



# SISTERS

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

Grant Agreement No. 101037796

## DELIVERABLE 8.1

### Dissemination & Communication Plan

**Document Type (R/Dem/Dec/Other)**

R \_ Report

**Dissemination Level (Pu/Co/Ci)**

P\_Public

# Document information

Document history			
Issue	Date	Comment	Author
V1	25/04/2022	1 <sup>st</sup> version	Andrea Leon (INNOVARUM)

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

Document distribution		
Issue	Date	Distributed to
V1	29/04/2022	European Commission

Verification and approval		
	Date	Name
Verification final Draft by INNOVARUM	25/04/2022	Andrea Leon (INNOVARUM)
Approval Final Deliverable by AITIIP	29/04/2022	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* (Deliverable 8.1 of Work Package 8 *Dissemination and Communication*) of the SISTERS project (Grant Agreement nº 101037796). This plan further develops the points included in the “Preliminary plan for the dissemination of project results” included in the Grant Agreement (Part B, Section 2.2).

The main objective of this plan (D&C Plan, from here onwards) is to provide all project partners with an outline that covers: (1) the main messages of the project, (2) the target groups the project seeks to impact, (3) the actions to be carried out to reach them and (4) the general and specific obligations regarding Dissemination and Communication of the project that all partners must be aware of.

(1) Key target groups for the project are agricultural primary producers, industry players such as processors, distributors, wholesalers/retailers, consumers, academia, policy makers and a final group of general audiences (without technical background).

(2) Apart from the generic messages, each target group counts with its own tailored messages. Moreover, the document also directly identifies potential future project results relevant for dissemination.

(3) The Dissemination and Communication actions are part of an online and offline strategy that includes: press releases; a project webpage; social media accounts; mass media publications; production of audio-visual materials (flyers, roll-up, leaflets, infographics); scientific publications; sectorial and academic events; actions with policy makers, and a final event. On the other hand, there are specific actions targeted to different audiences from each stage of the food value. In this plan, we provide a general overview of these actions as they will be further developed in M8 deliverables.

(4) Obligations related to Communication & Dissemination cover visibility of funding, the figure of the Communications Representative, notifications, minimum communication actions expected of each partner and basic visual guidelines. 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, 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 and the actions that will be carried out for the achievement of the objectives raised. The document has been conceived and prepared by INNOVARUM (the commercial brand of EURIZON S.L., partner 16) and Work Package 8 leader (Dissemination and Communication). INNOVARUM will oversee the implementation, coordination, and execution of the actions included in this document.

The D&C Plan is the Deliverable 8.1 of the SISTERS Project (WP8). This Deliverable is made of the D&C Plan (this document) and an annex which is an Excel file with a sample structure for tracking progress on all actions included in the D&C Plan. Halfway through the project (M26), there will be a *Review of the overall SISTERS D&C actions (D8.4)* and at the end of the project (M54) a *Final report on the overall SISTERS D&C actions (D8.5)* will compile all D&C Actions carried out during the project. All previously mentioned deliverables will be public except for D8.4 Review of the overall SISTERS D&C actions.

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

## 1.1 Scope of the document

This Dissemination and Communication Plan includes:

- An overview of the Work Package 8 and its tasks.
- The basic structure of the communication strategy: Internal & external communication.
- An outline of the main objectives of the Dissemination and Communication Plan.
- The target groups that the D&C Plan aims to reach to achieve its objectives.
- A more detailed description of the actions for each of the defined target groups.
- A description of the structure of KPIs that will be tracked throughout the project to measure impact.
- A description of the Partners' general and specific obligations regarding Dissemination and Communication.
- A basic outline to the knowledge management and open access to data procedures to have into account during the project.
- A basic outline regarding compliance of ethics requirement in communication and dissemination activities.

## 1.2 Dissemination & Communication tasks within different WPs

### 1.2.1 The SISTERS strategy and the Dissemination Plan

The SISTERS strategy is based on addressing the global problem of food loss & waste in holistic and systemic way, proposing specific innovations targeted to each stage of the food value chain. For that reason, WP8 has put into place solid tasks for the dissemination (Task 8.1) and communication (Task 8.2) of the project actions, goals, and results.

That said, the SISTERS' initiative and its scope make further actions necessary. Each of the stages of the agri-food value chain which are targeted (production, processing, distribution, wholesale/retail and consumption) where different systemic innovations will be developed will have different specific goals: thus, this requires for

tailored communication strategies & messages beyond the general communication and dissemination of the project (p.16)

As a result, the SISTERS Grant Agreement also includes Tasks related to communication & dissemination across various work packages. The technological work Packages WP1, WP2, WP3, WP4 and WP5 each have been structured with a specific task for the implementation of the actions targeted to the chain link that each WP focuses on (Task 1.6, 2.6, 3.6, 4.3 & 5.4). Then, to assure proper implementation and coherence, INNOVARUM - as WP8 leader- supervises each of them together with the overall project communication in WP8.

**This Dissemination & Communication presents the plan for the coordination and implementation of the actions above. It aims to:**

1. Carry out a communication method that guarantees a wide visibility of the project and its results among the target audiences and broad public in a strategic and effective manner
2. Maximise the dissemination and communication range and impact, providing information to multiple audiences, from academic and technical to broader general audiences and lastly.
3. Coordinate the communication activities developed at each stage in the food value chain – more detailed plans for each audience will be delivered on M8.

## 1.2.2 Relevant WP8 Tasks & Deliverables

Work Package 8 “Dissemination and Communication” is divided in 3 tasks:

**Table 1: Summary of WP8 tasks and its components**

Task	Title	Coordination	Support	Target	Duration
<b>8.1</b>	Dissemination Activities	SAFE	INNOVARUM /AITIIP	-	M1-M54
	Scientific publications (technical publications & papers)	Academic partners	-	5	Due M54
	Academic events (scientific conferences, seminars, and trade shows)	Academic partners	-	15	Due M54
	Actions with policy makers to be included	ENCO, SAFE	-	>5	Starts in M1
	Final event	AITIIP	All	50 attendees	Due M54
<b>8.2</b>	Project Communication	INNOVARUM	SAFE/AITIIP	-	M1-M54
	Project Website	INNOVARUM	All	30k visits	Due in M6
	Project Blog	INNOVARUM	All	40 posts	Due in M6
	Press Releases	INNOVARUM	All	4	Due M54
	Social Media channels (Instagram, Facebook, Twitter, LinkedIn)	INNOVARUM	All	300 (Instagram), 400 (Twitter & Facebook), 450 (LinkedIn)	Due M6
	Media coverages (TV, news, magazines, webpages)	INNOVARUM	All	50 mentions	Due M54
	Communication materials (leaflets, videos, posters)	INNOVARUM	All	10	Due M54
	Events (conferences, fairs, workshops)	INNOVARUM	All	5	Due M54
<b>8.3</b>	Coordination of tailored D&C activities to Farm to Fork audience groups	INNOVARUM	SAFE/AITIIP	-	M1-M54
<b>8.3.1</b>	The Communication Coordination Team	INNOVARUM	AITIIP	Meetings every 6 months	M1-M54
	The Communication Coordination Team established	INNOVARUM	D&C task leaders	-	Due in M4
<b>8.3.2</b>	Supervision of D&C Tasks - Fostering systemic innovation	INNOVARUM	-	-	M1-M54
	KPIs tracking & supervision	INNOVARUM	-	-	Due in M54
	Support & coordination with other WPs communication tasks	INNOVARUM	-	-	Due in M54

**Relevant Deliverables of the WP8 include:**

- **Deliverable 8.1 Dissemination & Communication Plan** (due in M6): This document.
- **Deliverable 8.2 Project Website & Blog** (due in M6).
- **Deliverable 8.3 Project Communication Coordination Team** (due in M7): The Communication Team is the reference group for D&C issues and will meet at least once every 6 months to discuss progress, activities, and ideas.
- **Deliverable 8.4 Review of the overall SISTERS D&C actions** (due in M26)
- **Deliverable 8.5 Final report on the overall SISTERS D&C actions** (due in M54)
- **Deliverable 8.6: Practice Abstracts batch 1** (due in M32): Target of 25 Practice Abstracts.
- **Deliverable 8.7 Practice Abstracts batch 2** (due in M51): Target of 55 Practice Abstracts.

**1.2.3 Relevant WP1-5 Tasks & Deliverables**

Work Package 1-5 D&C actions are divided within task 1.6, 2.6, 3.6, 4.3, 5.4 (table 2).

**Table 2: Summary of WP1-5 D&C tasks & its components**

Task	Title	Coordination	Support	KPI	Duration
<b>1.6</b>	Fostering systemic innovation for <b>primary producers</b>	INNOVARUM	SAFE	-	M25-M36
	Dissemination materials	BMS, INNOVARUM	-	5	
	Abstracts	INNOVARUM	-	25/55	M32/M51
	Workshops	BMS, INNOVARUM, RIBEREBRO	-	2	
	Fairs	INNOVARUM, PROEXPORT	-	5	
	Publications in sectorial magazines	INNOVARUM, AITIIP, BMS	-	5	
<b>2.6</b>	Fostering systemic innovation for <b>distributors</b>	INNOVARUM	PROEXPORT	-	M31-M42
	Dissemination materials	INNOVARUM	-	5	
	Workshops	INNOVARUM	-	2	
	Fairs	PROEXPORT, RIBEREBRO	-	5	
	Publications in sectorial magazines	INNOVARUM, MTU, AITIIP	-	2	
<b>3.6</b>	Fostering systemic innovation for <b>processors</b>	INNOVARUM	RIBEREBRO/PROEXPORT	-	M34-M45
	Dissemination materials	INNOVARUM	-	5	
	Workshops	INNOVARUM	-	2	
	Fairs	PROEXPORT, RIBEREBRO	-	5	
	Publications in sectorial magazines	INNOVARUM, MTU, AITIIP	-	5	
<b>4.3</b>	Fostering systemic innovation for <b>wholesalers/retailers</b>	INNOVARUM	EROSKI	-	M37-M48
	Dissemination materials	INNOVARUM	-	5	
	Workshops	EROSKI, SAFE	-	2	
	Fairs	EROSKI, SAFE, RIBEREBRO	-	5	
	Publications in sectorial magazines	FEM, ARCHA, AITIIP	-	5	
<b>5.4</b>	Fostering systemic innovation for <b>consumers</b>	SAFE	INNOVARUM	-	M37-M48
	Dissemination materials	BMS, FEM, INNOVARUM	-	8	
	Workshops	EROSKI, FEM	-	2	
	Fairs	FEM, EROSKI	-	5	
	Publications in sectorial magazines	BMS, FEM, EROSKI	-	10	
	Educational course	SAFE, FEM, AITIIP	-	1	M45-M51

**These actions will be further reviewed and detailed in deliverables due by M8 (described below), which will elaborate specific dissemination plans for these groups:**

**Deliverables under WP1 that are relevant for D&C:**

- Deliverable 1.2 Dissemination & Communication Plan for Primary Producers (due in M8).
- Deliverable 1.6 Report on impact of the D&C plan for Primary Producers (due in M36).

