



SISTERS

Systemic **I**nnovations for a **S**ustainable reduction
on the **E**uropean food **w**aste

Grant Agreement No. 101037796

DELIVERABLE 3.1

Dissemination & Communication Plan for Processors

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)

Additional author(s) and contribution	
Name	Organisation
Andrea Leon	INNOVARUM

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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Index

1	Introduction	5
1.1	Scope of the document.....	5
1.2	Overview at WP3: description and partners involved.....	5
1.3	Objectives of the D&C plan for processors	6
2	Target audience & tone of messages	7
2.1	Food processors.....	7
2.2	SISTERS' strategy for processors	7
2.3	Specific messages	9
3	Actions	11
3.1	Dissemination materials.....	11
3.2	Fairs.....	11
3.3	Workshops.....	12
3.4	Publications in sectorial magazines.....	13
4	Measuring our progress	14
4.1	Expected number of impacted people.....	14
4.2	Timeline	16
5	Conclusions	17

Executive Summary

This document is the *Dissemination and Communication* Plan for processors (Deliverable 3.1 of Work Package 3 *Innovative Action Plan at The Processing Stage*) of the SISTERS project (Grant Agreement nº 101037796). This plan further develops the points and activities targeted to processors 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 processors, from here onwards) is to provide all project partners with an outline that covers: the main messages of the project for processors, the strategy for processors 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 processors of the project that all partners must be aware of.

The key target group that this document encompasses is the processing 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 food processors 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 processors at the processing 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 processors 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 3.6 leaders (Work Package 3 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, MTU, REBUS, CARBIOLICE, BIO-MI, ITC, KTH, NAT, EROSKI, FEM, ARCHA, ENCO, INNOVARUM, and GAIA.**

The D&C plan for processors is the Deliverable 3.1 of the SISTERS' project Work Package 3 (WP3). This deliverable is made of the D&C Plan for processors (this document) and two annexes: contingency actions COVID-19 and involved partners obligations. In M45 (July 2025) there will be a *Report on impact of the D&C plan for processors (D3.6)*, this will be coordinated and implemented by INNOVARUM. The D&C plan for processors (D3.1) is a public deliverable, and the Report on impact of the D&C plan for processors (D3.6) is a confidential, only for members of the consortium (including the Commission Services) deliverable.

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

- An overview of the Work Package 3 and the D&C task (3.6)
- The basic structure of the D&C strategy.
- An outline of the main objectives of the D&C plan for processors.
- The target audience the D&C plan for processors aims to reach to achieve its objectives.
- A more detailed description of the actions for processors.
- 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 processors.

1.2 Overview at WP3: description and partners involved

The title of WP3 is *Innovative Action Plan at The Processing Stage* and the main objectives within this Work Package are:

1. To optimize biobased packaging solutions.
2. To reach a home compostable packaging solution.

3. To scale-up and validation of the most promising material at semi-industrial scale and some at industrial level.
4. To demonstrate an improved shelf life and verify food safety of the SISTERS food packaging.
5. To study the economic feasibility of the developed packaging solutions.

WP3 leader is AITIIP (partner nº1) and the rest of the partners involved are: RIBEREBRO, PROEXPORT, MTU, REBUS, CARBIOLICE, BIO-MI, ITC, KTH, NAT, EROSKI, FEM, ARCHA, ENCO, INNOVARUM, and GAIA. Within the consortium, we count with the support of AITIIP, ITC Packaging, Natureplast, GAIA, BIO-MI who are packaging and bioplastics processors.

