



SISTERS

Systemic **I**nnovations for a **S**ustainable reduction
on the **E**uRo^epean food wa**S**tage

Grant Agreement No. 101037796

DELIVERABLE 1.2

Dissemination & Communication Plan for Primary Producers

Document Type (R/Dem/Dec/Other)

R_Report

Dissemination Level (Pu/Co/Ci)

P_Public

Document information

Document history			
Issue	Date	Comment	Author
V1	15/06/2022	1 st version	Andrea Leon (INNOVARUM)

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Document distribution		
Issue	Date	Distributed to
V1	30/06/2022	European Commission

Verification and approval		
	Date	Name
Verification final Draft by INNOVARUM	21/06/2022	Andrea Leon (INNOVARUM)
Approval Final Deliverable by AITIIP	27/06/2022	Carolina Peñalva (AITIIP)

Disclaimer and acknowledgements

"This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 101037796"



Horizon 2020
European Union Funding
for Research & Innovation

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Executive Summary

This document is the *Dissemination and Communication* Plan for producers (Deliverable 1.2 of Work Package 1 *Innovative Action Plan at The Production Stage*) of the SISTERS project (Grant Agreement n° 101037796). This plan further develops the points and activities targeted to primary producers that are included in the *D&C Plan of the SISTERS project* (8.1) submitted in M6 (April 2022)

The main objective of this plan (D&C Plan for producers, from here onwards) is to provide all project partners with an outline that covers: the main messages of the project for primary producers, the strategy for primary producers the project seeks to impact, the actions to be carried out to reach them and the general and specific obligations regarding Dissemination and Communication actions targeted to primary producers of the project that all partners must be aware of.

The key target group that this document encompasses is the primary production sector with its own tailored messages and strategies to reach and impact them. Moreover, the document also directly identifies potential future project results relevant for dissemination.

The Dissemination and Communication actions targeted to primary producers are part of an online and offline strategy that includes dissemination materials, fairs, workshops, abstracts, and publications in sectorial magazines. These actions are different from the general project dissemination and communication actions further discussed in the project's D&C Plan (D8.1).

Obligations related to Communication & Dissemination cover visibility of funding, the figure of the Communications Representative, notifications, and minimum communication actions expected of each partner. Regarding knowledge management and ethics, this document offers a broad overview of the main points to consider and refers to the specific deliverables that tackle this topic.

To sum up, this document describes and presents the most relevant aspects of the Communication and Dissemination strategy for reaching primary producers of the SISTERS project, establishes responsibilities and timings, and includes practical examples for the different cases.

1 Introduction

This document describes the Dissemination and Communication Plan (D&C Plan) of the project targeted specifically to primary producers and it covers the actions that will be carried out for the achievement of the objectives raised in the Grant Agreement. The document has been prepared by INNOVARUM (the commercial brand of EURIZON S.L., partner 16), Work Package 8 leader (Dissemination and Communication), and task 1.6 leaders (Work Package 1 Dissemination and Communication task). INNOVARUM will oversee the implementation, coordination, and execution of the actions included in this document & will count on the support of: **AITIIP, RIBEREBRO, PROEXPORT, EROSKI, ENCO, and SAFE.**

The D&C Plan for primary producers is the deliverable 1.2 of the SISTERS' project Work Package 1 (WP1). This Deliverable is made of the D&C Plan for producers (this document) and two annexes: contingency actions COVID-19 and note for the obligations of all involved partners in relation to this deliverable and plan. In M36 (October 2024) there will be a *Report on impact of the D&C plan for primary producers (D1.6)*, this will be coordinated and implemented by INNOVARUM. The D&C Plan for producers (D1.2) is a public deliverable, and the report on impact of the D&C plan for primary producers (D1.6) is a confidential, only for members of the consortium (including the Commission Services) deliverable.

The D&C Plan for producers is the core document outlining the project's dissemination and communication activities that are specifically targeted to primary producers. This plan is fundamental for a good coordination of all initiatives, defining the correct content of the messages, which should be adapted to the specified targeted audience, getting the required D&C impact, and effectively communicating the project results while maximising the impact on the targeted audience. Effective communication will encourage interested stakeholders to actively participate in the project and enhance the visibility of its results.

The SISTERS project is a large initiative with a wide range of activities targeted to different links of the Farm to Fork value chain in Europe. Moreover, project actions over each of these chain links develop different innovations towards differentiated goals, thus expected impact in each link of the chain is also different. For that reason, the effective dissemination of the project during and beyond its timespan requires different communication & dissemination strategies to reach and engage all links of the value chain.

1.1 Scope of the document

The D&C Plan for producers includes:

- An overview of the Work Package 1 and the D&C task (1.6)
- The basic structure of the D&C strategy.
- An outline of the main objectives of the D&C Plan for producers.
- The target audience the D&C Plan for producers aims to reach to achieve its objectives.
- A more detailed description of the actions for producers.
- A description of the structure of KPIs that will be tracked throughout the project to measure impact.
- A description of the partners who are involved and their general and specific obligations regarding D&C actions for producers.