**Deliverables under WP2 that are relevant for D&C:**

**Deliverable 2.1 Dissemination & Communication Plan for Distributors (due in M8).**

- Deliverable 2.7 Report on impact of the D&C plan for Distributors (due in M42)

**Deliverables under WP3 that are relevant for D&C:**

- Deliverable 3.1 Dissemination & Communication Plan for Processors (due in M8).
- Deliverable 3.6 Report on impact of the D&C plan for Processors (due in M45).

**Deliverables under WP4 that are relevant for D&C:**

- Deliverable 4.1 Dissemination & Communication Plan for Wholesalers/Retailers (due in M28).
- Deliverable 4.5 Report on impact of the D&C plan for Wholesalers/Retailers (due in M48).

**Deliverables under WP5 that are relevant for D&C:**

- Deliverable 5.1 Dissemination & Communication Plan for Consumers (due in M8).
- Deliverable 5.5 Report on impact of the D&C plan for Consumers (due in M51).

## **1.3 Dissemination & Communication objectives**

The main objectives of the SISTERS Dissemination and Communication Plan (WP8) are:

- To develop a comprehensive communication strategy: provide effective tools, messages, and methods for communication.
- To identify target audiences and stakeholders that can benefit from the results produced by the SISTERS project and maximise the impact of the innovations developed. Disseminate the SISTERS project results among potential users, fostering the development of new market opportunities.
- To review and describe the specific actions that will support the communication strategy, its target audiences, and its KPIs.
- To define strategies to extend the communities 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 all stages of the Food Value Chain in Europe.

To establish and review clear KPIs that help measure the progress, impact, and accomplishment of the dissemination & communication of the project.

## **1.4 Internal communication actions**

Internal communication actions seek the effective communication among participants within the project. AITIIP will oversee the internal communication of the project as Work Package 9 leader and the coordinating beneficiary (Project Management).

Some examples of what this type of actions involves are:

1. General Assembly and project meetings organisation.
2. Support to the continuous communication among all partners.
3. Collaboration and information exchange between project partners and with the EU Commission.
4. Storage and organisation of all information exchanged.
5. Facilitation of project related information to all partners to improve decision making processes.
6. Encouragement to project partners to distribute the information generated during activities' execution.

#### 1.4.1.1 Specific tools for Internal Communication

Internal communication Tools

- **Consortium face-to-face meetings:** Ordinary meetings and extraordinary meetings if needed. At least twice a year the GA and EB must meet. General Assemblies should be at least one per year a face-to-face meeting, although with the COVID-19 pandemic, meetings can be held online or hybrid.
- **Formal notices:** If it is required that a formal notice, consent, or approval shall be given, such notice shall be signed by an authorised representative of a Party and shall either be provided personally or sent by mail with recorded delivery or telefax with receipt acknowledgement.
- **General email addresses for consortium communication:** There have been settled four general list where partners can communicate with all partners depending on the matter concerned. consortium@sistersproject.eu, administration@sistersproject.eu, technical@sistersproject.eu, dissemination@sistersproject.eu.
- **Mailing list for effective communication:** the consortium partners will communicate directly with specific partners in activities that do not need the whole consortium involvement. Any change of persons or contact details shall be notified immediately by the respective partner to the coordinator.
- **WP mailing lists:** A mailing list per work package has been prepared and shared with all consortia to facilitate the adequate person to contact for each task and WP.
- The communication between the Parties may be done by means such as e-mail with acknowledgement of receipt, which fulfils the conditions of written form, or others such as phone calls or video calls.
- [A SISTERS SharePoint](#) was set up for this purpose to make communication and dissemination procedures for the SISTERS partners as easy and as fast as possible. SharePoint is a cloud-based service, hosted by Microsoft that partners can use as a secure place to store, organize, share, and access to the project information from any device. In addition, this allows to use applications such as Microsoft Teams and shared calendars that eases the internal communication.

## 1.5 External Communication actions

External Communications include actions targeted to people or entities in the project's external environment. These actions include those covered in WP8 of the Grant Agreement: Task 8.1 (Dissemination activities) and 8.2 (Project Communication), as well as in Tasks 1.6, 2.6, 3.6, 4.3, 5.4 The actions will be coordinated by INNOVARUM (WP8 leader) and are described in further detail in the coming sections ([4 Actions](#)).

## 2 Target audiences

The SISTERS D&C Plan differentiates amongst 4 main stakeholder groups: (1) stakeholders within the food value chain (primary producers, processors & distributors, retailers & wholesalers, consumers), (2) academia, (3) policy makers and (4) a group composed of general audiences (without technical background).

The tone of all SISTERS-related communication will be **informative, descriptive, and optimistic (or positive?)**, showing a clear focus on achieving the expected impacts and communicating them efficiently. The tone used in each communication activity will be adapted to the specific target audience.

Further details about all D&C activities' KPIs are discussed and developed in [Section 6 Measuring our progress](#).

### 2.1 The “Food Value Chain” audiences

#### 2.1.1 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.

Examples of relevant agricultural primary producers outside the consortium are listed in table 3 while the D&C actions to reach this audience is presented in Table 4.

**Table 3: European (and associated countries) agricultural producers**

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

**Table 4: Actions addressed to primary producers (See KPIs in Section 6 Measuring our progress).**

Action	Purpose	Type
Audiovisual materials	To develop graphic materials/videos to reach producers	D&C

Action	Purpose	Type
Abstracts	To inform through EIP AGRI practice Abstracts	C
Workshops	To educate and inform. E.g., How to sell online your non calibrated fruits? How SISTERS represent a step forward and a change for young farmers?	C
Fairs	To promote the project. E.g.: FRUIT LOGISTICA, Foodex.	C
Publications in sectorial magazines	To inform and educate. E.g.: Agricultura, Journal of Agriculture and Food Research	C
Final event	To present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Facebook & Instagram)	To inform about latest news and project updates and to build a digital presence	C

Notes: D-Dissemination; C-Communication; D&C- Dissemination & Communication \*Further detail and KPIs of the actions included in section 4 Actions.

## 2.1.2 Industry (1): processors & distributors

This first industry group covers 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.

As a starting point, the D&C plan of the SISTERS project has identified a series of umbrella organisations that connect to relevant industry audiences (*Processors & distributors*). The audiences will be revised and updated during the first year of the project. In the consortium, retailing & wholesaling industry community is represented by **EROSKI, RIBEREBRO & PROEXPORT**.

**Table 5: European (and associated countries) relevant processors & distributors**

Entity	Country	Contact	Link
Asociación de Fabricantes y Distribuidores	Spain	<a href="mailto:info@aecoc.es">info@aecoc.es</a>	<a href="https://www.aecoc.es/">https://www.aecoc.es/</a>
Food+i Cluster	Spain	<a href="mailto:comunicacion@clusterfoodmasi.es">comunicacion@clusterfoodmasi.es</a>	<a href="https://www.clusterfoodmasi.es/">https://www.clusterfoodmasi.es/</a>
Crevel	Germany	<a href="mailto:clients@creveleurope.com">clients@creveleurope.com</a>	<a href="https://creveleurope.com/">https://creveleurope.com/</a>
EUPPA	Belgium	<a href="mailto:mail@euppa.eu">mail@euppa.eu</a>	<a href="https://euppa.eu/">https://euppa.eu/</a>
PROFEL	Belgium	<a href="mailto:profel@profel-europe.eu">profel@profel-europe.eu</a>	<a href="https://profel-europe.eu/">https://profel-europe.eu/</a>
FRUCOM	Belgium	<a href="mailto:info@frucom.eu">info@frucom.eu</a>	<a href="https://frucom.eu/">https://frucom.eu/</a>

**Table 6: Actions addressed to processors & distributors (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
Audiovisual materials	To develop graphic materials/videos to reach Processors & distributors	D&C
Workshops	To educate and inform. E.g., How to save losses during transport	C
Fairs	To promote the project. E.g.: ALIMENTARIA, ANUGA, Fruit Attraction, Biobased material conference	C
Publications in sectorial magazines	To inform and educate. E.g., Food Logistica, Journal of Food Processing and Preservation, Bioplastic Magazine	C
Final event	To present final outcomes of the project	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Twitter & LinkedIn)	To inform about latest news and project updates and to build a digital presence	C

Action	Purpose	Type
Events: sectorial events	To promote and for general project communication and engagement with stakeholders	C

*\*Further detail and KPIs of the actions included in section 4 Actions.*

### 2.1.3 Industry (2): retailers & wholesalers

The second industry group includes supermarkets, hypermarkets, and local grocery shops in Europe: value chain links where improvements in retailing dynamics (food products selection, stock, and exposition) work can produce positive impacts on reducing food wastage. In the consortium, retailing & wholesaling industry community is represented by EROSKI.

**Table 7: European (and associated countries) relevant wholesalers & retailers**

Entity	Country	Contact	Link
AMC Group	Spain	<a href="mailto:info@amunoz.com">info@amunoz.com</a>	<a href="https://www.amcgrupo.eu/en/">https://www.amcgrupo.eu/en/</a>
EuroCommerce	Belgium	<a href="mailto:bastings@eurocommerce.eu">bastings@eurocommerce.eu</a>	<a href="https://www.eurocommerce.eu/">https://www.eurocommerce.eu/</a>
EDEKA	Germany	<a href="mailto:info@edeka.de">info@edeka.de</a>	<a href="https://www.edeka.de/">https://www.edeka.de/</a>
European Marketing Distribution	Switzerland	<a href="mailto:emd@emd.ch">emd@emd.ch</a>	<a href="https://www.emd-ag.com/">https://www.emd-ag.com/</a>
AUCHAN	France	<a href="mailto:service-client@auchan.fr">service-client@auchan.fr</a>	<a href="https://www.auchan.fr/">https://www.auchan.fr/</a>

**Table 8: Actions addressed to wholesalers & retailers (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
Audiovisual materials	To develop graphic materials/videos to reach Processors & distributors	D&C
Workshops	To educate and inform. E.g., Selecting foods in a sustainable way	C
Fairs	To promote the project. E.g.: ALIMENTARIA, ANUGA, food Retail World	C
Publications in sectorial magazines	To inform and educate. E.g., Alimentaria, Journal of Food Products Marketing	C
Final event	To present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Twitter & LinkedIn)	To inform about latest news and project updates and to build a digital presence	C
Events: sectorial events	To promote and for general project communication and engagement with stakeholders	C

*\*Further details and KPIs of the actions included in section 4 Actions.*

### 2.1.4 Consumers

This group includes European consumers of fresh agri-food products (fruit, vegetables, meat & fish, and dairy): the end of the value chain. The goal is to reach consumers to generate awareness and engagement from the final demand side of the equation in order to encourage and promote changes in their dynamics after using SISTERS labelling schemes.

