



MED Food TTHubs - Trace & Trust Hubs for MED Food  
Grant Agreement No 1931

# D8.1 MED Food TTHubs Communication Plan and Communication Activities Report

Lead Beneficiary: AASTMT

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## Abbreviations

<b>ACRONYM</b>	<b>DEFINITION</b>
AASTMT	Arab Academy for Science, Technology and Maritime Transport
CERTH	Center for Research and Technology Hellas
EC	European Commission
EU	European Union
H2020	Horizon 2020
ICT	Information and Commutation Technology
KPI	Key Performance Indicator
MED Food TTHubs	Trace and Trust Hubs for Mediterranean food
MENA	Middle East and North Africa
PPP	Public-Private-Partnership
PRIMA	Partnership for Research and Innovation in the Mediterranean
PIA & IA	Research and Innovation Action and Innovation Action
SME	Small and Medium Enterprise
SO	Specific Objectives
VST	Voluntary Scheme of Traceability
WP	Work Package



## Distribution List: All Partners

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## Executive summary

The objective of the deliverable is to outline the strategy for dissemination and communication activities that will be carried out during the project.

The deliverable is structured in five sections addressing the different aspects that a communication plan may focus on: the strategy from the project to the external audience, the basis for a proper internal communication among the project partners, the elements needed to evaluate and measure the results of the communication strategy and finally the obligations and constraints dictated by the EC regarding communication activities in every H2020 PRIMA project.

The document encompasses:

### **A. External Communication Plan:**

- Communication strategy;
- MED Food TTHubs key messages;
- Target groups;
- Dissemination tools and channels.

### **B. Internal Communication Plan:**

- Internal Communication procedures;
- Rules and recommendations for a correct use of external communication tools;
- Working internal templates.

### **C. Evaluation and monitoring** of MED Food TTHubs dissemination activities.

### **D. Obligations and requirements** for communication actions.

### **E. Communication and Dissemination Plan for each partner** (based on the PMs, the budget at disposal and the skills of each partner in reaching specific target audience).

## Introduction

Dissemination activities are a core part of the project. Clear, specific, and measurable objectives are key to the success of any communications strategy.

The project objectives will be aligned with major milestones to maximise the impacts of the project and in strong interaction with all the other work packages.

The project achievements will be broadcasted by the dissemination strategy, which must enable to answer to the key questions about dissemination

The main objectives of the plan are:

- Guarantee an effective communication of the project messages and activities at Local, National, Mediterranean and EU levels.
- Identify appropriate target groups to address the dissemination messages.
- Define the dissemination tools and events, which will be used to reach the target audiences.
- Identify the dissemination KPIs, useful to measure the effectiveness and efficiency of the activities conducted
- Illustrate how the project will cooperate with other EC-funded projects or related initiatives
- Define how the dissemination activities will be administrated.
- Assist MED Food TTHubs partners to implement correctly the communication strategy.

## 1 The communication and dissemination plan

Work Package (WP8) is responsible for the dissemination of MED Food TTHubs goals and will coordinate this task at the consortium level. To accomplish this objective, AASTMT as WP8 leader will define the main guidelines for a high impact communication strategy and will work in close collaboration with the rest of partners.

AASTMT will monitor the frequency of the publication of results, workshop organization, news and project evolution in terms of dissemination, leading the overall fulfilment of the objectives and the tasks defined in WP8.

To multiply the impact on the people involved and enlarge the community reached by this effort, MED Food TTHubs will develop links with agro-food and ICT related organizations to engage them in the promotion of MED Food TTHubs's news and upcoming events. Hence, a wide and effective dissemination of results has been planned as one of the strong components of the project and all partners are committed to contribute.

MED Food TTHubs dissemination actions aim at communicating the project's objectives and results to a wide audience by promoting the adoption of project's results and demonstrating its

impact, as well as by facilitating the exchange of information and the interaction not only with other related projects and initiatives but also with activities in industry, academia, and society as a whole.

MED Food TTHubs project is funded under H2020 PRIMA 2019-2020 call. Hence, it is expected that visibility and communication actions should focus on development with the EU and Mediterranean as partner and on the achievements and impact of the action, not on administrative or procedural milestones.