1.2 Overview of WP1: goals, partners, & specific D&C actions

The title of WP1 is *Innovative Action Plan at The Production Stage* and the main objectives within this Work Package are:

1. Configure a modular, easy-to-use, and broadly applicable Short Chain Platform (App) for promoting direct sales of the producer's surplus food to local consumers.
2. Provide a portal to primary producers to directly sell to consumers their fresh produce (mainly fruits & vegetables) that do not meet the standards for their regular commercialisation (size, shape, calibre...).
3. Carry out case-studies for testing the effectiveness of the Short Chain Platform (App).

WP1 leader is **BM-Services** (BMS, partner nº2) and the rest of the partners involved are: **AITIIP, RIBEREBRO, PROEXPORT, EROSKI, ENCO, INNOVARUM, and SAFE**. Within the SISTERS consortium, PROEXPORT and RIBEREBRO have a sustainable network of primary producers since their responsibilities lie within the same sector.

The D&C task (1.6) is titled *Fostering systemic innovation for primary producers* is led by INNOVARUM and supported by SAFE. This task involves the elaboration of a tailored D&C Plan targeted to primary producers by M8 (June 2022), this plan will serve as the key starting point in developing tailored strategies to reach the primary production sector in the food system. Task 1.6 aims to develop a system that allows for bespoke and targeted actions for impacting the primary production sector while raising awareness on food losses and waste via consumer engagement and D&C actions, to be implemented in WP1. From task 1.1 to task 1.5, there are several strategies which will be discussed later in the document where the role of task 1.6 is essential. **To summarize, task 1.6 will utilize all relevant findings and results from the previous tasks within WP1 to promote the development of the first European Short Chain Platform (App) and to raise awareness among production stakeholders on food loss and waste reduction.** The task is set to start in M25 (November 2023) and end in M36 (October 2024).

1.3 Objectives of the D&C plan for producers

The plan will feed the D8.1 SISTERS Dissemination & Communication Plan, and it will further elaborate the tailored actions and channels to reach this target group, developing messages, general goals and internal numeric KPIs to assess progress.

The minimum dissemination actions to include in the plan are: **5 publications** in sectorial magazines (e.g., Agricultura), participation in **5 fairs** (e.g., Fruit Attraction), organisation of **2 workshops** for farmers, and design of **5 communication materials**.

The main objectives of the SISTERS D&C Plan for producers (D1.2) are:

- To develop a comprehensive communication strategy targeted at producers: provide effective tools, messages, and methods for communication.
- To describe the primary producer profile that can benefit from the results produced by the SISTERS project.
- To maximise the impact of the Short Chain Platform (App) by fostering and promoting case studies involving primary producers, by transferring results to policy makers (organisation of conferences, participation in networks, delivering reports) and by engaging with stakeholders in D&C campaigns with promotional materials and guidelines.
- To review and describe the specific actions that will support the communication strategy targeted to primary producers, and its KPIs.
- To define strategies to extend the community (producers) reached during the implementation of the project and after its completion. This will be done through the definition of actions to contribute to the knowledge base for shaping the policy, supporting the reduction of food loss and waste in the production sector.

- To establish and review clear KPIs that help measure the progress, impact, and accomplishment of the dissemination & communication actions targeted to producers.

2 Target audience & tone of messages

2.1 Primary producers

This group covers agricultural producers (farmers) of fruit & vegetables, dairy products, and fish & meat products. The goal of the D&C actions regarding this audience will be to target the first stage of the value chain: address food losses from a bottom-up approach and to test the short-chain platform and promoting a campaign for reducing surplus food normally produced.

The primary production stage of the supply chain encompasses agricultural activities, aquaculture, fisheries, and similar processes resulting in raw food materials. This first stage in the chain includes all activities related to the harvest, handling, and storage of food products before they move to either processing or distribution. Any level of processing of raw food products does not fall within this stage of the supply chain but would rather be classified as processing and manufacturing. Examples of primary production activities are farming, fishing, livestock rearing and other production methods.¹

Examples of relevant agricultural primary producers outside the consortium are listed in the table below.