**Table 9: European (and associated countries) relevant consumers**

Entity	Country	Contact	Link
Organización de Consumidores y Usuarios	Spain	<a href="mailto:informacion@ocu.org">informacion@ocu.org</a>	<a href="https://www.ocu.org/">https://www.ocu.org/</a>
Unión de Consumidores de Aragón	Spain	<a href="mailto:info@ucaragon.com">info@ucaragon.com</a>	<a href="https://www.ucaragon.com/">https://www.ucaragon.com/</a>

Entity	Country	Contact	Link
European Community of Consumer Cooperatives	Belgium	<a href="mailto:info@eurocoop.coop">info@eurocoop.coop</a>	<a href="https://www.eurocoop.coop/">https://www.eurocoop.coop/</a>
DECO	Portugal	<a href="mailto:deco@deco.pt">deco@deco.pt</a>	<a href="https://deco.pt/">https://deco.pt/</a>
Adiconsum	Italy	<a href="mailto:presidenza.nazionale@adiconsum.it">presidenza.nazionale@adiconsum.it</a>	<a href="https://www.adiconsum.it/">https://www.adiconsum.it/</a>
ADOC (Associazione Nazionale per la Difesa e l'Orientamento dei Consumatori)	Italy	<a href="mailto:info@adocnazionale.it">info@adocnazionale.it</a> <a href="mailto:adoc@pec.it">adoc@pec.it</a>	<a href="https://adocnazionale.it/">https://adocnazionale.it/</a>
The Romande Consumer Federation	Switzerland	+41 21 331 00 90	<a href="http://www.frc.ch/">http://www.frc.ch/</a>
CEIP (Centar za edukaciju i informiranje potrošača)	Croatia	+385 31750106	<a href="https://ceip.hr/">https://ceip.hr/</a>
Lithuanian Consumer Institute	Lithuania	<a href="mailto:info@vartotojai.lt">info@vartotojai.lt</a>	<a href="https://www.vartotojai.lt/en/home-english/">https://www.vartotojai.lt/en/home-english/</a>
InfoCons	Romania	<a href="mailto:office@InfoCons.ro">office@InfoCons.ro</a>	<a href="https://infocons.ro/">https://infocons.ro/</a>
Union of Working Consumers of Greece	Greece	<a href="mailto:info@eeke.gr">info@eeke.gr</a>	<a href="https://eeke.gr/en/">https://eeke.gr/en/</a>

**Table 10: Actions addressed to wholesalers & retailers (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
Audiovisual materials	To develop graphic materials/videos to reach Processors & distributors	D&C
Workshops	To educate and inform. E.g., Consume better, reduce waste	C
Fairs	To promote the project. E.g.: ALIMENTARIA, ANUGA, Biocultura, Eurosense 2022, Pangborn 2023	C
Publications in sectorial magazines	To inform and educate. E.g., E-Commerce, Food and Consumer Science, Consumers magazine	C
Educational course	To educate in different education institutions about home economics and env. issues in relation to food waste, food conservation & pack end life	C
Final event	To present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Facebook & Instagram)	To inform about latest news and project updates and to build a digital presence	C

\*Further details and KPIs of the actions included in section 4 Actions.

## 2.2 Academia

The academia group includes Technological Centres, researchers, and universities in Europe. The exchange of knowledge and lessons learnt with academic audiences will benefit the research community, facilitating deeper understanding of the processes developed. The goal is to target audiences able to use and implement the research work developed by the project beyond the SISTERS timespan.

In the consortium, the academic community is represented by **MTU** and **KTH**. Then, examples of relevant academia entities are presented in the following table.

**Table 11: European (and associated countries) relevant academia targets**

Entity	Range	Contact	Link
Université de Liège –	Belgium	+32(0)81 62 21 11	<a href="https://www.gembloux.uliege.be/cms/c_4039827/fr/gembloux-agro-bio-tech">https://www.gembloux.uliege.be/cms/c_4039827/fr/gembloux-agro-bio-tech</a>

Entity	Range	Contact	Link
Gembloux AgroBioTech			
Università degli Studi di Catania	Italy	+39 (95) 800 644 590	<a href="https://www.unict.it/en/">https://www.unict.it/en/</a>
Sapienza - Università di Roma	Italy	+39 064458 5984	<a href="https://www.uniroma1.it/it/pagina-strutturale/home">https://www.uniroma1.it/it/pagina-strutturale/home</a>
Uniwersytet Rzeszowski	Poland	jkinal@ur.edu.pl	<a href="https://www.ur.edu.pl/en">https://www.ur.edu.pl/en</a>
Universitatea de Stiinte Agronomice si Medicina Veterinara din Bucuresti	Romania	contact@usamvcluj.ro	<a href="https://www.usamv.ro/index.php/en/home-eng">https://www.usamv.ro/index.php/en/home-eng</a>

SAFE, the leader in charge of the dissemination actions of the project (Task 8.1), will continue to review these institutions as well as they will conduct an exhaustive, in-depth research throughout the first year of the project in order to find relevant organisations to guarantee an effective target of academic audiences for the promotion of the Project's results.

**Table 12: Actions addressed to academic audiences (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
Scientific publications	Production of scientific publications to promote results in academic circles.	D
Academic events	To inform, present and promote project results	D
Final event	To present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Twitter & LinkedIn)	To inform about latest news and project updates and to build a digital presence	C
Events: sectorial events	To promote and for general project communication and engagement with stakeholders	C

*\*Further details and KPIs of the actions included in section 4 Actions.*

## 2.3 Policy makers

The SISTERS project will contribute with sector-specific knowledge to the policy topics concerning agriculture, environment, sustainability, innovation, fostering an environment favourable for the adoption of the systemic innovation & strategies for each stage of the Food Value Chain.

To effectively maximise the impact of this knowledge development, it will be necessary to target specific relevant policy figures regarding agriculture and innovation in Europe, who are able to impact policy toward food loss & waste reduction. Audiences with influence over policy for the SISTERS project include relevant policy offers, EU representatives, local governments.

The goal of establishing a solid connection with policy makers is to build synergies with the other key funded projects of the Green Deal call, as well as with other relevant regional / national / EU projects, and importantly,

establishing a combined coordination with the European Commission bodies and established platforms, targeted to maximize the impact of this action.

**SAFE**, the leader of *WP7: synergies with the European Commission services and with selected and relevant projects*, has compiled in M5 a specific **mapping file for relevant stakeholders** which serves as a starting point for Tasks 7.1, 7.2 and 7.3.

**Table 14: Actions addressed to policy makers (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
In coordination with WP6-7, policy contacts and briefs, events with relevant policymakers, EIP dissemination events.	Promotion of results in newsletters, internal communications & meetings organisation. To inform and present the project, application to networks, informative activities.	D
Final event	To present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Twitter & LinkedIn)	To inform about latest news and project updates and to build a digital presence	C
Events: sectorial events	To promote and for general project communication and engagement with stakeholders	C

*\*Further details and KPIs of the actions included in section 4 Actions.*

## 2.4 General audiences

The D&C Plan of the SISTERS project also considers the importance of reaching a broader spectrum of general audiences not related to the project: citizens, students, professional groups not related to the tackled industries... Increasing awareness and fomenting educational practices within these audience group about the challenges and issues regarding food loss & waste as well as the benefits behind the Farm to Fork strategy will support the future of the work developed once the project ends as well as its short-term impact.

**Table 15: Actions addressed to all audiences, including the general public (See KPIs in [Section 6 Measuring our progress](#)).**

Action	Purpose	Type
Audiovisual (communication) materials	To inform & generate engagement through graphic materials	C
Final event	Present final outcomes	D
Mass media coverages	To promote and broad the project and increase its general impact	C
Press releases	To broad project communications about relevant developments	C
Project website & blog	To inform about updates & resources related to the project to build a digital presence	C
Social media (Facebook & Instagram)	To inform about latest news and project updates and to build a digital presence	C

*\*Further details and KPIs information of the actions is included in section 4 Actions.*

## 3 Messages

The content and messages in this section have been approved by the SISTERS consortium in the D&C guidelines document (which has already been completed and distributed with all partners on M5). They can be used for general publications. Any other content or messages **MUST BE VALIDATED** by the D&C Leader before publishing.

Generally, these messages can be helpful for “mass media” publications—articles in magazines, newspapers, radio slots—or for social media content creation.

### 3.1 What does the SISTERS project do?

**SISTERS** is an **EU funded project** with 18 European partners from 8 European countries that aims to reduce food loss and waste in the main stages of the Food Value Chain in Europe through innovations targeted to each stage of the chain: new tools to primary producers for promoting direct and Short Chain sales (farmers); new technological innovations in packaging for processors and retailers; and awareness campaigns for retailers and consumers on food loss and waste.

**SISTERS** is an R&IA project (Research and Innovation action) that has been funded under the topic H2020-LC-GD-6-1-2020 – “*Testing and demonstrating systemic innovations in support of the Farm-to-Fork Strategy*”, and Subtopic E “*Reducing food losses and waste at every stage of the food chain including consumption, while also avoiding unsustainable packaging.*” The **SISTERS** project will last 4.5 years. It started in November 2021 and will end in April 2026.

### 3.2 What is the problem?

**Food Loss & Waste is a far-reaching problem with tremendous costs at each stage of the Food Value Chain:** Production, Processing, Marketing (i.e., retailing and wholesaling), Consumption, and Logistics. To tackle this problem, there is a need for a systemic innovation.

Although in the food value chain the occurrence of food waste during the **consumption stage** is considered the most harmful—since a lot of resources have been invested in the previous value chain stages— the early and intermediate stages generate large amounts of food losses.

When looking at fresh produce, most fruits and vegetables are wasted during the production stage because market factors force farmers to produce surplus every year (**e.g., up to 33% of farmers’ crops can be left unharvested**).

This food surplus can represent more than 20% of the EU production, leading farmers to lose a large part of their investment. So, the discarded food, which is in still satisfactory conditions, is **expensive economically, ecologically (environmentally), and socially**.

### 3.3 The SISTERS' approach

In **SISTERS** we will implement **five innovative strategies**, one at each stage of the food chain, to systemically address the challenges regarding food loss and waste, understanding their dynamics and maximizing the uptake of solutions.

**SISTERS** will design the 1st European Short Chain Platform for farmers to sell their otherwise discarded production, favouring local economies.