The D&C task (3.6) is titled *Fostering systemic innovation for food processors* which is led by INNOVARUM and supported by PROEXPORT and RIBEREBRO. This task involves the elaboration of a tailored D&C Plan targeted to processors by M8 (June 2022), this plan will serve as the key starting point in developing tailored strategies to reach the processing sector in the food system. Task 3.6 aims to develop a system that allows for bespoke and targeted actions for impacting the processing 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 WP3. From task 3.1 to task 3.5, there are several strategies which will be discussed later in the document where the role of task 3.6 is essential. **To summarize, task 3.6 will utilize all relevant findings and results from the previous tasks within WP3 to promote the development of home compostable packaging solutions and to raise awareness among processing stakeholders on food loss and waste reduction.** The task is set to start in M4 (February 2022) and end in M45 (July 2025).

1.3 Objectives of the D&C plan for processors

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 are covered in the plan include: **2 publications in sectorial magazines** (e.g., Bioplastics Magazine), participation in **5 fairs or conferences** (e.g., Bio-based Materials Conference), organisation of **2 workshops** for packaging materials processors, and design of **5 communication materials**.

The main objectives of the SISTERS D&C Plan for processors (D3.1) are:

- To develop a comprehensive communication strategy targeted at food processors: provide effective tools, messages, and methods for communication.
- To describe the processor profile that can benefit from the results produced by the SISTERS project.
- To maximise the impact of the development of home compostable packaging solutions by fostering and promoting dissemination materials related to the benefits of biobased packaging for food, organising workshops to educate food processors on biobased food packaging alternatives for reducing food loss and waste in the processing sector, participating in fairs to disseminate results to the processing sector, and publishing relevant articles in sectorial magazines.
- To review and describe the specific actions that will support the communication strategy targeted to processors, and its KPIs.
- To define strategies to extend the community (processors) 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 processing stage.
- To establish and review clear KPIs that help measure the progress, impact, and accomplishment of the dissemination & communication actions targeted to processors.

2 Target audience & tone of messages

2.1 Food processors

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 solutions by the project work can produce positive impacts in food loss & waste.

Food processing, the necessary conversion of raw materials to edible, functional, and culturally acceptable food products, is an important link between production and consumption within the food value chain.

The processing and manufacturing stage of the food value chain encompasses all processes intended to transform raw food materials into products suitable for consumption, cooking, or sale.

This stage in the supply chain includes the processes that turn raw agricultural products into saleable goods, which often move to retail, wholesale, distribution, or food service institutions. It also includes packaging of processed goods.¹

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

Table 1: European (and associated countries) processors

Entity	Country	Contact	Link
Food+i Cluster	Spain	comunicacion@clusterfoodmasi.es	https://www.clusterfoodmasi.es/
Crevel	Germany	clients@creveleurope.com	https://creveleurope.com/
EUPPA	Belgium	mail@euppa.eu	https://euppa.eu/
PROFEL	Belgium	profel@profel-europe.eu	https://profel-europe.eu/
FRUCOM	Belgium	info@frucom.eu	https://frucom.eu/
Goedegebuur	Netherlands	info@goedegebuur.nl	https://goedegebuur.nl/en/
SARIA	UK	info@saria.co.uk	https://www.saria.co.uk/index.html
Bonafarm Group	Hungary	info@bonafarm.hu	https://bonafarmcsoport.hu/en/
Uelzena Group	Germany	info@uelzena.de	https://www.uelzena.de/en/
VALKO	Italy	info@valko.com	https://www.valko.com/en

2.2 SISTERS' strategy for processors

The SISTERS project aims to produce bio-based packaging materials with optimised recyclable, and compostable properties to manufacture different widely used types of packaging adapted to consumer's needs. Besides, the project will also incorporate smart labelling at affordable cost to show the status of the food as a kind of alert system that may influence in consumer's dynamics.

The goal is to increase packaged food safety and shelf-life analysis and optimisation while testing smart and active packaging performance in food products and fostering systemic innovation for food processors.

¹ <http://www.cec.org/flwm/sector/processing-and-manufacturing/>

2.2.1 Optimization of biobased packaging solutions (Task 3.1 led by AITIIP)

AITIIP will gather and study specifications related to packaging from the partners of the value chain into one full report (D3.2) that will subsequently be available for the rest of the project implementation.