Table 1: European (and associated countries) agricultural producers

Producer	Country	Contact	Link
FRUTARIA	Spain	frutaria@frutaria.com	https://frutaria.com/
Cooperativas Agroalimentarias de Aragón	Spain	faca@faca.es	https://www.faca.es/
Unión de Agricultores y Ganaderos de Aragón	Spain	uaga@uaga-aragon.com	https://www.uaga-aragon.com/
Unión de Pequeños Agricultores de Aragón	Spain	jmroche@upa.es	https://www.upaaragon.es/
COPA COGECA	Belgium	mail@copa-cogeca.eu	https://www.copa-cogeca.eu/
Cultivar	Spain	info@cultivar.net	https://cultivar.net/
VICAMPO	France	+33 559 33 37 53	https://vicampo.fr
JH Wagenaar	Netherlands	+31 228 565 500	https://www.jhwagenaar.nl/
AN S COOP	Spain	an@grupoan.com	https://www.grupoan.com/
Patatas Melendez	Spain	+34 983 812 920	https://patatasmelendez.com/
Frutas y verduras Castel Ruiz	Spain	contacto@castel-ruiz.com	http://www.castel-ruiz.com/
CIACAM	France	info@ciacam.fr	https://www.ciacam.com/
Casi Beans	Belgium	info@casibean.com	https://www.casibean.com/
Legumbres El Maragato	Spain	+34 987 60 30 12	https://www.elmaragato.com/
Legumbres La Pedriza	Spain	+34 956 53 19 29	https://www.alimentoslapedriza.com/
Legumbres Jose Abril	Spain	contaco@melkocha.com.co	https://www.melkocha.com.co/
Raimundo & Maia Lda	Portugal	info@raimundomaia.com	https://www.raimundomaia.com/

¹ Commission for Environmental Cooperation. 2022. Primary Production. Available at: <http://www.cec.org/flwm/sector/primary-production/>

2.2 SISTERS' strategy for primary producers

In SISTERS, we propose a collective action with the creation of the 1st European Short Chain Platform for farmers to sell their discarded production, favouring local economies and farmer incomes using IT tools, avoiding food losses, and breaking silos between primary sectors, since it benefits to all primary producers and to all EU countries equally.

2.2.1 Development of The Short Chain Platform (App) (Task 1.1 led by BMS)

Involved partners will create and validate via piloting an open user-friendly platform (App) for the first time available for all European primary producers to directly sell to consumers their fruits & vegetables that don't meet the market standards. This action during production also involves (a) influencing in primary producers' dynamics through guidelines promoting direct sales and reductions in food losses from overproduction/discards, and (b) fostering results to policymakers and relevant national authorities (e.g., Ministries) of the 27 EU countries.

2.2.2 Case Studies (Task 1.2 led by BMS)

A case study will consist in opening and running the first stores or app for 100 producers ready to test the solution. These first 100 producers will be localised in the five different countries. These 100 producers will be involved in the different kinds of fruits and vegetables tested in WP2 and WP3 (i.e., Tomatoes, Broccoli, Spinach, Pepper, Mushrooms, Strawberries, Avocado & Apples). The case study will allow us to assess the following items through questionnaires:

- How does the Short Chain Platform (App) developed technically meet the needs of the producers and the customers?
- What is the optimal pricing for the selling of these discarded fruits and vegetables?
- What are the needs in terms of marketing and advertisement to fully develop the sales of these products (both in terms of messages and in terms of amount of budget recommended)?

2.2.3 Optimization of the platform (Task 1.3 led by BMS)

Optimization of the platform and on the implementation of new functionalities to better meet the needs of the producers and the clients. Also, strong efforts will be made to achieve the internationalisation, implementing new languages, and adapting to new areas in order to make it available all across Europe.

2.2.4 Transfer of results to policy makers (Task 1.4 led by SAFE)

This transference will consist of a few actions:

- The targeting of the relevant policy makers like the European Commission, the EU Platform on Food Losses and Food Waste. Also, all national agricultural and environmental Ministries will get the results since the goal of this project extends to all European borders.
- The delivery of a report/brief to national Ministries and the European Institutions. The report will contain the results of the pilot phase of the Short Chain Platform (App), which consists of the actual creation of an alternative market for all the products, derived from the primary production, which are unfit for commercial purposes, but that are still edible, nutritious, and perfectly meeting the applicable food safety standards.
- The organisation of a conference for presenting the report's results: The aim of this event will be the presentation of the results and to show the relevance of the Platform. It will gather actors of the whole supply chain, from producers to consumers, and relevant competent authorities. It will take place in Brussels. During this event, at least one public representative from every EU Member State will be invited to attend this conference, to attain a full EU-wide representation. A long-term objective will

be also to involve the European Institutions for achieving a wider use of the Platform and reach higher impact.

2.2.5 Market launching (Task 1.5 led by ENCO)

A detailed marketing campaign will be defined to launch the Short Chain Platform (App). The main goal is to reach both producers and customers to re-think the way of selling fresh food products (mainly fruits & vegetables), reducing food losses, and implementing the Farm to Fork Strategy. In line with Task 1.6, the following actions will be put in place:

- **Producers' Engagement Communication Campaign:** a set of promotional materials will be developed and distributed among the producers explaining the potentiality of the Short Chain Platform (App) and its benefits to select 100 producers for using the platform, giving them IT support; development of videos and messages to promote the platform among the community; development of guidelines for the use of the platform.

2.2.6 Benefits for primary producers

- To diminish the common food losses in agriculture due to market requisites.
- To enable the farmer to monetise his/her effort in their production, promoting circular bioeconomy,
- To enable savings for consumers that will be able to buy local fresh fruits and vegetables with the same quality but different aspect at lower prices.