Smart and reusable food containers will be designed to diminish food losses during transportation, maintain bulk and packed food in ideal conditions with new accurate sensors allowing immediate reaction.

Moreover, to improve the preservation and quality of food a set of bio-based and home-compostable packaging solutions will be created reducing their potential negative impacts in the environment.

A novel **SISTERS** Seal of Excellence will promote sustainable practices among retailers. The information provided to the consumers with QR and dynamic labelling incorporated in the packaging is expected to impact on the sustainability awareness of retailers and consumers, thus reducing the discard of food.

With these **cross-sectorial innovations**, we will achieve an ambitious environmental & economic impact of the current dynamics in the food system, contributing to the reduction of food loss & waste and to change the unsustainable consumer behaviours.

### 3.4 Which partners are involved in the SISTERS project?

The **SISTERS'** consortium is formed by an international and multidisciplinary range of public and private institutions (primary producers, industries representative for each link of the food value chain, universities, technology centres, government agencies, NGOs).

The **SISTERS'** consortium is composed of eighteen partners: ten Small and Medium Enterprises (SMEs), two Research Technology Organisations, two Non-Profit Organisations, two Universities, and two large companies, from eight different countries throughout Europe (Spain, Italy, France, Belgium, Sweden, Croatia, Ireland, and Switzerland).

AITIIP (ES) is the coordinator of the **SISTERS** project. AITIIP is a non-profit private entity that aims to increase competitiveness of the companies in the industry of moulds and plastic parts manufacturing, and as well as to spread knowledge and to transfer the know-how for the industry to face new technological challenges.

These are all the **partners of the SISTERS** project and the countries they are from:

AITIIP Centro Tecnológico (ES)-project coordinator, Agence BM-services (FR), Riberebro Integral S.A. (ES), PROEXPORT (ES), Munster Technological University (IE), Rebus Labs AG (CH), CARBIOLICE (FR), BIO-MI d.o.o (HR), ITC Packaging s.l. (ES), KTH Royal Institute of Technology (SE), Natureplast SAS (FR), EROSKI (ES), Fondazione Edmund Mach (IT), Laboratori Archa s.r.l. (IT), Enco Consulting s.r.l. (IT), INNOVARUM (ES), Safe Food Advocacy Europe A.S.B.L. (BE) and GAIA BioMaterials (SE).

## 3.5 Specific messages for the identified target audiences

### 3.5.1 Specific messages for the Food Value Chain links

#### 3.5.1.1 Primary Producers

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 for farmers to sell their otherwise discarded production, favouring local economies, providing access to nutritious and healthy food to the less favoured consumers.

#### 3.5.1.2 Industry (1): Processors & Distributors

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. Moreover, to improve the preservation and quality of food a set of bio-based and home-compostable packaging, solutions will be created reducing their potential negative impacts in the environment.

#### 3.5.1.3 Industry (2): Wholesalers & Retailers

SISTERS will provide new systemic innovations to fight the causes of food waste linked to retailing which range from inadequate room conditions (e.g., unreliable cold chain) to packaging breakages during distribution from processors.

**How?** SISTERS will implement a novel Seal of Excellence that will promote sustainable practices among retailers and will help to reduce food loss and waste which currently is due to the market restrictive aesthetic standards and overly selective customers.

#### 3.5.1.4 Consumers

SISTERS will provide new systemic innovations to reduce food loss and waste during the consumption stage of the food value chain. And thus, provide consumers with fresher, long-lasting food options.

**How?** SISTERS will provide consumers with QR, and dynamic labelling information incorporated in the packaging which is expected to influence sustainable practices, thus reducing the discard of food.

### 3.5.2 Specific messages for academia

The SISTERS project will contribute to scientific research and innovation in the different stages of the Food Value Chain. By providing a solution to reducing Food Loss & Waste through systemic innovations with applications in every link of the supply chain. Namely:

1. Design & implementation of the 1st European Short Chain Platform for farmers.

2. Design & implementation of smart and reusable food containers with new accurate sensors allowing immediate reaction.
3. Creation of bio-based and home-compostable packaging solutions to reduce its negative impact in the environment.
4. Implementation of a novel seal of excellence to promote sustainable practices among retailers.
5. Implementation of QRs and dynamic labelling in food packaging to impact consumers for sustainability awareness.

### 3.5.3 Specific messages for policy makers

The SISTERS project supports technology development and research policies that: (1) promote innovation in rural areas; (2) create high qualified jobs and economic development in the primary sector across the EU; (3) support sustainable business practices to reduce Food Loss & Waste and the development of new policies in line with the principles of the Farm to Fork Strategy to favour the bioeconomy. Moreover, SISTERS' work will support the development of new policies that favour the achievement of an ambitious environmental & economic impact of the current dynamics in the food system, contributing to the reduction of Food Loss & Waste and to change the unsustainable consumer behaviours.

### 3.5.4 Specific messages for the general audience

The SISTERS project aims to reduce food loss and waste in the main stages of the Food Value Chain in Europe through innovations targeted to each link of the chain:

New tools for primary producers for promoting direct and Short Chain sales (farmers); new technological innovations in packaging for processors and retailers; and awareness campaigns for retailers and consumers on food loss and waste.

SISTERS will be a key EU project addressing the problem in a holistic way, reducing Food Loss & Waste by 27.4% and CO<sub>2</sub> emissions by around 20% in the case studies.

### 3.6 Messages update: potential results for dissemination

Project dissemination activities (Task 8.1) will pay close attention to the achievement of project milestones 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 16: list of the project milestones**

MS No.	Title	WP #	Due month	Partner
MS1	Successful launching of the project	WP9	M1	AITIIP
MS2	Correct functioning of the short chain platform prototype	WP1	M27	BMS
MS3	Correct functioning of the BulkBox	WP2	M27	MTU
MS4	Correct functioning of the StoreBox	WP2	M36	MTU
MS5	Correct performance of the packaging solutions developed	WP3	M42	AITIIP
MS6	Satisfactory shelf-life extension of food products optimised	WP3	M42	AITIIP
MS7	Successful creation of Dynamic Label	WP4	M48	EROSKI
MS8	Good practice guidelines for wholesales/retailers created	WP4	M48	EROSKI
MS9	Successful creation of SISTERS Seal of Excellence	WP4	M48	EROSKI
MS10	Good practise guidelines for consumers created	WP5	M48	EROSKI
MS11	Successful creation of a QR label for consumers	WP5	M48	EROSKI
MS12	Packaging complies with home composability requirements	WP6	M54	ENCO
MS13	Successful contact with target EC services & target projects	WP7	M54	SAFE
MS14	Webpage successfully launched	WP8	M6	INNOVARUM
MS15	Final event organised	WP8	M54	INNOVARUM

Relevant results for dissemination will start becoming available starting in M24. Approximately, three months prior to the achievement of the milestone, INNOVARUM will get in touch with the main involved partners to discuss options for the dissemination of the non-confidential content related to the action. This moment will also be the opportunity to review audiences as well as open access requisites in case of scientific peer reviewed publications.

## 4 D&C Actions description

### 4.1 Introductory note on online & offline channels

#### 4.1.1 Online-only channels

Online channels will include the project website, social media actions and video development and promotion. Together, these groups of actions will help to build a strong SEO positioning for the SISTERS project. Quality internal and external links, social media reputation and curated content will be the base of a solid organic online strategy for the project.

##### Keywords example

Some examples of keywords for SEO positioning and the creation of #hashtags in Social Media platforms are SISTERS, bioeconomy, systemic innovation, H2020, agri-food, reduce waste, value chain, food wastage, food loss, agriculture, farm to fork, zero waste.

#### 4.1.2 Mixed channels

Most of the actions will use and benefit from both **online and offline channels**. That includes audio-visual materials, press releases and mass media mentions, scientific publications, academic events and events with policy makers/ European Innovation Partnerships (EIP) dissemination events, and networking activities.

### 4.2 Communication actions

#### 4.2.1 Website & blog

A project website is a dynamic portal with all the key information that the target audiences should receive. It is a practical reference tool; all project partners can refer to it in events or in individual meetings. Besides, content can be easily updated and distributed through online means (e.g., mails or social media).

The website is also a great source of information for all project partners on the last news of the project, updates of dissemination and communication materials, the visual identity of the project and/or on any major event.

By M6 of the project (April 2022), the webpage & blog of the project will be online at: [www.sistersproject.eu](http://www.sistersproject.eu). The CMS to be used for the webpage will be WordPress, which offers a wide range of pages, themes, widgets, and plugins.

The structure of the website will be optimised so that user Experience (UX) as well as the User Interface Design (UI) will be both help create a responsible, attractive, and easy to access webpage for all target groups: from those familiar with webpages and technologies to those who might find digital resources a bit more daunting (for example, agricultural producers). Some basic pages the website will include are:

- **Home Page.** It will include a summary of the SISTERS project and approach.
- **Workplan.** This page will show a description of the work packages (objectives, leading partner, and duration).
- **Partners.** This page will show a European map locating each partner, including each partner's brief description.
- **Dissemination.** This page will contain the SISTERS relevant publications and peer reviewed articles.
- **Media.** This page will gather audio-visual materials such: videos, flyers, and posters.
- **News.** News concerning the project's development will be published regularly in this section.
- **Contact.** This page will include contact information of the webpage manager and D&C leader (INNOVARUM) and of the project coordinator (AITIIP).

Image 1: screenshot of the SISTERS project webpage



#### 4.2.2 Press releases & media coverage - Communication

Press releases are official statements issued to newspapers/magazines or to other media giving information on a matter, in this, on the SISTERS project. In total, the project aims to deliver 4 press releases throughout the project implementation: the first one after project launch with informative purposes (M1), a second one by the end of the first year of the project (M12-M15), a third one by the third year (M30-M32) and final one after the Final Event of the project (M54). **The responsible partners for this action are INNOVARUM, SAFE and AITIIP, who will create and deliver all main project press releases.**

Additionally, all partners are welcome to do their own *SISTERS project press releases* if they have the approval of the D&C Leader and the Project Coordinator and include:

- The mention of the EU-funding
- A brief project description and objectives
- The consortium composition

Partners must send a draft of the publication to the D&C Leader and the Project Coordinator 7 days before expected publication. They will check if the information and attached pictures (if any) can be published. **Partners are not in any case allowed to publish their own project press releases (as a SISTERS Project) without the authorisation of the Project Coordinator and the D&C Leader (INNOVARUM).**

Apart from the project press releases, **project partners are encouraged to feature the project in general media channels (e.g., TV, newspapers, radio) whenever possible.** SISTERS partners will need to send the article/content to INNOVARUM (Communication partner) before publication for review and approval. Lastly, partners should also send the published article/link/ content to INNOVARUM for proper communication through the project social media channels as well as for documentation for future reporting.