In order to maximize the impact of communication efforts:

- Activities need to be carried-out in a timely manner
- Information used must be accurate
- Activities should be coordinated closely with the Commission
- The right audience(s) should be targeted
- Messages should interest the target audience(s)
- Activities should be appropriate in terms of resources spent, timing and expected impact.

## 2 External communication plan

### 2.1 Communication and Dissemination Strategy

A careful design of the action plan for communication and dissemination is critical in reaching success in a project like MED Food TTHubs, which is not confined to inner research and innovation tasks developed by MED Food TTHubs partners but to reach, support and fund external companies through different instruments as the main objective of the project.

All Consortium partners are committed to an extensive communication and dissemination of the Project results throughout the duration of the Project using different channels to target the interest of various audiences, both public and private (e.g. academic and research communities, food industry, experts/professionals, public authorities, the general public).

During the first three months of the MED Food TTHubs timeline in WP8 a set of tools, methodologies and communication flows addressing the external audience have been thoroughly selected and tailored to the context, considering the existence of a main objective, and multiple secondary goals specifically defined according to different local, national and European and Mediterranean levels, diversity of targets or the level of interaction sought.

Dissemination actions envisaged in MED Food TTHubs will be directed by a common axis drawn according to the general aim of the project.

MED Food TTHubs consortium considers “communication actions” fundamental to promote the Project and improve its visibility. Communication is concerned with making the Project visible, creating awareness and understanding for the Project and promoting participation in the Project (followers). Thus, communication activities will be started as early as possible, involving both Project-specific audiences than non-specialists.

On the other hand, MED Food TTHubs consortium considers “dissemination actions” on the one hand as necessary to make the generated knowledge available to society and on the other hand as a mean for collecting stakeholder feedback that will help to adjust Project activities, if needed. Thus, dissemination activities will be started as early as possible as well, aiming to use the above feedbacks for optimization of Project orientation and implementation.

The overarching objective of MED Food TTHubs (Trace and Trust Hubs for Mediterranean food) will focus on Mediterranean food products as key points in the reform of tracing and authenticity procedures of traditional Mediterranean foods, adding value to high quality food products by providing documented traceability of the whole “seed-to-shelf” supply chain, through proofs of authenticity for final products and ingredients and including detailed information on the nutritional profile of the product. The aim of the Med Food TTHubs is the establishment and the pilot operation of seven Trace & Trust Hubs, which will form a permanent transnational network playing the role of a one-stop-shop for traceability and authenticity for ‘added value’ Mediterranean food products in each of the countries involved.

The challenges tackled by MED Food TTHubs will be the provision of innovative services and the exploitation of the necessary knowledge regarding technologies, methods and approaches for sustainable, efficient and trustful agro-logistics chains. The rapid adaptation to the global needs for safe and high-quality agricultural products and the adoption of sound and trustful agro-logistics practices focusing on traceability and on authenticity will increase the competitiveness of the agro-business sector in these regions resulting to the increase of exports and to further business development, while at the same time, local markets will be also able to access products of higher added value.

MED Food TTHubs project will support the implementation of full-path tracing practices through the whole distribution channel from seed to shelf. For this purpose, MED Food TTHubs will develop and support the operation of a “Voluntary Scheme of Traceability (VST) of MED foods”, which will be a common protocol for the network of these Hubs, acting as a point of reference for the products of the different involved areas. This protocol will include detailed guidelines, audit procedures and KPIs in relation to practices and processes towards traceable, authenticated and of high nutritional quality products.

Listening to the needs of consumers and international markets, the conditions in the business environment have matured to incorporate traceability processes across the whole chain in the food sector beyond the regulatory requirements. To this end, the supply chain of food products

must systematize a comprehensive tracing process of the entire chain, together with the need to balance between legislative requirements and the implementation of proven good business supply-chain management practice at international level.

One important aspect of traceability is the authentication of the species used as well as the authentication of the origin of ingredients. Genetic and genomic approaches along with isotope analysis can ensure a sufficient and documented authentication and traceability of agricultural products from seed to shelf as well as the detection of any adulteration. These approaches not only secure the production chain but also at the same time could reveal any fraud and adulteration of any agricultural product. This is considered as extremely important for high added value products while through these approaches can also contribute towards a higher value of the selected products.