2.2.7 Other actions included in the strategy

In SISTERS, BMS, SAFE and ENCO will collaborate in building a web portal at National and/or European level. This portal would list and geolocate every producer engaged in the SISTERS platform and promoting its products. This portal would help customers to identify producers on a local basis. Here, SISTERS aims to promote alternative consumption mode, such as promoting uncalibrated fruits and vegetables. In this sense, to facilitate the adoption of buying solutions for different actors, such as restaurants and canteens, the platform would allow a quick comparison among many producers within a certain distance and considering many parameters (price, quantities, options...).

Additionally, as mentioned in [section 1.3](#), the minimum dissemination actions to complete are 5 publications in sectorial magazines (e.g., Agricultura), participation in 5 fairs (e.g., Fruit Attraction), organisation of 2 workshops for farmers, and design of 5 communication materials.

The project social media channels, more specifically Facebook and Instagram, are meant to reach primary producers and general audiences. Therefore, to guarantee a higher reach at producers, the consortium will work altogether collaboratively to write monthly blog posts for the promotion of these activities in the project's website. INNOVARUM will also take care of promoting results, progress, and updates through social media (more specifically Facebook and Instagram) counting with the help of PROEXPORT and RIBEREBRO's network.

2.3 Specific messages

The following messages and keywords have been pre-approved by the SISTERS consortium. They can be used for general publications. Any other content or messages **MUST BE VALIDATED** by the D&C leader (INNOVARUM) before publishing.

Keywords example

Some examples of keywords for SEO positioning and the creation of #hashtags in Social Media platforms are **agriculture, primary production, agrifood, agro, food loss, food waste, zero waste, reduce waste, farm to fork, farming, farmer, sustainable agriculture, farm, food, sustainability**

Generally, these messages can be helpful for publications-articles in magazines or for social media content creation targeted to **primary producers**. These are a couple of general examples:

Approved messages

SISTERS will provide new systemic innovations to reduce the food surplus that market factors force farmers to grow every year and that represents more than 20% of the EU production, leading farmers to lose a large part of their investment.

How? SISTERS will design the 1st European Short Chain Platform (App) for farmers to sell their otherwise discarded production, favouring local economies, providing access to nutritious and healthy food to the less favoured consumers.

The market need: at the production stage, to promote local business and boosting the damaged economies of European primary producers.

SISTERS proposition: the discarded food in good conditions is each time more frequent, representing a great business opportunity. SISTERS will create the first available platform for all European primary producers.

Nonetheless, more specific messages based on the progress/results of the development of the Short Chain Platform (App) across WP1 will be further discussed. **More specifically, by M16 (February 2023) prior to the launch of the first version of the Short Chain Platform (App), INNOVARUM with the help of BMS and the rest of partners that are involved in WP1 (AITIIP, RIBEREBRO, PROEXPORT, EROSKI, ENCO, and SAFE) will create a D&C kit with specific materials suited for communicating and disseminating the WP activity. Some examples of the content included in this kit will be:**

- Messages on the use of the Short Chain Platform (App)
- Promotion of the Case Studies
- Communication of results to Policy Makers
- Promotion of the producer's shops/apps in the target countries
- Promotional materials (poster or flyer) that could be personalized by every producer
- Preparation of a guide or infographic of digital actions and good practice to support the selling of the discarded fruits and vegetables

WP1 dissemination activities (Task 1.6) will pay close attention to the achievement of relevant project milestones and WP1 deliverables to produce the necessary publications in the media (social media, website), in peer reviewed journals, industry magazines, or in events. This is the list of milestones of the project:

Table 2: Relevant project milestones

MS No.	Title	WP #	Due month	Partner
MS2	Correct functioning of the Short Chain Platform (App) prototype	WP1	M27	BMS

Table 3: Relevant future deliverables in WP1 with potential for D&C actions targeted to primary producers

D N°.	Title	Lead	Type	Dissemination level	Due date
D1.3	First version of the Short Chain Platform (App)	BMS	Report	*Confidential	M14
D1.4	Short Chain Platform (App) prototype ready	BMS	Report	*Confidential	M27
D1.5	Report of the Platform for Ministries & EU Institutions	SAFE	Report	Public	M36
D1.6	Report on impact of the D&C plan for Primary Producers	INN.	Report	*Confidential	M36

*For **confidential deliverables**, INNOVARUM will follow up with the SISTERS project calendar of deliverables and will ask selected partners (who are submitting deliverables in that month) for a short publication (200-300 words) describing the deliverable and the work carried out in the process of development. This publication will serve to inform the targeted audience of the status of the results that SISTERS is obtaining. This content will be adapted by INNOVARUM to be published and diffused across SISTERS social media platforms plus the project's website and blog. **INNOVARUM will provide all partners with an estimated calendar before M10 on when each partner will be expected to prepare this content.**

3 Actions

All the specific actions targeted to primary producers will use and benefit from both **online and offline channels**. That includes dissemination materials, abstracts, workshops, fairs, and publications in sectorial magazines.