2.2.2 Development & implementation of smart labelling in food packaging (Task 3.2 led by MTU)

This task aims to identify suitable smart labelling for the food packing types developed previously. A variety of indicators exist that warn about potential food spoilage. The application of the smart labelling to the packaging will detect, sense, and record any deterioration inside the food package to enhance the safety, improve quality and warn about possible problems during food transport and storage.

2.2.3 Testing smart and active packaging performance in food products (Task 3.3 led by PROEXPORT)

The objective of this task will be to monitor the parameters of interest to assess shelf life of foods packaged with the selected new packaging material, and food safety. As control packaging, partners will consider reference commercial solutions. An analysis test will be conducted.

2.2.4 Market launching (Task 3.5 led by ENCO)

The plan for market launch includes the following actions:

1. Analyse the market needs and potential impact with an in-depth assessment.
2. Development of the full description of messages and actions aimed encouraging food processors, wholesalers/ retailers and consumers that will make use of the food packaging.
3. To assess the economic impact of this action as well as analysing further developments to be implemented for market launch after project end.

2.2.5 Benefits for processors

- Cost-effective and sustainable packaging.
- A quantified and demonstrated improvement of the shelf-life of the food products.
- Lower food waste from consumers thanks to the prolonged shelf-life and alert system.
- Outstanding properties will reduce the plastic accumulation in the environment.

2.2.6 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., Bioplastics Magazine), participation in 5 fairs or conferences (e.g., Bio-based Materials Conference), organisation of 2 workshops for packaging materials processors, and design of 5 communication materials.

The project social media channels, more specifically Twitter and LinkedIn, are meant to reach industrial audiences (food processors 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 (WP3, Task 3.6).

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 **biobased, food processing, packaging solutions, sustainable packaging, shelf life, reduce waste, no plastic, food conservation, reduce plastic, zero waste, food loss, food waste, sustainability**

Generally, these messages can be helpful for publications-articles in magazines or for social media content creation targeted to **processors**. 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? To improve the preservation and quality of food, SISTERS will develop a set of bio-based and home-compostable packaging, solutions will be created reducing their potential negative impacts in the environment.

The market need: at the processing stage, to improve packaging to keep food fresher for longer with better end-of-life scenarios, including biodegradability in industrial & home composting conditions, mechanical/chemical recyclability, ensuring the return of investment to the market and guaranteeing a true circular economy.²

SISTERS proposition: even though that today there are different sustainable packaging alternatives, optimization in biobased material is a need in the food packaging market as well as using cheaper smart labels. Methods implemented in SISTERS represent a qualitative leap forward for keeping the fresh products in ideal conditions for consumption through innovative and dedicated home compostable materials complying with all necessary food packaging requirements.

Nonetheless, more specific messages based on the progress/results of the development of the biobased packaging solutions across WP3 will be further discussed. **More specifically, after M30 (April 2023), post-submission of the first report on upscaling of biobased packaging, INNOVARUM with the help of AITIIP and the rest of partners that are involved in WP3 (RIBEREBRO, PROEXPORT, MTU, REBUS, CARBIOLICE, BIO-MI, ITC, KTH, NAT, EROSKI, FEM, ARCHA, ENCO, and GAIA) will create a D&C kit with specific**

² Ishangulyyev et al (2019). Understanding Food Loss and Waste - Why are we losing or wasting food? *Foods*, 8, 297

materials suited for communicating and disseminating the WP activity. Some examples of the content included in this kit will be:

- Messages about the advantages of the food packaging
- Messages for teaching courses about awareness

WP3 dissemination activities (Task 3.6) will pay close attention to the achievement of relevant project milestones and WP3 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
MS5	Correct performance of the packaging solutions developed	WP3	M42	AITIIP
MS6	Satisfactory shelf-life extension of food products optimised	WP3	M42	AITIIP

