



SISTERS

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

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DELIVERABLE 2.1

Dissemination & Communication Plan for Distributors

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Executive Summary

This document is the *Dissemination and Communication* Plan for distributors (Deliverable 2.1 of Work Package 2 *Innovative Action Plan at The Logistics Stage*) of the SISTERS project (Grant Agreement n° 101037796). This plan further develops the points and activities targeted to distributors 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 distributors, from here onwards) is to provide all project partners with an outline that covers: the main messages of the project for distributors, the strategy for distributors the project seeks to impact, the actions to be carried out to reach them and (4) the general and specific obligations regarding Dissemination and Communication actions targeted to distributors of the project that all partners must be aware of.

The key target group that this document encompasses is the logistics 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 distributors are part of an online and offline strategy that includes dissemination materials, fairs, workshops, 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 of the SISTERS project seeking to reach distributors at the logistics stage of the food value chain while establishing responsibilities and timings and including 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 distributors and the actions that will be carried out for the achievement of the objectives raised. 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 2.6 leaders (Work Package 2 Dissemination and Communication task). INNOVARUM will oversee the implementation, & coordination of the actions included in this document & will count on the support of: **AITIIP, RIBEREBRO, PROEXPORT, REBUS, KTH, EROSKI, FEM, ARCHA, and ENCO.**

The D&C plan for distributors is the Deliverable 2.1 of the SISTERS' project Work Package 2 (WP2). This Deliverable is made of the D&C Plan for distributors (this document) and two annexes: contingency actions COVID-19 and involved partners obligations. In M42 (April 2025) there will be a *Report on impact of the D&C plan for distributors (D2.6)*, which will be coordinated and implemented by INNOVARUM. The D&C plan for distributors (D2.1) is a public deliverable, and the Report on impact of the D&C plan for distributors (D2.6) is confidential deliverable, only for members of the consortium (including the Commission Services).

The D&C plan for distributors is the core document outlining the project's dissemination and communication activities that are specifically targeted to distributors. 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 distributors includes:

- An overview of the Work Package 2 and the D&C task (2.6)
- The basic structure of the D&C strategy.
- An outline of the main objectives of the D&C plan for distributors.
- The target audience the D&C plan for distributors aims to reach to achieve its objectives.
- A more detailed description of the actions for distributors.
- 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 distributors.

1.2 Overview at WP2: description and partners involved

The title of WP2 is *Innovative Action Plan at The Logistics Stage* and the main objectives within this Work Package are:

1. To optimize containers to transport food implementing a sensors kit to track food safety & quality conditions.

2. To co-create an architecture of the sensor kit for achieving a scalable solution.
3. To develop a sensor platform suitable for use with the BULKBOX and STOREBOX containers.
4. To validate the effectiveness of the smart containers (BULKBOX and STOREBOX) via piloting.
5. To guarantee optimal food safety and shelf-life of the tested fresh produce with the smart containers.

WP2 leader is **Munster Technological University** (MTU, partner n^o5) and the rest of the partners involved are: **AITIP, RIBEREBRO, PROEXPORT, REBUS, KTH, EROSKI, FEM, ARCHA, ENCO, and INNOVARUM**, counting specifically on the collaboration of PROEXPORT, EROSKI and RIBEREBRO as food distributors. EROSKI holds an extensive network of processors and distributors and is a large Marketing Centre able to influence consumers, together with the research work from FEM.

The D&C task (2.6) is titled *Fostering systemic innovation for distributors* which is led by INNOVARUM and supported by PROEXPORT. This task involves the elaboration of a tailored D&C Plan targeted to distributors by M8 (June 2022), this plan will serve as the key starting point in developing tailored strategies to reach the logistics sector in the food system. Task 2.6 aims to develop a system that allows for bespoke and targeted actions for impacting the logistics stage of the food value chain while raising awareness on food loss and waste via consumer engagement and D&C actions, to be implemented in WP2. From task 2.1 to task 2.5, there are several strategies which will be discussed later in the document, where the role of task 2.6 is essential. **To summarize, task 2.6 will utilize all relevant findings and results from the previous tasks within WP2 to promote the development of smart containers and to raise awareness among distribution stakeholders on food loss and waste reduction.** The task is set to start in M31 (May 2024) and end in M42 (April 2025).