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### 4.2.3 Social Media

The SISTERS project will open 4 Social Media Accounts for communication purposes: a Twitter, a Facebook, an Instagram, and a LinkedIn account. SAFE, the leader of the project dissemination (Task 8.1) will coordinate with INNOVARUM (WP8 leader) for content planification. As a first step, **SAFE will share by the end of April (M6) a social media Calendar with the planned posts (publications) for 2022. INNOVARUM will meet periodically with SAFE to update the social media calendar as the communication and dissemination of the project move forward.**

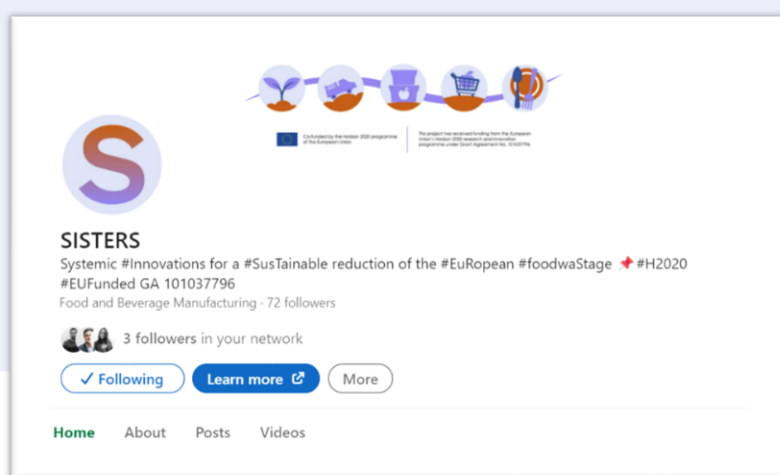
#### 4.2.3.1 LinkedIn - SISTERS

LinkedIn counted with 660 million members in 2019, 206 million (31%) of them in Europe.<sup>1</sup> It is one the platforms with the highest number of EU Funded project accounts and EU Institutions accounts.

LinkedIn is a social platform fully oriented towards professional purposes. It allows the user to create longer posts (around 600 characters per post), to publish articles, photos, and videos. It is also possible to send a request to broadcast live videos to a specific audience. It is especially used for B2B communication purposes with 52% of users between ages 18-49. Besides, more than 70% of users count with higher university studies. Thus, **it will be a strong online tool to connect especially with industry audiences (agricultural producers associations), academic audiences and policy makers.**

SISTERS counts with a “Showcase Page” linked to the INNOVARUM’s LinkedIn Page. The SISTERS logo and identity colours are included in this LinkedIn product page, together with the EU logo and the acknowledgement to the EU Funding.

**SISTERS LinkedIn Account:** <https://www.linkedin.com/showcase/sisters-eu-project/>



<sup>1</sup> LinkedIn Statistics: <https://news.linkedin.com/about-us#statistics>

#### 4.2.3.2 Twitter - @SISTERS\_EU

Twitter is also one of the social platforms with the highest number of EU Funded project accounts and EU Institutions accounts. It has a professional focus and B2B communication structure, but it also counts with a wide variety of non-professional profiles. Besides, Twitter allows shorter posts with a maximum of 280 characters and the publication of videos and pictures. This structure makes Twitter one of the main sources of last-minute news and quick updates for the professional and non-professional public. Twitter also allows to broadcast live videos to a specific audience.

63% of Twitter users are between ages 25 and 65 and 57% count with university level studies.<sup>2</sup> For the reasons above, Twitter will not only be an **efficient tool to reach professional audiences (industry, academia, policy makers...), but also general audiences with no scientific/technical background.**

SISTERS will have an independent Twitter account at handled by INNOVARUM. The SISTERS logo and identity colours are included in this the LinkedIn product page, together with the EU logo and the acknowledgement to the EU Funding.

**SISTERS Twitter Account:** [https://twitter.com/SISTERS\\_EU](https://twitter.com/SISTERS_EU)



<sup>2</sup> <https://sproutsocial.com/insights/new-social-media-demographics/#Twitter>

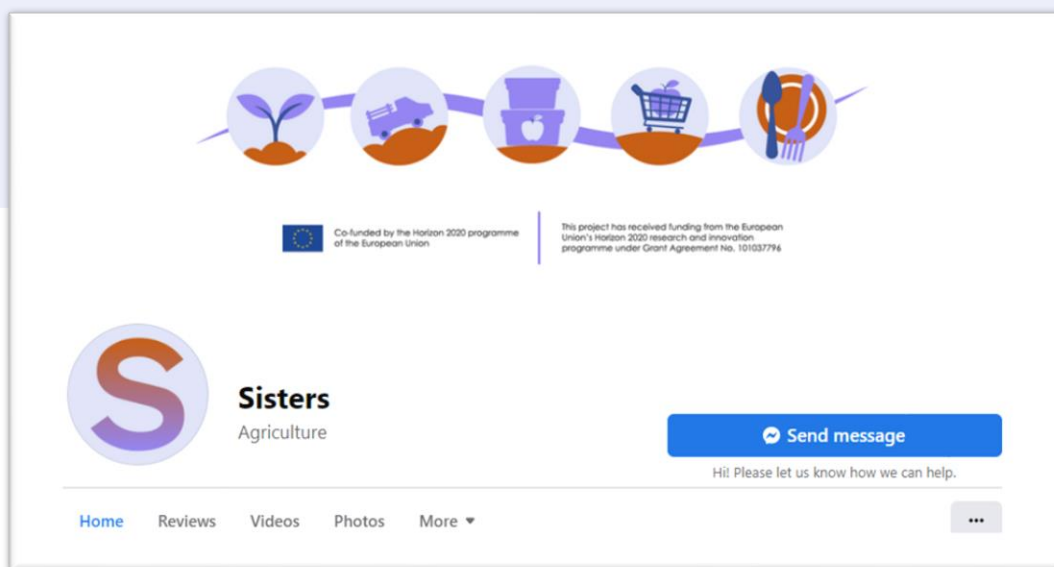
#### 4.2.3.3 Facebook - SISTERS

Facebook is a social media which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with how many people they like. Facebook has over 1 billion users. Besides, it allows larger posts "blog-like-posts", plus publication of videos and pictures. This structure makes Facebook a great platform to stay on top of news and quick updates for both professional and non-professional public within your network. Facebook's new user growth rate is the second lowest of all social platforms (only 0.8% in 2021).

73% of college-educated Internet users are on Facebook, and two-thirds of adult users consume news through Facebook (and nearly one-third do so regularly).<sup>3</sup> For the reasons listed above, Facebook will more specifically be an **efficient tool to reach general, both young and adult, audiences with no scientific/technical background.**

SISTERS will have an independent Facebook account handled by INNOVARUM. The SISTERS logo and identity colours are included in the LinkedIn product page, together with the EU logo and the acknowledgement to the EU Funding.

**SISTERS Facebook Account:** <https://www.facebook.com/Sisters-102441948942120/>



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<sup>3</sup> <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

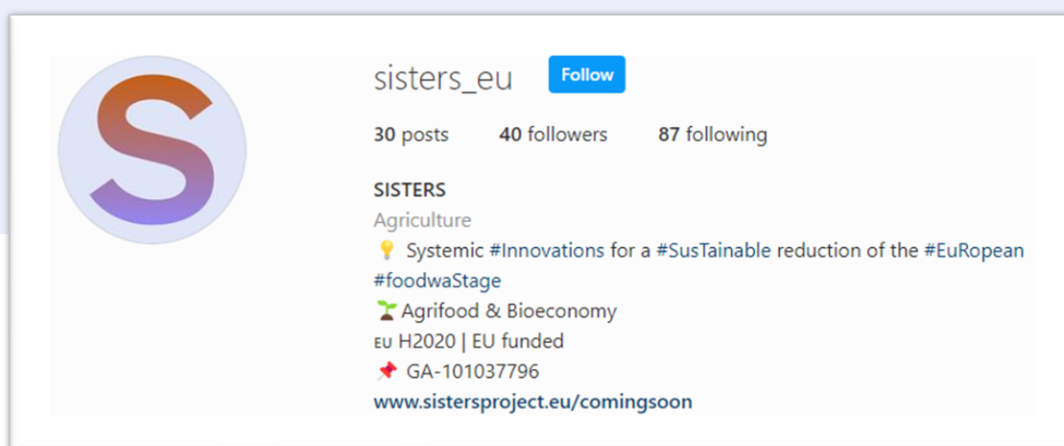
#### 4.2.3.4 Instagram - @sisters\_eu

Instagram is a popular photo-sharing social media/tool that connects you with brands, influencers, leaders, friends, family, and more. It is one of the most popular platforms for advertising and showcasing your product/service and reaching a wider and younger audience. Currently, Instagram has 1 billion monthly active users and 500 million active daily users. Plus, 83% of Instagram users say they discover new products and services through Instagram. The algorithm helps you get discover them quicker and easier.

67% of people ages 18-29, 47% of people ages 30-49, 23% of people ages 50-64 use Instagram.<sup>4</sup> For the reasons above, Instagram will more specifically be an **efficient tool to reach general, both young and adult, audiences with no scientific/technical background, as well as bigger institutions such as universities.**

SISTERS will have an independent Instagram account at handled by INNOVARUM. The SISTERS logo and identity colours are included in the LinkedIn (or Instagram as well?)product page, together with the EU logo and the acknowledgement to the EU Funding.

**SISTERS Instagram Account:** [https://www.instagram.com/sisters\\_eu](https://www.instagram.com/sisters_eu)



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<sup>4</sup> <https://blog.hootsuite.com/instagram-demographics/>

#### 4.2.3.5 First steps to build the content strategy

The initial steps to build the content strategy of the project include:

1. Development of content for a series of 10 to 20 posts (adapted for the structure and purposes of each social media channel) with visual content (related images to the text of the post) with different basic messages of the project. These messages will be scheduled separated in time and used as a basic resource of content about the project goals (independent to project news).
2. These messages can be used to start building awareness of the goals of SISTERS and on the issues that it seeks to solve.
3. Once awareness is built, it is possible to start communicating the activity of the project. The targeted audience (depending on the social media channel) will be more receptive and understand better the materials SISTERS is providing.
4. The “Basic Messages” posts can be used again throughout the project. Not to be repetitive, it is recommended to pay attention to the programming (making sure that the same message has not already been posted shortly before) and to make small updates in the messages or the images occasionally.
5. The Basic Messages, together with posts related to the activity of the project partners and the dissemination of the results of the project, will build a solid content strategy.

**The Project Social Media accounts will highly benefit from the support of its project partners: bigger institutions with existing online connections and a stronger follower base.** INNOVARUM will support all partners’ participation through social media, encouraging them to actively post and mention their respective project actions.