Table 3: Relevant future deliverables in WP3 with potential for D&C actions targeted to processors

D N°.	Title	Lead	Type	Dissemination level	Due date
D3.2	Report with specifications for the food packaging value chain	AITIIP	Report	*Confidential	M12
D3.3	Report on upscaling of biobased packaging	AITIIP	Report	*Confidential	M30
D3.4	Report on the smart labelling in the food packaging	MTU	Report	*Confidential	M42
D3.5	Report on the packaging performance and food quality/shelf-life	ARCHA	Report	*Confidential	M42
D3.6	Report on impact of the D&C plan for processors	INN.	Report	*Confidential	M45

*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 food processors 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 processing sector. However, the rest of the partners involved in WP3 will be in charge of providing relevant content to INNOVARUM to produce these materials. In addition, AITIIP 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 WP3 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 processors. 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 WP3 main goals.

Included in this action, INNOVARUM (with the support of involved partners) will elaborate **after M30 (April 2023), post-submission of the first report on upscaling of biobased packaging, INNOVARUM with the help of AITIIP and the rest of partners that are involved in WP3 (RIBEREBRO, PROEXPORT, MTU, REBUS, CARBIOLICE, BIO-MI, ITC, KTH, NAT, EROSKI, FEM, ARCHA, ENCO, and GAIA) will create 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 explaining the concept of the biobased packaging solutions
- A set of posters translated in different languages (Spanish, English, French, Italian...) promoting the benefits of the packaging solutions to reduce food waste
- A presentation template to be used with key messages for teaching courses
- Social media graphics for the market launch campaign

*These topics and materials are subjected to further evaluation and possible modifications as WP3 progresses.

Planning of this action starts in M8 (June 2022 – according to the Work Package description in the Grant Agreement) and it has a total KPI of 5.

3.2 Fairs

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

Table 4: Fairs targeted to processors

Event	Who participates*	Country	Closest date	Link
The European Bioplastics Conference	TBD	Germany	6-7 DIC 2022	https://www.european-bioplastics.org/events/eubp-conference/

International Conference on Biopolymers and Bioplastics	TBD	Italy	14-15 NOV 2022	https://biopolymerconference.com/
The Renewable Materials Conference	TBD	Germany	23-25 MAY 2023	https://renewable-materials.eu/
BIOMATFORUM -2023	TBD	Portugal	February 06-08, 2023	https://www.continuumforums.com/2023/biomatforum
Sustainability In Packaging Europe 2023	TBD	Spain	TBD	https://www.sustainability-in-packaging.com/
PACKAGED	TBD	Belgium	TBD	Global Packaged Summit 2022
MEETINGPACK	TBD	Spain	TBD	MeetingPack 2022 Congress Program & Speakers
API Congress	TBD	Italy	TBD	API Congress

*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 begun in M6 (April 2022 – according to section 2.2 in the Grant Agreement) and it has a total KPI of 2.

3.3 Workshops

Organisation of specific workshops where the audience is formed by food processors. 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 processors

Topic	Online or offline?	Organiser	Approx. Date
Promotion of the biobased packaging solutions	Online/offline	TBD	2024
Reasons to opt-in for home compostable packaging	Online/offline	TBD	2024
Testing out the efficiency of biobased packaging solutions	Online/offline	TBD	2025

*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 processors. INNOVARUM, MTU, AITIIP are in charge of coordinating this action in order to ensure the achievement of the KPI.