1.3 Objectives of the D&C plan for distributors

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.

Minimum dissemination actions that will be covered include: **2 publications** in sectorial magazines (e.g., Food logistics), participation in **5 fairs** (e.g., Fruit Logistica), organisation of **2 workshops** for distributors, and design of **5 communication materials**.

The main objectives of the SISTERS D&C Plan for distributors (D2.1) are:

- To develop a comprehensive communication strategy targeted at distributors: provide effective tools, messages, and methods for communication.
- To describe the distributor profile that can benefit from the results produced by the SISTERS project.
- To maximise the impact of the development of two smart containers: StoreBox & BulkBox by fostering and promoting dissemination materials related to the benefits and utilization of the containers, organising workshops to educate distributors on best practices for reducing food loss and waste in the logistics sector, participating in fairs to disseminate results to the logistics sector, and publishing relevant articles in sectorial magazines.
- To review and describe the specific actions that will support the communication strategy targeted to distributors, and its KPIs.
- To define strategies to extend the community (distributors) 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 logistics sector.
- To establish and review clear KPIs that help measure the progress, impact, and accomplishment of the dissemination & communication actions targeted to distributors.

2 Target audience & tone of messages

2.1 Distributors

The first industry group of the food value chain encompasses European distributors & processors of fruit & vegetables, dairy products, and meat & fish products: value chain links where improvements in containers/packaging by the project work can produce positive impacts in food loss & waste.

However, in general, food distributors handle transporting and storing food as it travels from producers to food service operators. Some distributors specialize in certain food products such as seafood or fruits and vegetables. Some may work for a specific food manufacturer. Most food distributors are independent, which makes it easy for manufacturers and producers to create a supply chain by simply hiring a distributor that caters to their specific needs:

- Some food distributors use **warehouses** to store food for short periods of time, and others may only use refrigerated trucks to transport goods directly to food service operators. The timeframe and method of transport depends entirely on the kind of food being distributed.
- Some food distributors will also **market and sell** the products they are distributing. Food service operators often purchase directly from distributors rather than from producers, since the distributors are the ones providing the food to the restaurants, cafeterias, and other food service operators.
- Some food distribution businesses **purchase directly from producers**, in which case the food distributor is simply fulfilling orders. But in many cases, food distributors sell directly to food service operators, which allows producers and manufacturers to focus on their strengths rather than on maintaining and acquiring customers.¹

Examples of relevant food distributors outside the consortium are listed in table below.

Table 1: European (and associated countries) distributors

Entity	Country	Contact	Link
Asociación de Fabricantes y Distribuidores	Spain	info@aecoc.es	https://www.aecoc.es/
HEIDERBECK	Germany	info@heiderbeck.com	https://www.heiderbeck.com/
TransGourmet	Spain	sac@gmfood.es	https://www.transgourmet.es/
Grupo Puchades	Spain	info@grupopuchades.com	http://www.grupopuchades.com/es/
EUROFRITS	Spain	+34 947 298 413	https://www.eurofrits.com/
MasOliver	Spain	info@masoliver.com	https://www.masoliver.com/
EMN Europe	Netherlands	+31(0)104588444	https://www.emneurope.com/
Greenyard Group	Belgium	corporate.communications@greenyard.group	https://www.greenyard.group/

¹ <https://learn.g2.com/food-distribution>

2.2 SISTERS' strategy for distributors

The SISTERS project aims to optimise fresh produce transportation using two types of technically improved Smart Containers that reproduce ideal conditions for each kind of food: BulkBox and StoreBox.

The project aims to improve the sustainability of the transportation of fresh produce with the creation of smart and efficient food containers that will create a more competitive sector that can offer better products (with extended shelf-life) to the final consumers and will reduce food loss and waste during the Farm to Fork value chain.

2.2.1 BulkBox optimization (Task 2.1 led by MTU)

AITIIP, MTU and REBUS will define the requirements and specifications needed to produce an Integrated Sensor Kit to be installed in the BulkBox container to monitor the key parameters to assure food safety and optimise shelf-life.