3.1 Dissemination materials

INNOVARUM will be in charge of the design of D&C materials to target the primary production sector. However, BMS will be the supporting partner in charge of providing relevant content to INNOVARUM to produce these materials. In addition, BMS will take care of informing INNOVARUM about relevant progress, updates and findings that are of interest to the creation of these materials intended for dissemination of WP1 activities.

The content of these materials will be educative, informative and will respect the visual identity of the project. However, the content will be exclusively to reach producers. Fundamental and essential features will be:

- Name, title, and logo of the project.
- Project duration (Start and end date)
- Grant Agreement (GA) Number
- EU Funding acknowledgment and EU logo. (KEY)
- Name and location of the project coordinator and of the project partners.
- Contact information: project coordinator and communication partner.
- Project and WP1 main goals.

Included in this action, INNOVARUM (with the support of involved partners) will elaborate **by M16 (February 2023) prior to the launch of the first version of the Short Chain Platform (App) a D&C kit with specific materials suited for communicating and disseminating the WP activity. Some examples of the topics for the materials are***:

- An infographic on how to master the Short Chain Platform (App)
- A set of posters translated in different languages (Spanish, English, French, Italian...) promoting the launch of the app and its benefits
- Flyers for the call of 100 producers to engage in the case studies
- Social media graphics for the market launch campaign

*These topics and materials are subjected to further evaluation and possible modifications as WP1 progresses.

Planning of this action is intended to begin in M8 (June 2022 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 5.

3.1.1 Ensuring Open Access

All D&C materials will be freely available at the project webpage. Besides, the Data Management Plan prepared by M6 (April 2022) will specify the type of data created by the project, the public or private access to it and the platforms used, ensuring Open Access to all non-confidential data created through the project.

3.2 Abstracts

The resulting innovative knowledge from this project will feed into the EIP-AGRI (The agricultural European

Innovation Partnership) website for broad dissemination to practitioners. End-user material will be produced in the form of several summaries for practitioners in the EIP common format ("practice abstracts"). The project details will also be submitted to the platform with the first deliverable submission. A full package of practice abstracts will be produced by the project, containing all the outcomes/recommendations which are ready for practice.

A practice abstract is a short summary of around 1000-1500 characters (word count – no spaces) which describes the main information/recommendation/practice that can serve the end-users in their daily practice. Guidance and templates for these practice abstracts are available on [the EIP-AGRI web site](#).

The following picture is a basic preview of how the visual template for the practice abstracts will look like*.

Image 1: practice abstracts for producers' visual template



*As mentioned above, this is a basic first draft of the visual template. It will be subject to further modifications if needed and it can be redesigned accordingly as well.

INNOVARUM will coordinate and oversee the preparation of the practice abstracts. However, all partners who are active and involved in task 1.6 will participate in the elaboration of these documents. A total target number of 80 practice abstracts is foreseen for the project. 25 will be developed by M32 (June 2024) and the other 55 will be developed by M51 (January 2026).

Each involved partner will elaborate 16 practice abstracts in order to complete the total KPI of 80 abstracts. By M32, each partner must complete a total of **5 abstracts** that must be sent to INNOVARUM 30 days prior to submission date (M31 – May 2024) in order to guarantee that INNOVARUM has enough time to curate the abstract. By M51, each partner must complete the remaining total amount of **11 abstracts** that must be sent to INNOVARUM on M50 (December 2025). **More details about the work distribution to develop the practice abstracts (for example, who will work on what topic) will be further discussed in the D&C kit by M16.**

3.3 Fairs

Participation in specific fairs where most of the audience is formed by primary producers. The involved partners in this action are INNOVARUM and PROEXPORT. The table below shows examples of fairs to attend.

Table 4: fairs targeted to primary producers

Event	Who participates*	Country	Closest date	Link
Smart Agrifood Summit	PROEXPORT	Spain	29-30 SEPT 2022	https://smartagrifoodsummit.com/?lang=es
Fruit Attraction	PROEXPORT	Spain	4-6 OCT 2022	https://www.ifema.es/fruit-attraction
Expolevante	PROEXPORT	Spain	APR 2023	https://expolevantenijar.es/
Fame Innowa	PROEXPORT	Spain	19-22 APR 2023	https://fameinnowa.es/en/
FOODEX	TBD	UK	24-26 APR 2023	https://www.foodex.co.uk/
International Conference on Smart Farming	PROEXPORT	Spain	24-25 MAY 2023	https://waset.org/smart-farming-conference-in-may-2023-in-barcelona

*The participation of the partners and the proposed fairs mentioned above is estimated and could be subjected to further evaluation.

INNOVARUM will track relevant events and coordinate with PROEXPORT to ensure the achievement of KPIs as well the impact of the project. However, the D&C Plan of the SISTERS project encourages all partners -as experts in their field with local/regional understanding and connections- to suggest and select the events they wish to participate in with the SISTERS project.