## 2.2 Communication Messages

Arising from the concepts previously mentioned, a set of “backbone” messages have been defined, as the basis for a deeper approach to specific target audience and in relation with the activities that compose the project implementation plans:

- “MED Food TTHubs project is able to connect you with agro-food and ICT stakeholders. Discover trends and needs of the industry and bridge the gap with digital technologies”. Stimulate awareness of the project and strengthen connection among cross- sectorial community interested in agro-food and ICT sectors. Awareness about the potential of ICT for reinforcing industrial leadership of agri-food value chains. Stimulate the creation of disruptive and globally competitive cross- sectorial value chains among the two ICT and agri-food communities.
- “MED Food TTHubs will spread and share its relevant outcomes and good practices arisen from the project to other related European and Mediterranean initiatives and EC projects”. Strong dissemination process is planned towards other related Initiatives and projects throughout Europe and Mediterranean, by encouraging the adoption of good practices found out in MED Food TTHubs to other European and Mediterranean initiatives that share common objectives. MED Food TTHubs will accelerate market replication schemes at the European and Mediterranean if not global scales.
- MED Food TTHubs results can be adopted as validated inputs for the European Commission. They could assist in drawing new strategic plans or policy frameworks for the agro-food European industry.

Demonstration of the best MED Food TTHubs block and value chains will constitute key references in terms of homologation and certification requirements. Such references will be usable by the European Commission for preparing European and data policy framework with the ultimate aim to secure the development of new block and value chains in the agro food industry.

The proposed Voluntary Scheme of Traceability of MED foods TTHubs will be supported by a dedicated web-based platform, which will encompass a number of modules. The web-based platform will be designed and developed to facilitate the operation of the Trace & Trust Hubs focusing on three axes:

- i. Sharing of information across the supply chain, up to the consumer;
- ii. Support the documentation of traceability and authenticity, and
- iii. Support the effective provision of more trustful processes for certification and quality control.

The web-based platform will act as the cell in which several modules will be developed to cover appropriately the three aforementioned axes.

In order to achieve the previous illustrated overall objective, Med Food TTHubs consortium has planned to advance through the achievement of the following reported Specific Objectives:

**Table 1: Specific Objectives and Expected Results of the MED Food TTHubs**

Specific Objectives (SO)	Expected Results & Means of verification
<p><u>SO1:</u> To map needs and requirements related to traceability and authenticity control system in the involved countries</p>	<p>Med Food TTHubs will identify and map the requirements for an effective traceability and authenticity framework for Mediterranean countries through the cooperation between value chain stakeholders and triple helix partners. This objective will be addressed in WP2.</p> <p><u>Means of Verification:</u> identify, in a step-by-step approach, the needs and requirements of a traceability system, resulting from the focus groups methodology.</p>
<p><u>SO2:</u> To implement a traceability model based on block-chain technology able to reduce the food fraud vulnerabilities, to shorten the supply chains and to decrease the commercialization costs</p>	<p>This Objective will be addressed in WP3, through the development of a Common Authentication and Quality Assurance Protocol. This will be achieved by implementing 4 complementary processes (Origin Authentication, Species Authentication, Nutritional Analysis Profile and Quality Assurance), that will create the full-path traceability procedures. All these processes will be based in block-chain technology that will shorten the supply chains and reduce the costs associated with authenticity and quality procedures.</p> <p><u>Means of Verification:</u> step-by-step guidelines for designing and applying full-path traceability processes</p>