2.2.2 BulkBox piloting (Task 2.2 led by FEM)

Tests with the selected commodities will be done to check the proficiency of the designed conditions of transporting/storage of the BulkBox. During the transportation, quality tests of the fruits and vegetables will be conducted and besides, environmental indicators will be collected in every transport (food waste, weight reduction of BulkBox and Fuel Consumption).

2.2.3 StoreBox optimization (Task 2.3 led by REBUS)

Improvements on the StoreBox container will be implemented by AITIIP, especially for enhancing the lid functioning, and REBUS, with the support of MTU, will adapt the sensors kit for building smart StoreBox containers.

2.2.4 StoreBox piloting (Task 2.4 led by FEM)

The objective of this task is to test and ensure that there is an optimal functioning of the containers.

2.2.5 Market launching (Task 2.5 led by ENCO)

The plan for market launch of the Smart Containers (BulkBox & StoreBox) will include the following activities:

- (Processors and Logistics' Engagement Communication campaign through the development and distribution of promotional materials explaining why to choose SISTERS Smart Containers.
- To evaluate the effectiveness and impact of the solution through the case studies validated around the Smart Containers.
- To publish guidelines underlying SISTERS benefits for the entire food value chain (Deliverable D2.5).
- To promote the results of using SISTERS Smart Containers through videos and promotional materials.

2.2.6 Benefits for distributors

To **diminish food losses during transportation** thanks to efficient and reusable containers with real time visibility of all assets and instant alarms allowing immediate reaction. This innovation will be highly replicable to other food segments, so the impact in the European Food System will be huge. Moreover, saving of energy consumption will be achieved thanks to the lower transportation needed to treat the food waste generated.

2.2.7 Other actions included in the strategy

As mentioned in [section 1.3](#), the minimum dissemination actions to complete for this Work Package are 2 publications in sectorial magazines (e.g., Food logistics), participation in 5 fairs (e.g.: Fruit Logistica), organisation of 2 workshops for distributors, and design of 5 communication materials.

On the other hand, the project's social media channels, more specifically Twitter and LinkedIn, are meant to reach industrial audiences (distributors included in this group). Therefore, to maximise the impact on this audience, 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 counting with the help of the partners involved in this WP and the D&C Task (WP2, Task 2.6).

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 **smart containers, transportation, logistics, distribution, food transport, supply chain, food value chain, permeability, logistics management, reduce waste, zero waste, food loss, food waste**

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

Approved messages

SISTERS will provide new systemic innovations to cover effective conservation measures (such as proper oxygen barrier, humidity & temperature thresholds, etc.) to guarantee the maintenance of food product quality that will ultimately reduce food losses.

How? SISTERS will implement smart and reusable food containers to diminish food losses during transportation, maintain both bulk and packed food in ideal conditions with new accurate sensors, allowing immediate reaction.

The market need: during logistics, to use appropriate containers for the functional product protection that is not expensive for the operator while guaranteeing food safety and avoiding losses. Moreover, food transportation is expensive and involves high energy consumption, so improvements are needed for a more cost-effective and environmentally sustainable transportation.

SISTERS proposition: development of two smart containers for bulk and packed food products. They provide the best atmospheric condition for different food products processed from production to retailing, based on its respiratory rate and its tolerance to different compositions of O₂ and CO₂. In addition, as an innovation in comparison to standard containers, SISTERS sensorisation to achieve algorithmic efficiency in food.

Nonetheless, more specific messages based on the progress/results of the development of the smart containers (BulkBox & StoreBox) across WP2 will be further discussed. **More specifically, after M28 (February 2024), after the report from the prototype of the StoreBox and after M36 (October 2024) after the report from the prototype of the BulkBox, INNOVARUM with the help of MTU and the rest of partners that are involved in WP2 (AITIIP, RIBEREBRO, PROEXPORT, REBUS, KTH, EROSKI, FEM, ARCHA, and ENCO) 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 about the developed containers and its benefits
- Usage instructions
- Live demonstration activities to distributors
- Instructions for maximizing associated Sensors Kit app usage

WP2 dissemination activities (Task 2.6) will pay close attention to the achievement of relevant project milestones and WP2 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
MS3	Correct functioning of the BulkBox	WP2	M27	MTU
MS4	Correct functioning of the StoreBox	WP2	M36	MTU