Planning of this action is intended to begin in M6 (April 2022 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 5.

3.4 Workshops

Organisation of specific workshops where most of the audience is formed by primary producers. The involved partners in this action are INNOVARUM, RIBEREBRO and BMS. The table below shows examples of workshop topics to be implemented.

Table 5: workshops targeted to primary producers

Topic*	Online or offline?	Organiser	Approx. Date
Launch of the app's first version	Online/offline	BMS	FEB 2023
Promotion of the app with primary producers	Online/offline	BMS	MAY 2023

*The topics mentioned above are estimated and could be subjected to further evaluation.

INNOVARUM will evaluate and coordinate with BMS and RIBEREBRO to assure the achievement of KPIs as well the impact of the project. However, the D&C Plan of the SISTERS project encourages all partners -as experts in their field with local/regional understanding and connections- to suggest topics to be discussed during these workshops.

Planning of this action is intended to begin in M12 (October 2022 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 2.

3.5 Publications in sectorial magazines

Relevant publications in sectorial magazines targeted to primary producers. INNOVARUM, AITIIP and BMS are in charge of coordinating this action in order to ensure the achievement of the KPI.

Table 6: publications targeted to primary producers

Magazine name*	Who publishes*	Origin	Online or offline?	Link
Le Reveil Lozere	BMS	France	Online/Offline	http://www.lereveilozere.fr/public/index.php
Terres et Territoires	BMS	France	Online/Offline	https://terres-et-territoires.com/
CHAMBRES D'AGRICULTURE FRANCE	BMS	France	Online	https://chambres-agriculture.fr/chambres-dagriculture/nous-connaître/french-chambers-of-agriculture-en/
LA AGRICULTURA DIGITAL	AITIIP	Spain	Online	https://laagriculturadigital.com/
AGRICULTURA	AITIIP	Spain	Online/Offline	http://www.revistaagricultura.com/portada
PROFESIONAL AGRO	AITIIP	Spain	Online/Offline	https://profesionalagro.com/noticias/

*The participation of the partners mentioned above is estimated, as well as the magazine name provided and could be subjected to further evaluation

Planning of this action is intended to begin in M16 (February 2023 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 5.

4 Measuring our progress

Monitoring of the D&C actions targeted to primary producers and its designated KPI will be carried out through the follow up -by INNOVARUM- of the action's implementation every 6 months. This section covers some of the reference necessary tools and tables for progress monitoring.

Table 7: summary of WP1 D&C actions for producers and KPIs

Action	Description	Type*	Who	Start date	Channel	KPI
Dissemination materials	Develop graphic materials/videos to reach producers	D	BMS – INNOVARUM	M8	Online Offline	5
Abstracts: 1 st batch	EIP AGRI practice Abstracts – promote project results	D	INNOVARUM	Due in M32	Online Offline	25
Abstracts: 2 nd batch	EIP AGRI practice Abstracts – promote project results	D	INNOVARUM	Due in M51	Online Offline	55
Workshops	Organisation of specific workshops in relation to the Short Chain Platform (App) involving primary producers	D	BMS – INNOVARUM - RIBEREBRO	M12	Online Offline	2
Fairs	Attendance to fairs where the main public is compiled of primary producers	D	INNOVARUM - PROEXPORT	M6	Online Offline	5
Publications	Publications in specific magazines that target primary producers	D	INNOVARUM – AITIIP - BMS	M16	Online Offline	5

*D being Dissemination, C being Communication, and D&C being Dissemination & Communication.

4.1 Expected number of impacted people

- **Dissemination materials:** counting on the network that SISTERS is building in social media and the potential higher outreach of the consortium, the approximate number of impacted people per material would be 500 producers approximately.
- **Abstracts:** considering the number of people who usually get involved in the EIP-AGRI network, the approximate number of impacted people (downloads) would be around 100-150 per practice abstract approximately.
- **Workshops:** 100 attendees approximately (who are primary producers) per workshop.
- **Fairs:** 100 producers approximately per fair, depending on the outreach of the event.
- **Publications:** over 300 producers approximately, depending on media channel (online or offline) and the outreach of the magazine.

*We will constantly evaluate and examine media that is known for having a wide range of readers, this way we can assure that a greater number of producers will be reached.

Innovarum will keep track of the impacts of D&C actions (from task 1.6) **in an excel file which will be updated every 3 months starting in M9 (July 2022)**. Table 9 serves as an example of the file used for tracking these impacts. For social media, we will obtain impact numbers from the day-to-day statistics that the platform stores (we estimate that roughly 30% of the audience will be primary producers) and from the number of downloads that the material’s link has had. For events, workshops, fairs, we will track impact numbers from the number of attendees to the workshop or number of flyers/graphic materials handed out. For publications, we will estimate the number of readers depending on the targeted reach that the magazine encompasses (national, regional, or international audiences). Lastly, for tracking the impact of the practice abstracts, we will periodically check the number of downloads that the practice abstract has had.