#### 4.2.4 Communication materials

INNOVARUM will provide all partners with a **Communication Materials Kit** that includes the series of audio-visual materials for all partners to use in events and in other relevant communication actions. The complete **Communication Materials Kit will be provided no later than M10** (August 2022) of the project and covers: a standard project presentation, 1 roll up, 1 flyer, 2 posters and 2 infographics.

The content of the flyer, posters, and roll-up will be general, informative and will respect the basic colours and visual identity of the project. 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 main goals.

Starting on M24 onwards and as the project starts producing results, INNOVARUM will elaborate new materials to showcase project results. Besides, INNOVARUM will continuously review opportunities, relevant content and messages that need to be communicated to create new materials.

##### 4.2.4.1 Ensuring Open Access

All promo 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.

#### 4.2.5 Events (conferences, fairs, workshops)

**Sectorial Events** – Participation in specific sectorial conferences, workshops, trade shows or fairs to promote General project communication and engagement with stakeholders (agri-food industry, academia, or policy makers).

**Table 20: Sectorial events**

Event	Country	Closest date	Link
European Biopolymer Summit	UK	FEB 2023	<a href="http://www.wplgroup.com/aci/event/european-biopolymer-summit/">www.wplgroup.com/aci/event/european-biopolymer-summit/</a>
Salón International de l'Agriculture	France	FEB-MAR 2023	<a href="https://www.salon-agriculture.com/">https://www.salon-agriculture.com/</a>
RETASTE: RETHINK FOOD WASTE Conference	Greece	20-21 OCT 2022	<a href="https://retaste.gr/">https://retaste.gr/</a>
Food 4 Future	Spain	17 MAY 2022	<a href="https://www.expofoodtech.com/exhibit/exhibit-food4future/">https://www.expofoodtech.com/exhibit/exhibit-food4future/</a>
Alimentaria FoodTech	Spain	26-29 SEPT 2023	<a href="https://www.alimentariafoodtech.com/">https://www.alimentariafoodtech.com/</a>

**INNOVARUM** will track relevant events and coordinate partners to assure the achievement of KPIs as well the impact of the project. In this context, 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

## 4.3 Dissemination actions

### 4.3.1 Scientific publications

SISTERS will engage with scientific publications targeted to the academic circles, disseminating the knowledge created, allowing academic target groups a deeper understanding of the processes and technology development carried out by the project. As a rule, **all peer reviewed publications of the SISTERS project will be open access following the requirements of the European funding programme H2020.**

The D&C Plan of the SISTERS project encourages all academic partners to start considering (action starts in M24) and start selecting the publications they find most suitable for the project: that is, **SISTERS will count on the academic partners' expertise and experience to write and publish the articles to complete this action.** **SAFE as leader** of Task 8.1. Dissemination activities will oversee the implementation of this action supported by **INNOVARUM and AITIIP.**

Any research in the field of sustainable chemistry & engineering, innovative food, science & emerging technologies, food packaging and shelf life, food research, international microbial biotechnology, food waste management, food & consumer science, will be closely monitored by SAFE by engaging with other projects partners and through the connections established in the working groups.

As a starting point, this D&C Plan includes a list of relevant peer reviewed journals in which SISTERS will publish the results:

**\*Table 18: Peer-reviewed journals for SISTERS**

Journal	Link
Journal of Agricultural Science and Food Research	<a href="https://www.longdom.org/agricultural-science-food-research.html">https://www.longdom.org/agricultural-science-food-research.html</a>
Journal of Food Processing & Technology	<a href="https://www.walshmedicalmedia.com/food-processing-technology.html">https://www.walshmedicalmedia.com/food-processing-technology.html</a>
International Journal of Waste Resources	<a href="https://www.walshmedicalmedia.com/international-journal-waste-resources.html">https://www.walshmedicalmedia.com/international-journal-waste-resources.html</a>
Advances in Recycling & Waste Management	<a href="https://www.hilarispublisher.com/advances-in-recycling-waste-management.html">https://www.hilarispublisher.com/advances-in-recycling-waste-management.html</a>
Environment Pollution and Climate Change	<a href="https://www.omicsonline.org/environment-pollution-climate-change.php">https://www.omicsonline.org/environment-pollution-climate-change.php</a>
Journal of Waste Recycling	<a href="https://www.imedpub.com/resources-recycling-and-waste-management/">https://www.imedpub.com/resources-recycling-and-waste-management/</a>

*\*SAFE will continue to review these journals within the first year of the project as well as they will continue to investigate to find relevant options to guarantee an effective outcome for the promotion of the Project's results.*

### 4.3.2 Academic events

Participation in specialised academic conferences, seminars, posters presentations, e-posters, etc, will enable the project to target stakeholders within the agri-food sector, potentially reaching end users, as well as it will serve as a key meeting point for promoting project's updates and results.

SAFE will oversee the developments of new conferences that are not announced yet, informing partners of relevant opportunities.

**Table 19: Academic events**

Event	Country	Closest date	Link
Annual European Bioplastics	Germany	6-7 DEC 2022	<a href="https://www.european-bioplastics.org/events/eubp-conference/">https://www.european-bioplastics.org/events/eubp-conference/</a>
International Waste Management & Landfill Symposium	Switzerland	28-29 JULY 2022	<a href="https://waset.org/waste-and-landfill-management-conference-in-july-2022-in-zurich">https://waset.org/waste-and-landfill-management-conference-in-july-2022-in-zurich</a>
EFFoST Conference	Ireland	7-9 NOV 2022	<a href="https://effostconference.com/">https://effostconference.com/</a>
The Future of Food	Belgium	16 JUNE 2022	<a href="https://eitfutureoffood.eu/">https://eitfutureoffood.eu/</a>
AGRO Conference "Behaviour of Pesticides in Air, Soil and Water"	Online	15-16 JUNE 2022	<a href="https://www.akademie-fresenius.com/events/detail/produkt/23rd-international-akademie-fresenius-agro-conference-behaviour-of-pesticides-in-air-soil-and-water/">https://www.akademie-fresenius.com/events/detail/produkt/23rd-international-akademie-fresenius-agro-conference-behaviour-of-pesticides-in-air-soil-and-water/</a>
European Recycling Conference	Spain	15 JUNE 2022	<a href="https://www.euric-aisbl.eu/">https://www.euric-aisbl.eu/</a>
7th International Symposium on Food Packaging	Online	3-6 MAY 2022	<a href="https://ilsa.eu/event/7th-international-symposium-on-food-packaging-scientific-developments-supporting-safety-and-innovation/">https://ilsa.eu/event/7th-international-symposium-on-food-packaging-scientific-developments-supporting-safety-and-innovation/</a>
SUM 2022 - 6th Symposium on Circular Economy and Urban Mining	Italy	18-20 MAY 2022	<a href="https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/sum-2022-6th-symposium-circular-economy-and-urban-mining">https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/sum-2022-6th-symposium-circular-economy-and-urban-mining</a>

### 4.3.3 Actions with policy makers

Actions with policy makers are mainly to be coordinated with WP7, led by SAFE. It includes policy contacts and briefs, events with relevant policymakers, EIP dissemination events. In more detail, this includes **establishing a map of stakeholders relevant for the project (mention in the audience section for Policy makers)**.

The objective is to have a database with fellow networking contacts and policy makers to strengthen the connections between SISTERS and other EU-funded projects as well as with the European Commission and other relevant stakeholders. The plan with this mapping file is to use it as a starting point to establish connections for the following actions related to policy makers:

- Coordinating communication and engagement campaign: The campaign will present the project's goals with its systemic innovations and invite for collaborations (Institutions, policymakers, and stakeholders) but show the problematic around food loss & waste and plastic packaging, raising awareness on the matter.
- Curating policy briefs: Results will be published for policymakers at city, regional and national level to support implementation of their policies in alignment with the Farm to Fork strategy. At least two policy briefs on the situation on food waste to be shared with the Commission. The first policy brief will be developed by M8, and the second one by M24, in line with the discussion developed through the Working Groups

- Set at least two meetings with officials from the European Commission, more specifically from the Unit on Farm to fork strategy (SANTE.DDG2.D.1)
- Establishing working groups between the consortium of the other EU-funded Green Deal projects to foster the information exchange. Meetings will be planned every **3 months to discuss progress**. Within these group meetings, every project participant will share ideas and perspectives related to its own project, with the hope of stimulating the work of other participants involved in the WG.
- Organising 4 webinars during the project:
  - » Combating food waste and losses at the primary production level
  - » Best practices on the production level, sustainable food packaging as a solution to combat food waste?
  - » Marketing and food retailers, how to reduce food waste without losing profits?
  - » Helping consumers adopt more sustainable consumption habits to reduce food waste.

**One webinar will be organised each year of the project duration**, and for each stage of the value chain, ensuring that all parts of the food chain are addressed and that all relevant stakeholders get a chance to exchange ideas and experiences with actors working in the same area. This will foster deeper inter-European cooperation.

**Additionally, national, regional, and local figures with policy influence will also be targeted through the networks and contacts of the project consortium. This level of officers and policy activists will be easier to reach, and their impact can later transcend to higher levels at EU level.**

**Table 21: summaries of actions to be organised with policy makers**

Type of action	KPIs	Deadline
Conferences	2	M54
Meetings with EU officials	2	M12 and M24
Policy Briefs	2	M8 and M24

#### 4.3.4 Final event

The final event will be organised by the project coordinator (AITIIP), summarising the outcomes of the project. Key stakeholders from all audience groups will be invited to the event (minimum of 50 attendees). In case there was a sudden peak in COVID-19 cases, the final event would take place online.

# 5 Mitigation Measures for COVID-19

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

## 5.1 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.

## 5.2 Printed materials

It is possible that, due to lack of 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.

## 5.3 Final event

This Plan foresees the possibility of an onsite Final Event with the option to attend virtually. It is still under further evaluation in terms of the potential impact of COVID-19, as the uncertainty level is still relatively high. Therefore, it is understandable if there are partners who prefer not to attend in person. Future reviews of this Plan will evaluate if any updates are necessary.

## 6 Measuring our progress

Monitoring of the D&C actions and its designated KPI will be carried out through the follow up -by INNOVARUM- of the action's implementation every 3 months. This section covers some of the reference necessary tools and tables for progress monitoring.

### 6.1 Summary of WP8 D&C actions, KPIs and impact by audience groups

The following table summarises all project communication actions and KPIs and links the audience groups and actions developed in the Impact section (2.2) of the GA and in this D&C Plan, with the impact indicators to measure progress for project reporting.