Table 3: Relevant deliverables in WP2 with potential for D&C actions targeted to distributors

D N°.	Title	Lead	Type	Dissemination level	Due date
D2.2	BULKBOX Sensor Kit prototype deploy for testing	MTU	Report	*Confidential	M9
D2.3	STOREBOX Sensor Kit prototype deploy for testing	REBUS	Report	*Confidential	M18
D2.4	Report on the results of the BULKBOX piloting stage	FEM	Report	*Confidential	M27
D2.5	Report on the results of the STOREBOX piloting stage	FEM	Report	*Confidential	M36
D2.6	Guidelines for distributors to diminish food loss and food waste	ENCO	Report	Public	M42
D2.7	Report on impact of the D&C plan for Distributors	INN.	Report	*Confidential	M42

*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 distributors will use and benefit from both **online and offline channels**. That includes dissemination materials, 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 logistics sector. However, the rest of the partners involved in WP2 will be in charge of providing relevant content to INNOVARUM to produce these materials. In addition, MTU 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 WP2 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 distributors. 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 WP2 main goals.

Included in this action, INNOVARUM (with the support of involved partners) will elaborate **by M28 (February 2024) after the Report on the results of the BulkBox piloting stage is submitted and by M36 (October 2024) after the Report on the results of the StoreBox piloting stage is submitted, 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 smart containers
- A set of posters translated in different languages (Spanish, English, French, Italian...) promoting the smart containers benefits to the logistics sector
- Infographic with usage instructions on the sensor kits
- Social media graphics for the market launch campaign

*These topics and materials are subjected to further evaluation and possible modifications as WP2 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 Fairs

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

Table 4: fairs targeted to distributors

Event	Who participates*	Country	Closest date	Link
Fresh Food Logistics fair	TBD	Spain	4-6 OCT 2022	https://www.ifema.es/fresh-food-logistics-fair
ALIMENTARIA Food tech	PROEXPORT	Spain	26-29 SEPT 2023	https://www.alimentariafoodtech.com/
ANUGA Food Tech	TBD	Germany	16-19 MARCH 2024	https://www.anugafoodtec.com/
Fruit Logistica	PROEXPORT	Germany	8-10 FEB 2023	https://www.fruitlogistica.com/en/
Smart Food Safety Summit	TBD	Online	MAY 2023	https://www.smartfoodsafety.eu/
Food 4 Future	RIBEREBRO	Spain	16-18 MAY 2023	https://www.expofoodtech.com/
PLMA	RIBEREBRO	Netherlands	31 MAY-1 JUNE 2022	https://www.plmainternational.com/es

*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 and RIBEREBRO 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 was intended to begin in M6 (April 2022 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 5.

3.3 Workshops

Organisation of specific workshops where most of the audience is formed by distributors. The involved partner in this action is INNOVARUM and will count with the support of the rest of the partners involved in this task (PROEXPORT, RIBEREBRO, AITIIP, MTU). The table below shows examples of workshop topics to be implemented.

Table 5: workshops targeted to distributors

Topic	Online or offline?	Organiser	Approx. Date
How to safe losses during transport	Online/offline	PROEXPORT	2023
How to master the sensor kits usage	Online/offline	TBD	2024
Launch of smart containers campaign	Online/offline	TBD	2024

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

INNOVARUM will evaluate and coordinate with PROEXPORT, RIBEREBRO, MTU, AITIIP 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 topics to be discussed during these workshops.

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 2.

3.4 Publications in sectorial magazines

Relevant publications in sectorial magazines targeted to distributors. INNOVARUM, MTU, AITIIP are in charge of coordinating this action in order to ensure the achievement of the KPI.

