD.
- KPIs: In order to measure the achieved impact of the project strategy, a number of indicators (KPIs) are already recognised and reported.

All partners recognise that dissemination and communication activities are an essential and pervasive activity throughout the project's life and integrate within all its work packages.

This online document was created, in order to measure the impact of the conducted activities and to be able to adjust the dissemination and communication strategy for achieving the expected outcomes and maximising visibility. Such metrics allow having a constant view of the amount and the effectiveness of the dissemination and communication activities conducted.



8. Conclusions

This deliverable presented the NUTRISHIELD Dissemination and Communication Plan and Material, an internal instrument to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project.

The consortium recognises that dissemination, communication and engagement activities are an essential and pervasive activity throughout the project's life and integrated within all its work packages. Therefore, the present Dissemination and Communication Plan illustrates in clear terms the rationale behind the strategy and clarifies all dimensions and tools necessary to communicate the core messages and results of the project in a very effective and comprehensive way.

Various activities will be realized throughout the project's lifetime in order to help NUTRISHIELD achieve its purposes. Promotion of the project online and via participation in the events, organisation of workshops, a number of scientific publications in journals and conferences, high-quality promotional material as well as collaboration with other projects & initiatives and standardisation activities constitute some of the main actions towards the aforementioned purposes.

In order to measure the achieved progresses and impacts of the proposed strategy and plan, a monitoring and evaluation framework has been defined and a number of indicators have been recognised and reported.

The present Dissemination plan and material will act as a handbook for every project partner in order to perform their dissemination activities, as it lists all stakeholders, communication channels, activities and corresponding key performance indicators. It also addresses the European Commission that will be requested to assist in the realisation of this plan if deemed necessary.

This is a living document to accommodate any customisation required. The dissemination planning will thus be constantly evaluated and revised in the course of the project duration.