**Table 22: summary of WP8 actions and KPIs**

ACTION	DESCRIPTION	TYPE	AUDIENCE	COORD.	TIMING	CHANNEL	KPI	IMPACT GROUP*	ACTION EQUIVALENT**
Scientific publications	Scientific papers in relevant fields to promote/present project results.	D	Academia	Academic partners	M24-M54	Online Offline	5 scientific publications	Scientific community	Technical & peer-reviewed publications
Academic events	Promote/present project results in conferences, seminars, poster, e-posters.	D	Academia	Academic partners	M12-M54	Online Offline	15 events	Scientific community	Participation to a conference/seminar
Actions with policy makers	In coordination with WP6-7, policy contacts and briefs, events with relevant policymakers, EIP dissemination events.	D	Policy Makers	ENCO, SAFE	M1-M54	Online Offline	>5 actions	Scientific community	Organisation of a webinar with relevant policy makers
Final event	Description of main results of the project and future steps. Project closure.	D	All audiences	AITIP – All partners	M54	Online Offline	50 attendees	To be reviewed per activity -All audiences	Organisation of a conference
Communication materials	Informative: visual engaging content	C	All audiences	INN. - SAFE	M3-M54	Online Offline	10 materials	General public	Flyer
Mass media mentions	Promote the project and increase its general impact & communication	C	All audiences	All partners	M1-M54	Online Offline	50 mentions	General public	Non-scientific and non-peer-reviewed publication (popularised publication)
Press releases	Broad project communications: relevant developments	C	All audiences	INN. – SAFE - AITIP	M1-M54	Online Offline	4 (one each year)	Media	Press Release
Events: sectorial events	General project communication and engagement with stakeholders	C	Agri-food industry, academia, or policy makers	All partners	M6-M54	Online Offline	5 events	Industry, scientific community, policy makers	Organisation of a workshop
Project website	Inform: updates & resources about the project	C	All audiences	INN.	M6-M54	Online	30k visits	General public	Website
Project blog	Inform: updates & news on the project	C	All audiences	INN.	M6-M54	Online	40 posts	General public	Blog
Social media (Twitter & LinkedIn)	Inform: last news and updates	C	Industry, academia, policy makers	INN.	M6-M54	Online	Twitter: 400 followers	General public	Social Media

ACTION	DESCRIPTION	TYPE	AUDIENCE	COORD.	TIMING	CHANNEL	KPI	IMPACT GROUP*	ACTION EQUIVALENT**
							LinkedIn: 450 followers		
Social media (Instagram & Facebook)	Inform: last news and updates	C	General audiences, primary producers, consumers	INN.	M6-M54	Online	Facebook: 400 followers Instagram: 300 followers	General public	Social Media

\*Impact Groups available in the EU Funding & Tenders Portal include scientific community (higher education, research), industry, civil society, general public, policy makers, media, investors, customers and other.

\*\*Actions in the EU Funding & Tenders Portal include: organisation of a conference, organisation of a workshop, press release, non-scientific and non-peer-reviewed publication (popularised publication), exhibition, flyer, training, social media, website, communication campaign (e.g. radio, tv), participation to a conference, participation to a workshop, participation to an event other than a conference or a workshop, video/film, brokerage event, pitch event, trade fair, participation in activities organized jointly with other EU project(s) and other

Table 23: summary of WP1-5 actions and KPIs

ACTION	DESCRIPTION	TYPE	AUDIENCE	COORD.	TIMING	CHANNEL	KPI	IMPACT GROUP*	ACTION EQUIVALENT**
<b>Task 1.6: Fostering systemic innovation for primary producers (M25-M36)</b>									
Dissemination materials	Develop graphic materials/videos to reach Producers	D	Primary producers	BMS – INN.	M8	Online Offline	5	Civil society	Infographic
Abstracts	EIP AGRI practice Abstracts – promote project results	D	Primary producers	INN.	M32 & M51	Online Offline	25/55	Civil society	Technical infographic publication
Workshops	E.g., How to sell online your non calibrated fruits? How SISTERS represent a step forward and a change for young farmers?	D	Primary producers	BMS – INN. - RIBEREBRO	M12	Online Offline	2	Civil society	Organisation of a workshop
Fairs	E.g.: FRUIT LOGISTICA, Foodex	D	Primary producers	INN. - PROEXPORT	M6	Online Offline	5	Civil society	Participation in a fair
Publications	E.g.: Agricultura, Journal of Agriculture and Food Research	D	Primary producers	INN. – AITIIP - BMS	M16	Online Offline	5	Civil society	Non-scientific and non-peer-reviewed publication (popularised publication)
<b>Task 2.6: Fostering systemic innovation for distributors (M31-M42)</b>									
Dissemination materials	Develop graphic materials/videos to reach Distributors	D	Industry: Distributors	INN. - PROEXPORT	M31	Online Offline	5	Industry	Infographic
Workshops	To inform & promote relevant findings	D	Industry: Distributors	INN. - PROEXPORT	M31	Online Offline	2	Industry	Organisation of a workshop
Fairs	To inform & promote relevant findings	D	Industry: Distributors	INN. - PROEXPORT	M31	Online Offline	5	Industry	Participation in a fair
Publications	To inform & promote relevant findings	D	Industry: Distributors	INN. - PROEXPORT	M31	Online Offline	2	Industry	Non-scientific and non-peer-reviewed publication (popularised publication)
<b>Task 3.6: Fostering systemic innovation for processors (M34-M45)</b>									
Dissemination materials	Develop graphic materials/videos to reach Processors	D	Industry: Processors	INN.	M8	Online Offline	5	Industry	Infographic

ACTION	DESCRIPTION	TYPE	AUDIENCE	COORD.	TIMING	CHANNEL	KPI	IMPACT GROUP*	ACTION EQUIVALENT**
Workshops	E.g., How to safe losses during transport	D	Industry: Processors	INN.	M6	Online Offline	2	Industry	Organisation of a workshop
Fairs	E.g.: ALIMENTARIA, ANUGA, Fruit Attraction, Biobased material conf.	D	Industry: Processors	PROEXPORT - RIBEREBRO	M6	Online Offline	5	Industry	Participation in a fair
Publications	E.g., Food Logistica, Journal of Food Processing and Preservation, Bioplastic magazine	D	Industry: Processors	INN. – MTU - AITIIP	M16	Online Offline	5	Industry	Non-scientific and non-peer-reviewed publication (popularised publication)
<b>Task 4.3: Fostering systemic innovation for wholesalers/retailers (M37-M48)</b>									
Dissemination materials	Develop graphic materials/videos to reach Retailers	D	Wholesalers/Retailers	INN.	M8	Online Offline	5	Industry	Infographic
Workshops	E.g., Selecting foods in a sustainable way	D	Wholesalers/Retailers	EROSKI - SAFE	M6	Online Offline	2	Industry	Organisation of a workshop
Fairs	E.g.: ALIMENTARIA, ANUGA, food Retail World	D	Wholesalers/Retailers	EROSKI – SAFE - RIBEREBRO	M6	Online Offline	5	Industry	Participation in a fair
Publications	For example: Alimentaria, Journal of Food Products Marketing	D	Wholesalers/Retailers	FEM – ARCHA - AITIIP	M16	Online Offline	5	Industry	Non-scientific and non-peer-reviewed publication (popularised publication)
<b>Task 5.4: Fostering systemic innovation for consumers (M43-M51)</b>									
Dissemination materials	Develop graphic materials/videos to reach Consumers	D	Consumers	BMS – FEM – INN.	M8	Online Offline	8	Customers	Infographic
Workshops	E.g., Consume better, reduce waste	D	Consumers	EROSKI - FEM	M12	Online Offline	2	Customers	Organisation of a workshop
Fairs	E.g.: ALIMENTARIA, ANUGA, Biocultura, Eurosense 2022, Pangborn 2023	D	Consumers	FEM - EROSKI	M6	Online Offline	5	Customers	Participation in a fair
Publications	E-Commerce, Food and Consumer Science, Consumers magazine	D	Consumers	BMS – FEM - EROSKI	M12	Online Offline	10	Customers	Non-scientific and non-peer-reviewed publication (popularised publication)
Educational course	To teach in different education institutions about home economics and env. issues in relation to FW, food conservation & pack end life	D	Consumers	SAFE – FEM - AITIIP	M24	Online Offline	1 in multiple schools	Customers	Educational course training

\*Impact Groups available in the EU Funding & Tenders Portal include scientific community (higher education, research), industry, civil society, general public, policy makers, media, investors, customers and other.

\*\*Actions in the EU Funding & Tenders Portal include: organisation of a conference, organisation of a workshop, press release, non-scientific and non-peer-reviewed publication (popularised publication), exhibition, flyer, training, social media, website, communication campaign (e.g. radio, tv), participation to a conference, participation to a workshop, participation to an event other than a conference or a workshop, video/film, brokerage event, pitch event, trade fair, participation in activities organized jointly with other EU project(s) and other

To summarize, the following table presents the total sum of all WP1-5 D&C actions to have a clear understanding of the total number of materials/events that will be created and/or organised to meet the established KPIs successfully by the end of the project (M54).

Table 24: total sum of WP1-5 actions altogether

ACTION	TOTAL TO COMPLETE BY END OF PROJECT OR DESIGNATED DUE DATE
Dissemination materials	28 materials (flyers, infographics, posters, videos)
Abstracts	80 practice abstracts
Workshops	10 workshops
Fairs	25 fairs
Publications in sectorial magazines/relevant media	27 publications
Educational course	1 in multiple schools

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 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 [Annexes](#)). This file will provide information on the type of actions, audience groups involved, and number of people impacted through it.**

## 6.2 Timeline of actions

The following table presents a timeline including a general view of all WP8 D&C Actions we have completed as of now.

**Table 25: timeline for WP8 D&C actions implementation**

Action	M1	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54	Total
Scientific publications																				15
Academic events																				15
Actions with policy makers				1	1				2										2	More than 5
Final event																				50 attendees
Communication materials		1	2																	10
Mass media mentions	1	1																		50 mentions
Press releases	1																			4
Events: sectorial events			9																	5 events
Project website & blog			Web established – 1 post																	30k visits + 40 posts
Social media channels			TW: 80, LI: 80, FB: 8, IG: 50 followers																	TW: 400, LI: 450, FB: 400, IG: 300 followers

Up until now (M6 of the project) we have completed a total of 1 press release (about the SISTERS Kick Off Meeting), 2 mass media mentions (in El Economista, CORDIS), 3 communication materials (roll up, flyer and poster) we have participated in 9 sectorial events (ACI'S European Food & Beverage Packaging, TRANSFIERE 2022, 11th Conference of the Research and Innovation Framework Program of the European Union, IA2 Seminar, Advanced Factories) we have completed the project website & blog as well as we have established all 4 social media channels (xxx) with continuous relevant publications about the project.

In the following table (26) there is a general overview of the duration of the Dissemination & Communication tasks included in WP1-5, compared to the duration of WP8 activities. More details about the specific actions and the timing for starting and concluding these actions will come in M8 deliverables.