Specific Objectives (SO)	Expected Results & Means of verification
<p><u>SO3:</u> To develop a Web-based Platform divided in modules</p>	<p>Within WP4, the open architecture for MED Food TTHubs e-Platform will be designed, considering security and user privacy at the forefront of the service delivery as well as Governance of the Block-chain (consensus, provenance, immutability and finality). It will be based on 10 individual modules that will be described in detail in Section 1.3 – CM3.</p> <p><u>Means of Verification:</u> delivery of the MED Food TTHubs e-platform</p>
<p><u>SO4:</u> To explore the role of a third-party certification body for applying the “Voluntary Scheme of Traceability (VST) of MED foods” as a future standard for traceability and authentication</p>	<p>MED Food TTHubs will use the e-platform developed to support the operation of a “Voluntary Scheme of Traceability (VST) of MED foods”, a common protocol for the network of the Hubs. The Hubs will act as a point of reference for the products of the different involved areas and each will be operated on as Public-Private-Partnership (PPP). This will be addressed in WP7</p> <p><u>Means of Verification:</u> creation of a PPP business model</p>
<p><u>SO5:</u> To train selected key local stakeholders and end-users for testing the new control system developed (mock-ups)</p>	<p>This objective will be addressed in WP5. This implies the preparation of stakeholders and end-users to be adapted for using traceability and authenticity control procedures through the MED Food TTHubs e-platform.</p> <p><u>Means of Verification:</u> recruitment of stakeholders/end-users in Egypt, Jordan, Tunisia and delivery of training sessions</p>
<p><u>SO6:</u> To demonstrate usefulness and applicability at local level, through pilot operations in the selected countries</p>	<p>6 scenarios will be implemented in WP6 that will be the starting point for the 6 Hubs to be implemented as a PPP. Each case will cover 1 to 3 food products. The pilot events will cover the rural areas of the countries involved will be realised as well as urban areas.</p> <p><u>Means of Verification:</u> running of the pilots for a 12-months period</p>
<p><u>SO7:</u> To disseminate project results to business and research communities, to consumers and to European and South countries policy decision-makers through leaflets, websites, workshops, scientific papers.</p>	<p>The dissemination and communication strategy will be developed in WP8. It will establish the requirements of agri-food stakeholders and will help to promote sustainability among consumers, which in turn are the ones paying the whole value delivered by the supply chain.</p> <p><u>Means of Verification:</u> Section 2.1.1 has clear KPIs for this objective</p>



## 2.3 Target Audiences

The more refined the target audience description, the more precise and effective the project’s communication will be. MED Food TTHubs target audiences have been clustered in the following categories:

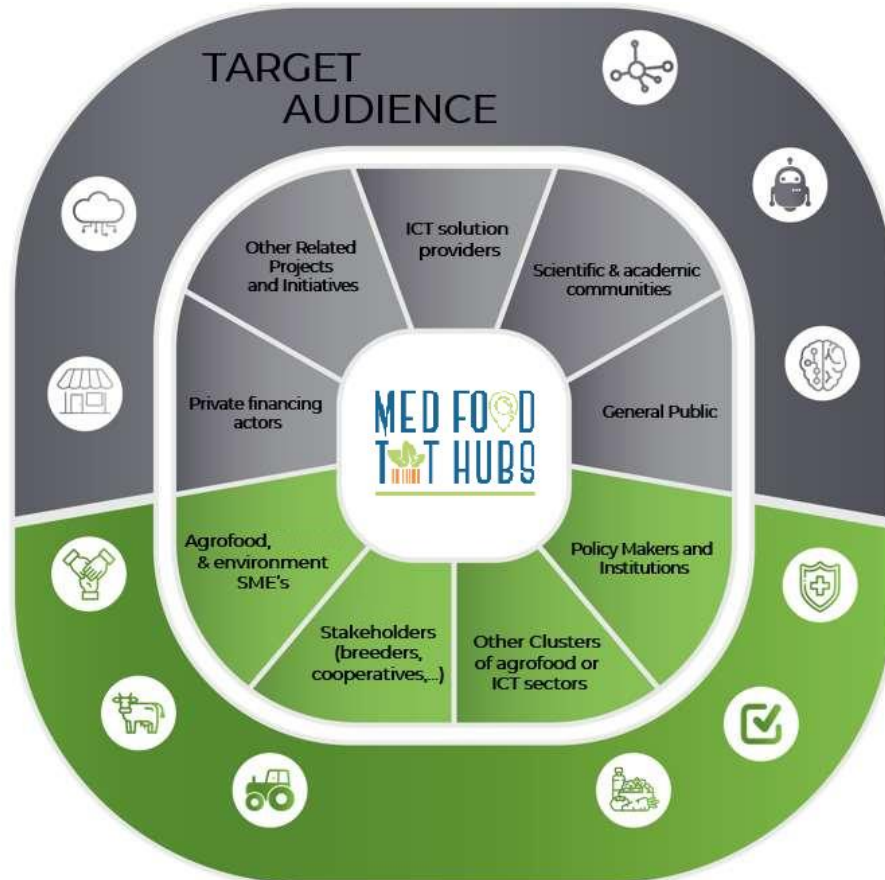


Figure 1: MED Food TTHubs Target Audiences

According to this classification, a specific approach in terms of communication has been elaborated for most of the clustered groups:

Table 2: List of Target Audiences for MED Food TTHubs

SMEs from ICT industries	
<b>Communication Approach</b>	Aiming to openly inform SMEs the opportunity to participate in e-platform launched by MED Food TTHubs and use it for the trace and trust the MED food.

	Enhance their participation in MED Food TTHubs networking events in order to build alliances with agro-food, ICT stakeholders.
<b>Dissemination Level</b>	Primary Level
<b>Target audience profiles</b>	<p>Technology-based SME's in the fields of:</p> <ul style="list-style-type: none"> <li>• Internet of Things</li> <li>• Cloud Computing</li> <li>• Artificial Intelligence and Big Data</li> <li>• Digital Marketplaces</li> <li>• Robotics</li> <li>• Photonics</li> <li>• Digital Electronic components</li> <li>• Other additional ICT innovation areas</li> </ul>
<b>Stakeholders in the agro-food and ICT sectors</b>	
<b>Communication Approach</b>	<p>Share business technological needs and work on the definition of new value chain business models in the agro food and ICT industries.</p> <p>Participate in the focus-group sessions, which will be organized by MED Food TTHubs for collection of pressing challenges.</p> <p>Enhance their participation in MED Food TTHubs networking events in order to build alliances with digital technology providers and connect with other relevant players in the value chain.</p> <p>Inform about the opportunity to cooperate with funded SME's in MED Food TTHubs e-platform to:</p> <ul style="list-style-type: none"> <li>• Participate in the demonstration activities</li> <li>• Test technological enablers to optimize their business</li> <li>• Develop new products and services</li> </ul> <p>In the case of SME's, inform about the opportunity to participate in the e-platform launched by MED Food TTHubs and the direct and indirect benefits of it (coaching, network, expertise etc.)</p> <p>Register in the demonstration site network for those who wish to provide pilot sites, plots, production units, etc. to host demonstrations of innovative solutions.</p>

<b>Dissemination Level</b>	Primary Level
<b>Target audience profiles</b>	<p>Candidates who will support the technology transfer, and then the exploitation, of MED Food TTHubs technologies/products/services.</p> <p>Stakeholders participating in the agriculture and ICT value chain:</p> <ul style="list-style-type: none"> <li>• Individual companies</li> <li>• Industrial Associations</li> <li>• Cooperatives</li> <li>• Breeders</li> <li>• Agro-equipment manufacturers</li> <li>• Input Firms</li> <li>• Insurance Groups</li> <li>• Waste recovery</li> <li>• Food production, processing and distribution</li> <li>• Sellers</li> <li>• Additional players in the value chain</li> </ul>
<b>Scientific &amp; academic communities</b>	
<b>Communication Approach</b>	<p>Provide them with specific in-field results background from MED Food TTHubs activities to establish new basis for research work and scientific papers, especially results from the maturation projects and demonstration pilots.</p> <p>Participate in the focus-group sessions organized by MED Food TTHubs for collection of pressing challenges, providing the scientific approach.</p> <p>Take part as third parties to the SMEs projects as providers of lab. Services.</p> <p>Workshops and dissemination events; especially for the hubs; where the innovative ideas that connect to the farmers, or any of the stakeholders can be caught.</p>
<b>Dissemination Level</b>	Secondary Level
<b>Target audience profiles</b>	<ul style="list-style-type: none"> <li>• University research groups</li> <li>• Public and Private Research Centers</li> <li>• R&amp;D groups in private companies</li> <li>• Scientific communities &amp; Expert boards</li> </ul>
<b>Clusters in agro-food and ICT sector</b>	