Table 6: publications targeted to processors

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/
RETEMA	AITIIP	Spain	Online/Offline	https://www.retema.es/
INTEREMPRESAS	AITIIP	Spain	Online/Offline	https://www.interempresas.net/revistas/
HERALDO INNOVACIÓN	AITIIP	Spain	Online/Offline	https://www.heraldo.es/tags/temas/innovacion.html
FYH Magazine	PROEXPORT	Spain	Online/Offline	https://fyh.es/
Packaging Europe	TBD	UK	Online/Offline	A sustainable future for packaging Packaging News (packagingeurope.com)
Bioplastics Magazine	TBD	Germany	Online/Offline	https://www.bioplasticsmagazine.com/en/

*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 food processors 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 WP3 D&C actions for processors and KPIs

Action	Description	*Type	Coord.	Start date	Channel	Kpi
Dissemination materials	Develop graphic materials/videos to reach processors	D	INNOVARUM	M8	Online Offline	5
Workshops	Organisation of specific workshops in relation to the promotion of biobased packaging solutions to processors	D	INNOVARUM	M6	Online Offline	2
Fairs	Attendance to fairs where the main public is compiled of food processors	D	PROEXPORT - RIBEREBRO	M6	Online Offline	2
Publications	Publications in specific magazines that target food processing	D	INNOVARUM – AITIIP - MTU	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 processors approximately.
- **Workshops:** 100 attendees approximately (who are processors) per workshop.
- **Fairs:** 100 processors approximately per fair, depending on the outreach of the event.
- **Publications:** over 300 readers approximately per month. *

*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 processors 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 processors) 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 WP3 will be monitored in terms of KPIs and impact number of processors reached.

Table 8: progress of WP3 KPIs achievement and number of processors 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)																
Workshops	2	X attendees																
Fairs	2	X attendees, X people who received physical materials																
Publications	5	X readers/month																

Timeline

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

Table 9: timeline for WP3 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					1	1					2
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 biobased packaging solutions reports, 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 processors 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 processors (D3.1) of WP3 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 packaged food safety and shelf-life optimisation, messages about the advantages of the food packaging, teaching courses about awareness, etc.

Minimum dissemination actions to include in the plan: **2 publications in sectorial magazines** (e.g., Bioplastics Magazine), participation in **5 fairs or conferences** (e.g., Bio-based Materials Conference), organisation of **2 workshops** for packaging materials processors, 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 biobased packaging solutions will be developed later in the project – more details to follow as the WP3 activity progresses.

To summarize, the D&C plan for processors 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 WP3 of the SISTERS project is to enhance the outreach of the project to relevant processing stakeholders. This document is meant to set the basis for the understanding of the SISTERS' strategy for processors 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 meant to organise and estimate the workload for task 3.6 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 processors which will be evaluated accordingly.

Annexes

Contingency actions COVID-19

The D&C Plan of the SISTERS project for processors 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 3.6

1. **AITIIP:** Project coordination and WP3 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 3.6 including design and promotion of materials/actions.
3. **RIBEREBRO:** partner involved in organising workshops targeted to processors in relation to the progress and updates of WP3 findings.
4. **PROEXPORT:** partner involved in participating in relevant fairs while interacting and engaging with processors to promote the usage of biobased packaging solutions.
5. **MTU:** partner in charge of supporting the publication of relevant results, progress, updates in sectorial magazines to maximise the impact of SISTERS in the processing sector.

General responsibilities and duties for the partners involved in D&C task 3.6 for WP3 (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 WP3 and the processing 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
<p>Applications for protection of results (including patent applications) filed by or on behalf a beneficiary must include:</p> <p><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></p>	
Exploitation of results	Article 28
<p>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:</p> <p><i>“Results incorporated in this standard received funding from European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101037796”</i></p>	
Dissemination of results – open access – visibility of Funding	Article 29
<p>Each beneficiary must ensure open access (free of charge online access for any user) to all peer- reviewed scientific publications relating to its results.</p> <p>The bibliographic metadata must be in a standard format and must include each of the following mentions:</p> <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). 	
<p>Any dissemination of results (in any form, including electronic) must:</p> <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
<p>Any communication activity related to the action (including in electronic form, via social media, etc.) or any infrastructure, equipment and major results funded must:</p>	

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: <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> <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> 	<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 processors.



SISTERS

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

Grant Agreement No. 101037796



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