Table 6: publications targeted to distributors

Magazine name	Who publishes*	Origin	Online or offline?	Link
Infopack	AITIIP	Spain	Online/Offline	https://www.infopack.es/es
Envapack	AITIIP	Spain	Online	https://www.envapack.com/
Food Logistics	TBD	Global	Online	https://www.foodlogistics.com/
EUROFRUIT	TBD	Europe	Online	https://www.fruitnet.com/eurofruit
Fruit today	TBD	Spain	Online	https://fruittoday.com/en/
FYH Magazine	PROEXPORT	Spain	Online/Offline	https://fyh.es/

*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 distributors 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 WP2 D&C actions for distributors and KPIs

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

Action	Description	*Type	Coord.	Start date	Channel	Kpi
Dissemination materials	Develop graphic materials/videos to reach distributors	D	INNOVARUM	M8	Online Offline	5
Workshops	Organisation of specific workshops in relation to the logistics sector and the smart containers prototypes	D	INNOVARUM	M6	Online Offline	2
Fairs	Attendance to fairs where the main public is compiled of distributors/the logistics sector	D	PROEXPORT - RIBEREBRO	M6	Online Offline	5
Publications	Publications in specific magazines that target logistics	D	INNOVARUM – AITIIP - MTU	M16	Online Offline	5

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 distributors approximately.
- **Workshops:** 100 attendees approximately (who are distributors) per workshop.
- **Fairs:** 100 distributors approximately per fair, depending on the outreach of the event.
- **Publications:** over 300 distributors 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 distributors will be reached.

Innovarum will keep track of the impacts of D&C actions (from task 2.6) **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 15% of the audience will be distributors) 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).

The following table serves as an example of how all D&C actions for WP2 will be monitored in terms of KPIs and impact number of distributors reached.

Table 8: progress of WP2 KPIs achievement and number of distributors impacted

Action	KPI	Impact #	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54
Dissemination materials	5	X people reached (statistics from social media channel), 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 distributors to be completed on behalf of the partners involved in the actions.

Table 9: timeline for WP2 D&C actions implementation

Action	M1	M6	M12	M18	M24	M30	M36	M42	M48	M54	Total
Dissemination materials					2	2	1				5
Workshops					1	1					2
Fairs				2	1	1	1				5
Publications						1	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 smart containers’ prototypes, delays in publications, 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 distributors 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 distributors (D2.1) of WP2 feeds the D8.1 SISTERS Dissemination & Communication Plan, and it will further elaborate the tailored actions and channels to reach this audience group, developing messages, general goals and internal numeric KPIs to assess progress. For example, this will include messages about the developed containers and its benefits, usage instructions, live demonstration activities to distributors, instruction for maximizing associated Sensors Kit app usage.

Minimum dissemination actions to include: **2 publications** in sectorial magazines (e.g., Food logistics), participation in **5 fairs** (e.g., Fruit Logistica), organisation of **2 workshops** for distributors, 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 smart containers (StoreBox and BulkBox) will be developed later in the project – more details to follow as the WP2 activity progresses.

To summarize, the D&C plan for distributors 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 logistics stakeholders. This document is meant to set the basis for the understanding of the SISTERS' strategy for distributors 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 2.6 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 distributors which will be evaluated accordingly.

Annexes

Contingency actions COVID-19

The D&C Plan of the SISTERS project for distributors 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 2.6

1. **MTU:** WP2 leader and partner in charge of creating relevant content for dissemination materials, 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 2.6 including design and promotion of materials/actions.
3. **RIBEREBRO:** partner involved in organising workshops targeted to distributors in relation to the progress and updates of WP2 findings.
4. **PROEXPORT:** partner involved in participating in relevant fairs while interacting and engaging with distributors to promote the sensors kit usage and the smart containers.
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 logistics sector.

General responsibilities and duties for the partners involved in D&C task 2.6 for WP2 (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 WP2 and the logistics 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. 	

Establishing a Communication Representative

To make the internal communication actions more effective and efficient, each partner will select a “Communication Contact” that will handle all Dissemination and Communication Issues within the organisation. The “Communication Contact” will be the person included in the “Communications mailing list” and will be the person that the D&C Leader will contact in case it needs something related to Communication from a partner.

Responsibilities:

- Be responsible for communication within that entity, acting as the contact person between the entity and the rest of the partners.
- 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 every 6 months through the form provided by INNOVARUM (Partner 16).

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 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 distributors.



SISTERS

Systemic **I**nnovations for a **S**ustainable
reduction on the **E**u**R**opean food wa**S**tage

Grant Agreement No. 101037796