<p><b>Communication Approach</b></p>	<p>Encourage the adoption of MED Food TTHubs innovative value chain business models and promote market replication schemes to the members of agro-food and related sectors clusters at local, national, European, and Mediterranean level.</p> <p>Increase awareness of market possibilities in the field of agro-food and ICT industries for digital technologies providers, addressing them via ICT clusters.</p> <p>Promote MED Food TTHubs e-platform and recruitment of experts inside the clusters.</p>
<p><b>Dissemination Level</b></p>	<p>Secondary Level</p>
<p><b>Target audience profiles</b></p>	<ul style="list-style-type: none"> <li>• Regional, National and European and Mediterranean clusters in agro-food industry related sectors</li> <li>• Regional, National and European and Mediterranean ICT clusters</li> </ul>
<p><b>Other projects and Initiatives to support digital transformation of agro-food and ICT sectors</b></p>	
<p><b>Communication Approach</b></p>	<p>Coordinate activities considering on-going initiatives in other projects. Investigate on the possibility of defining joint actions looking for synergies.</p> <p>Exchange of best practices about the adoption of technologies in MED Food TTHubs sectors or new innovative business models.</p> <p>Enhance collaboration to transform the activities from MED Food TTHubs and other related projects into policy recommendations (addressing the EC) towards the application of trusted innovative MED Food TTHubs value chain business models.</p> <p>Collaborate with the rest of the ongoing PRIMA projects and share best practices related to the support to European and Mediterranean SME's</p>
<p><b>Dissemination Level</b></p>	<p>Primary Level</p>
<p><b>Target audience profiles</b></p>	<ul style="list-style-type: none"> <li>• European and Mediterranean projects and initiatives in the field of technologies applied to agro food and ICT sectors</li> <li>• H2020 PRIMA call projects</li> <li>• Regional and National relevant initiatives related to cross-fertilization of digital technologies and agro-food and related industry sectors</li> </ul>
<p><b>Policy makers, Institutions and Public Authorities at European, national and regional level</b></p>	
<p><b>Communication Approach</b></p>	<p>Provide sector-specific recommendations addressed to policy makers, relevant institutions and the rest public bodies at local, national, European,</p>

	<p>and Mediterranean levels to develop national policies and strategic sectorial plans.</p> <p>Report about the general outcomes of the project and its sustainability.</p>
<b>Dissemination Level</b>	Primary Level
<b>Target audience profiles</b>	<ul style="list-style-type: none"> <li>• Namely authorities at European and Mediterranean level in charge of the development of the European and Mediterranean Digital Single Market strategy</li> <li>• European and Mediterranean public decision-makers in agro-food and ICT sector</li> <li>• European Commission (EC)</li> <li>• Digital Europe and Mediterranean</li> <li>• Business Europe and Mediterranean</li> <li>• National Public Bodies responsible for defining national strategies in agriculture and ICT, technology / science or R&amp;D&amp;I domains</li> <li>• Public Procurers of Innovative solutions (PPI)</li> <li>• Regional institutions</li> </ul>
<b>Private financing actors</b>	
<b>Communication Approach</b>	Leverage their possibilities to finance ICT projects applied to the agricultural, agro-food sectors.
<b>Dissemination Level</b>	Secondary Level
<b>Target audience profiles</b>	<ul style="list-style-type: none"> <li>• Private investors</li> <li>• Business angels</li> <li>• Investment companies</li> </ul>
<b>General public</b>	
<b>Communication Approach</b>	Increase public awareness of the project’s objectives and activities, and more largely of challenges at stake in agriculture, agro-food.
<b>Dissemination Level</b>	Secondary Level
<b>Target audience profiles</b>	<ul style="list-style-type: none"> <li>• Students in digital, agriculture, agro-food subjects.</li> <li>• General Consumers</li> </ul>

## 2.4 Communication Tools: MED Food TTHubs Visual Identity

AASTMT has designed a complete MED Food TTHubs visual identity, that is centralized on a clear MED Food TTHubs logo concept and a colour pantone. MED Food TTHubs Logo has been the result of a combination of essential concepts that surround the two main industries involved in MED Food TTHubs: ICT technology and agro sector.