The following table serves as an example of how all D&C actions for WP1 will be monitored in terms of KPIs and impact number of producers reached.

Table 8: progress of WP1 KPIs achievement and number of producers impacted

Action	KPI	Impact #	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54
Dissemination materials	5	X downloads, X people reached (statistics from social media channel)																
Abstracts: 1 st batch	25	X downloads																
Abstracts: 2 nd batch	55	X downloads																
Workshops	2	X attendees																
Fairs	5	X attendees, X people who received physical materials																
Publications	5	X readers/month																

4.2 Timeline

The following table presents an estimated timeline for the D&C activities targeted to primary producers to be completed on behalf of the partners involved in the actions.

Table 9: timeline for WP1 D&C actions implementation

Action	M1	M6	M12	M18	M24	M30	M36	M42	M48	M54	Total
Dissemination materials				2	2	1					5
Abstracts: 1 st batch				8	8	9					25
Abstract: 2 nd batch				4	4	3	14	14	16		55
Workshops				1	1						2
Fairs				2	1	2					5
Publications				2	2	1					5

Nonetheless, these timings could be modified due to certain limitations such as: date modifications of fairs, delays in the development of the Short Chain Platform (App), etc.

The actions in the project's Grant Agreement foreseen in this plan do not originally include activities planned for the following action indicators in the Funding & Tenders Portal: organisation of a conference (other than a final event), communication campaigns and participation to an event other than a conference, fair, trade show or workshop. That said, the D&C plan of the SISTERS project for primary producers will be open to adaptation and changes if actions as the listed above were seemed necessary.

To evaluate and keep track of the progress, INNOVARUM will keep an active communication line with all partners. Additionally, **INNOVARUM will request all partners to inform of the D&C actions in which they have been involved (done every 6 months) by filling out a simple excel file (see SISTERS D&C Plan D8.1). This file will provide information on the type of actions, audience groups involved, and number of people impacted through it.**

5 Conclusions

The D&C plan for producers (D1.2) of WP1 feeds the D8.1 SISTERS D&C plan, and further elaborates the tailored actions and channels to reach this target group, developing messages, general goals and internal numeric KPIs to assess progress. Including messages on the use of the Short Chain Platform (App) for producers, promotion of the case studies, communication of results to policy makers, promotional materials that could be personalized by every producer, preparation of a guide of digital actions and good practice to support the selling of the discarded fruits and vegetables.

The minimum actions to include in the plan are: **5 publications** in sectorial magazines (e.g., Agricultura), participation in **5 fairs** (e.g., Fruit Attraction), organisation of **2 workshops** for farmers, and design of **5 communication materials**. Moreover, a D&C kit containing specific messages, materials, and relevant content to use in the promotion of the Short Chain Platform (App) will be developed later in the project – more details to follow as the WP1 activity progresses.

To summarize, the D&C plan for producers is a document that serves as a guide and starting point for the further development of D&C activities to target this audience. The goal of the dissemination actions for the WP2 of the SISTERS project is to enhance the outreach of the project to relevant production stakeholders. This document is meant to set the basis for the understanding of the SISTERS' strategy for producers and how to communicate and disseminate this information in order to maximise the project's impact on this specific audience group. The elaboration of this plan is to organise and estimate the workload for task 1.6 with a great amount of time ahead the official start date of some actions. Further updates will come as the time approaches regarding the D&C kit for primary producers will be evaluated accordingly.

Annexes

Contingency actions COVID-19

The D&C Plan of the SISTERS project for primary producers includes mitigation measures for COVID-19 impact on the D&C actions (mainly on-site actions). Main actions relevant for project D&C include:

Events - In this regard, actions that could be affected the most are offline events: actions that require person to person contact. INNOVARUM (D&C Leader) will carry out a review looking into 2022 and the years to come, to re-evaluate the event landscape and find opportunities for project promotion.

The consortium is aware that the event landscape has changed dramatically during 2020-2021: many events have been postponed, but many have become online digital versions (both trade show and conference like event). It is to be seen how this situation evolves as it is now slowly going back to regular norms, it is possible that new event formats become common even after the COVID-19 pandemic is completely under control.

Printed materials - It is possible that, due to lack of certain offline events, the need for printing materials is reduced. If this is the case, the plan will raise the internal target for total downloaded materials from web, increasing actions to maximise its impact.

However, as the pandemic is slowly being under control, we can see again a rise in the number of print materials. That is, as many events returned to in-person protocols since 2022 began.

Involved partners' obligations

Obligations per partner involved in task 1.6

1. **BMS:** WP1 leader and partner in charge of creating relevant content for dissemination materials and the practice abstracts, supporting in the organisation of workshops, publications in sectorial magazines, and participation in fairs.
2. **INNOVARUM:** Project D&C leader and partner in charge of coordinating and overseeing all actions from task 1.6 including design and promotion of materials/actions.
3. **RIBEREBRO:** partner involved in organising workshops and participating in fairs targeted to distributors in relation to the progress and updates of WP1 findings.
4. **PROEXPORT:** partner involved in participating in relevant fairs while interacting and engaging with distributors to promote the Short Chain Platform (App).
5. **AITIIP:** Project coordinator and partner in charge of publishing relevant results, progress, updates in sectorial magazines to maximise the impact of SISTERS in the primary production sector.