**Table 26: timeline for Task 1.6, 2.6, 3.6, 4.3, 5.4 D&C actions implementation**

	Action	M1	24 MONTHS GAP	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	M37	M38	M39	M40	M42	M43	M44	M45	M46	M47	M48	M49	M50	M51	M52	M53	M54
	Task 1.6																															
	Task 2.6																															
	Task 3.6																															
	Task 4.3																															
	Task 5.4																															
	WP8																															

## 6.3 Actions tracking

In this section, there are different tables which serve as examples of how all D&C actions will be monitored.

**Table 27: progress of WP8 KPIs achievement**

Action	KPI	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54
Scientific publications	5 scientific publications																		
Academic events	15 events																		
Actions with policy makers	>5 actions																		
Final event	50 attendees																		
Communication materials	10 materials																		
Mass media mentions	50 mentions																		
Press releases	4 (one each year)																		
Events: sectorial events	5 events																		
Project website	30k visits																		
Project blog	40 posts																		
Social media (Twitter & LinkedIn)	Twitter: 400 followers LinkedIn: 450 followers Facebook: 400 followers Instagram: 300 followers																		
Scientific publications	5 scientific publications																		
Academic events	15 events																		
Actions with policy makers	>5 actions																		
Final event	50 attendees																		
Communication materials	10 materials																		
Mass media mentions	50 mentions																		
Press releases	4 (one each year)																		
Events: sectorial events	5 events																		

**Table 28: progress of WP1-5 KPIs achievement**

Action	KPI	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54
<b>Task 1.6: Fostering systemic innovation for primary producers (M25-M36)</b>	-																		
Dissemination materials	5																		
Abstracts	25/55																		
Workshops	2																		
Fairs	5																		
Publications	5																		
<b>Task 2.6: Fostering systemic innovation for distributors (M31-M42)</b>	-																		
Dissemination materials	5																		

Action	KPI	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48	M51	M54
Workshops	2																		
Fairs	5																		
Publications	2																		
<b>Task 3.6: Fostering systemic innovation for processors (M34-M45)</b>	-																		
Dissemination materials	5																		
Workshops	5																		
Fairs	2																		
Publications	5																		
<b>Task 4.3: Fostering systemic innovation for wholesalers/retailers (M37-M48)</b>	-																		
Dissemination materials	5																		
Workshops	5																		
Fairs	2																		
Publications	5																		
<b>Task 1.6: Fostering systemic innovation for primary producers (M25-M36)</b>	-																		
Dissemination materials	8																		
Workshops	2																		
Fairs	5																		
Publications	10																		
Educational course	1																		

Table 29: no. of people impacted tracking of total impact by audience groups

Audience group	M6	M12	M18	M24	M30	M36	M42	M48	M54
Primary producers									
Industry: processors & distributors									
Industry: wholesalers & retailers									
Consumers									
Academia									
Policy makers									
General public									

# 7 Partners' obligations

## 7.1 Obligations as per Grant Agreement

Table 30: D&C obligations as per GA presents the basic obligations of the partners regarding Communication and Dissemination.

Table 30: D&C obligations as per GA

ACTIVITY	GRANT AGREEMENT
Protection of the results – Visibility of Funding	Article 27
Applications for <b>protection of results</b> (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 <b>standard</b> , 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 <b>peer- reviewed scientific publications</b> 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"> <li>- the terms "European Union (EU)" and "Horizon 2020"</li> <li>- the name of the action, acronym, and grant agreement number.</li> <li>- the publication date, length of embargo period if applicable, and</li> <li>- a persistent identifier (DOI).</li> </ul>	
Any <b>dissemination of results</b> (in any form, including electronic) must:  <ul style="list-style-type: none"> <li>- 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></li> <li>- 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>.</li> <li>- 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.</li> </ul>	
Promoting the action – visibility of EU Funding	Article 38
Any <b>communication activity</b> related to the action (including in electronic form, via social media, etc.) or any <b>infrastructure, equipment and major results</b> funded must: <ul style="list-style-type: none"> <li>- 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.</li> <li>- Include the following text:</li> </ul>	

ACTIVITY	GRANT AGREEMENT
<p><u>FOR COMMUNICATION ACTIVITIES</u>: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No. 101037796”.</p> <p><u>FOR INFRASTRUCTURE</u>: “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”.</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>	

## 7.2 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).

## 7.3 Activity notification to the D&C Leader

All partners must notify the D&C Leader when:

- They plan to attend an event: 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 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 press release.
- They plan to make any Scientific Publication (or general publication: 45 days in advance as per Grant Agreement indications. For more detail, please check *Table 30: Dissemination obligations included in the Grant Agreement*.

## 7.4 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 once every 6 months to discuss progress, activities, and ideas.

By M4 the Team will be fully established, and the first official meeting will take place in M7 of the project - after the SISTERS Dissemination & Communication Plan is delivered- to coordinate the preparation of the Tailored Communication Plans included in WP1, WP2, WP3, WP4 & WP5.

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.

If needed, The Communication Coordination Team will meet on a more regular basis (possibly every 2 months) at the time of the peak of dissemination & communication activities, where there is a high demand for planning.

## 8 Visual identity: a summary

To present a cohesive visual identity of the project, a “Visual Identity Guide” and a series of templates for the main dissemination and communication actions have been prepared. The Visual Identity Guide contains information on how and when to use the visual identity, as well as the files so all partners can download, install the fonts, and make use of the colours.

Main elements of the visual identity of the project include a selection of colours, a font, and the project logo (Figure 1: SISTERS colours and typography)

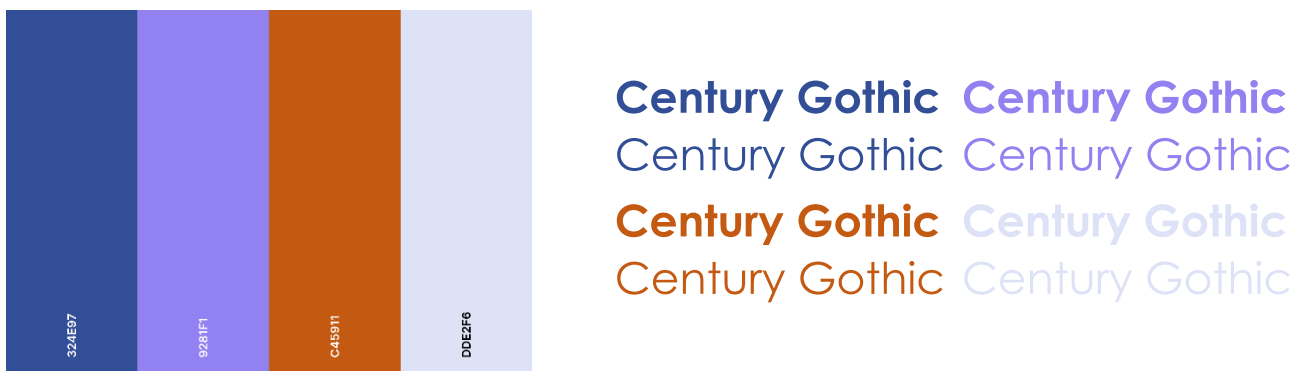


Figure 1: SISTERS colours and typography



Figure 2: SISTERS logo

Partners are expected to follow the indications included in the “Visual Identity Guide” provided in their dissemination and communication actions. In case any project partner has questions about it, they should contact the D&C Leader, INNOVARUM.

## 9 Data protection, Open Access, and ethics requirements regarding D&C

Best practices have been defined to prevent the disclosure of results that should be protected (as included in the Consortium Agreement, which was signed by all the partners).

### 9.1 Data Management policy

The Data Management policy of the SISTERS project is reviewed in the Data Management Plan (D9.1. Data Management Plan), a confidential document which has been developed by AITIIP at M6 of the project.

The Data Management Plan (DMP) outlines the principles and processes for data collection, organisation, management, storage, security, analysis and sharing of the project.

### 9.2 Open access to all findings and publications

Open Access (OA) can be defined as the practice of providing online access to scientific information that is free of charge to the user and that is re-usable. – EU Open Data Portal.

SISTERS' publication policy will be in line with the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020.

#### 9.2.1 Deliverables

Public deliverables will be available at the SISTERS website. However, INNOVARUM will ask technical partners for a brief (150-200 word) paragraph describing confidential deliverables. This way we can make a small public announcement about it without compromising all the details for those results.

#### 9.2.2 Other online and offline dissemination materials

These include the design of posters, brochures, roll-ups and other materials or results produced from workshops, events, or info days as well as any online material distributed through social media or other means.

These types of materials will be openly accessible in the SISTERS website (D8.2).

### 9.2.3 Scientific publications

The *Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020*<sup>5</sup> specify that open access to peer-reviewed scientific publications (primarily articles) is mandatory:

“Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.” -More detail in *Table 30 D&C obligations as per GA*

Thus, all partners will coordinate with the project coordinator (AITIIP) and the D&C Leader (INNOVARUM) the proceedings to assure that the project scientific publications are open access throughout the course of the project.

Protocol for open-access publication in the SISTERS Project (as per the Grant Agreement) - The process for open access publications is the following:

1. Notify the project coordinator and all project partners 45 days in advances of expected publication.
2. As soon as possible, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
3. Ensure open access to the deposited publication — via the repository — at the latest:
  - a. On publication, if an electronic version is available for free via the publisher,
  - b. Within 6 months of publication in any other case.
4. Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

### 9.2.4 Compliance of ethics requirement in D&C activities

SISTERS will comply with the EU General Data Protection Regulation (GDPR) 2016/679 enforced on 25th of May 2018. SISTERS may only collect personal data (name, surname etc.)<sup>6</sup> during D&C activities, such as public events to keep track of attendees and impact groups. However, as a rule, SISTERS will not collect any personal data on social media channels (e.g., Twitter, LinkedIn, Facebook, Instagram) or webpage content.

Actions in which the SISTERS project might need to collect and process data include webpage and social media analytics (views, followers, engagement...), the newsletter and networking actions with Sustainability Networks. For the cases above and whenever necessary, SISTERS will prepare and communicate the GDPR compliant privacy (and cookie policy where applicable) to the data subjects

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<sup>5</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf)

<sup>6</sup> [https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-personal-data\\_en#:~:text=Personal%20data%20is%20any%20information,person%2C%20also%20constitute%20personal%20data](https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-personal-data_en#:~:text=Personal%20data%20is%20any%20information,person%2C%20also%20constitute%20personal%20data)

**Excel file for tracking all D&C activities for the SISTERS project**

[illegible]



**S**istemic **I**nnovations for a **S**us**T**ainable  
reduction on the **E**u**R**opean food wa**S**tage

**Grant Agreement No. 101037796**



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European Union Funding  
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