General responsibilities and duties for the partners involved in D&C task 1.6 for WP1 (provided by the main contact person who also forms part of the Communication Coordination Team):

- Guarantee an effective communication with the task coordinator (INNOVARUM, partner 16)
- Ensure that the entity's communication obligations are fulfilled.
- Consult and inform the consortium's communication responsible partner (INNOVARUM, partner 16) of the communication & dissemination actions to be carried out by the entity represented before implementing any D&C actions, acting as a "speaker" for the wider dissemination of the action.
- Compile its respective communication activities (related to WP1 and the production sector) every 6 months through the form provided by INNOVARUM (Partner 16).

All partners must notify the D&C Leader when:

- They plan to attend a fair or organise a workshop: as soon as possible, ideally no later than 15 days in advance.
- They plan to make a press release: minimum 7 days in advance. The Communication Partner (INNOVARUM) must check that the press release/publication/article complies with each of the Grant Agreement obligations. Project partners must wait for approval from the D&C Leader (INNOVARUM) or Project Coordinator (AITIIP) before sending any publication to sectorial magazines.

Obligations as per Grant Agreement

The following table describes D&C obligations as per GA presents the basic obligations of the partners regarding Communication and Dissemination.

Table 10: D&C obligations as per GA

ACTIVITY	GRANT AGREEMENT
Protection of the results – Visibility of Funding	Article 27
Applications for protection of results (including patent applications) filed by or on behalf a beneficiary must include: <i>“The project leading to this application has received funding from European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101037796”</i>	
Exploitation of results	Article 28
If results are incorporated in a standard , the beneficiary concerned must ask the standardisation body to include the following statement in information related to the standard: <i>“Results incorporated in this standard received funding from European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101037796”</i>	
Dissemination of results – open access – visibility of Funding	Article 29
Each beneficiary must ensure open access (free of charge online access for any user) to all peer- reviewed scientific publications relating to its results. The bibliographic metadata must be in a standard format and must include each of the following mentions: <ul style="list-style-type: none"> - the terms “European Union (EU)” and “Horizon 2020” - the name of the action, acronym, and grant agreement number. - the publication date, length of embargo period if applicable, and - a persistent identifier (DOI). 	
Any dissemination of results (in any form, including electronic) must: <ul style="list-style-type: none"> - Display the EU emblem. When displayed together with another logo, the EU emblem must have an appropriate prominence. <i>*Please see section use of the EU emblem of the present document.</i> - Include the following text: <i>“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No. 101037796”.</i> - Indicate that it reflects only the author’s view, and that the EU is not responsible for any use that may be made of the information it contains. 	
Promoting the action – visibility of EU Funding	Article 38
Any communication activity related to the action (including in electronic form, via social media, etc.) or any infrastructure, equipment and major results funded must:	

ACTIVITY	GRANT AGREEMENT
<ul style="list-style-type: none"> - Display the EU emblem. When displayed together with another logo, the EU emblem must have appropriate prominence. It is displayed in ANNEX I of the present document. - Include the following text: <p><u>FOR COMMUNICATION ACTIVITIES:</u> <i>“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No. 101037796”.</i></p> <p><u>FOR INFRASTRUCTURE:</u> <i>“This [infrastructure][equipment] [insert type of result] is part of a project that has received funding from European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101037796”.</i></p> <ul style="list-style-type: none"> - Indicate that it reflects only the author’s view and that the European Commission is not responsible for any use that may be made of the information it contains. 	

A reminder on The Communication Coordination Team

The Communication Coordination Team is composed by the Project Coordinator (AITIIP) and the responsible partner in each work package for their respective “Communication Tasks”. The Communication Team will be also the reference group for D&C issues and will meet at least every 2-3 months to discuss progress, activities, and ideas. One of the main objectives of the Communication Coordination Team is to coordinate the preparation of the Tailored Communication Plans included in WP1, WP2, WP3, WP4 & WP5 and the D&C actions included in each WP as well.

Some topics that will be discussed in every meeting will be:

- » Updates on latest events, fairs, or conferences.
- » Updates on project’s results or tests to possibly communicate through social media or the project’s blog.
- » Identification of relevant magazines, workshop topics and organization.
- » Discussion of D&C KPIs to ensure the correct tracking of actions.

During each meeting, the designated communication representative will inform the D&C leader (INNOVARUM) about progress, updates, and relevant findings worth communicating and disseminating in relation to the D&C plan for producers.



SISTERS

Systemic **I**nnovations for a **S**ustainable
reduction on the **E**uropean food wa**S**tage

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