In order to set a common visual line for all dissemination elements a short MED Food TTHubs visual identity manual has been released:

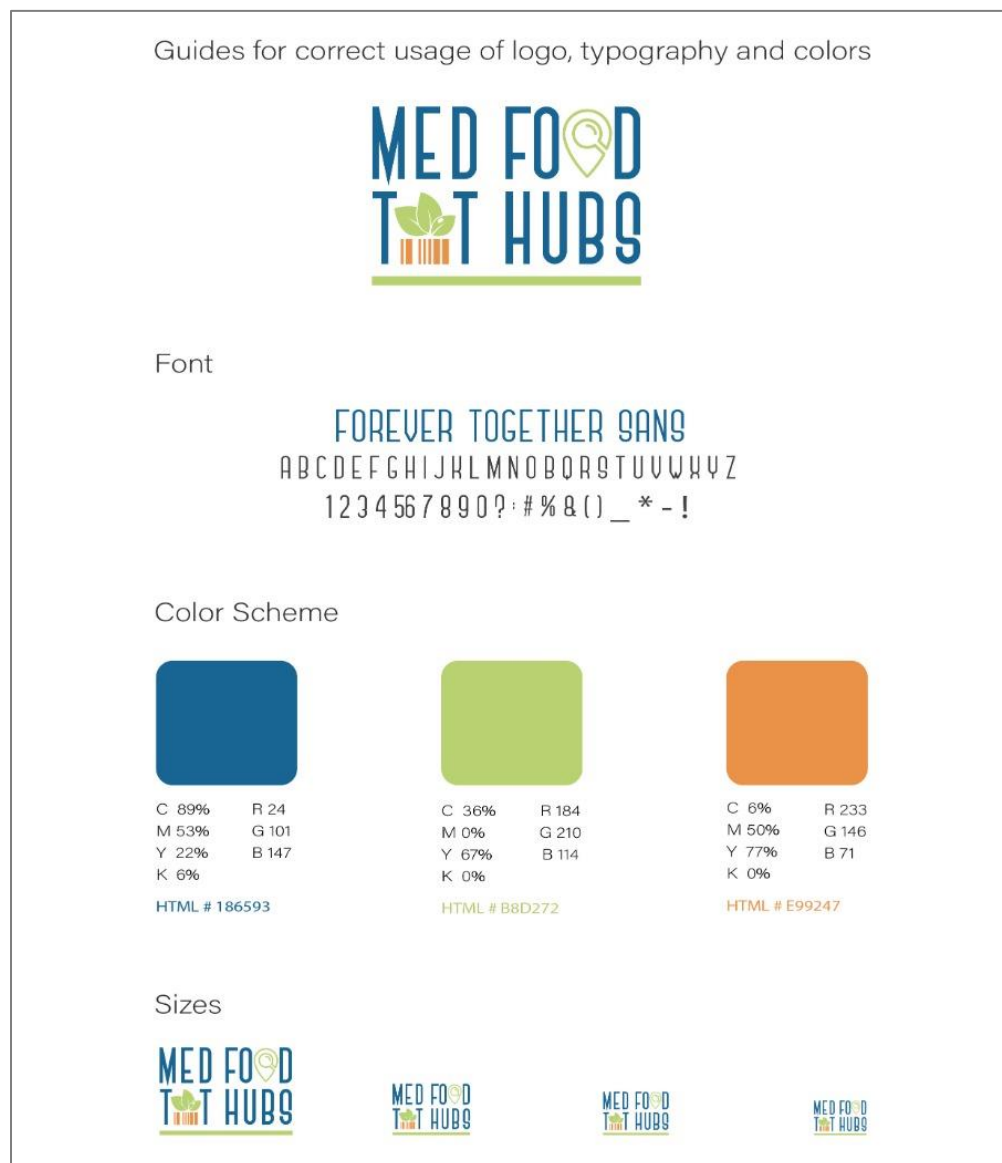


Figure 2: MED Food TTHubs Visual Identity (a)

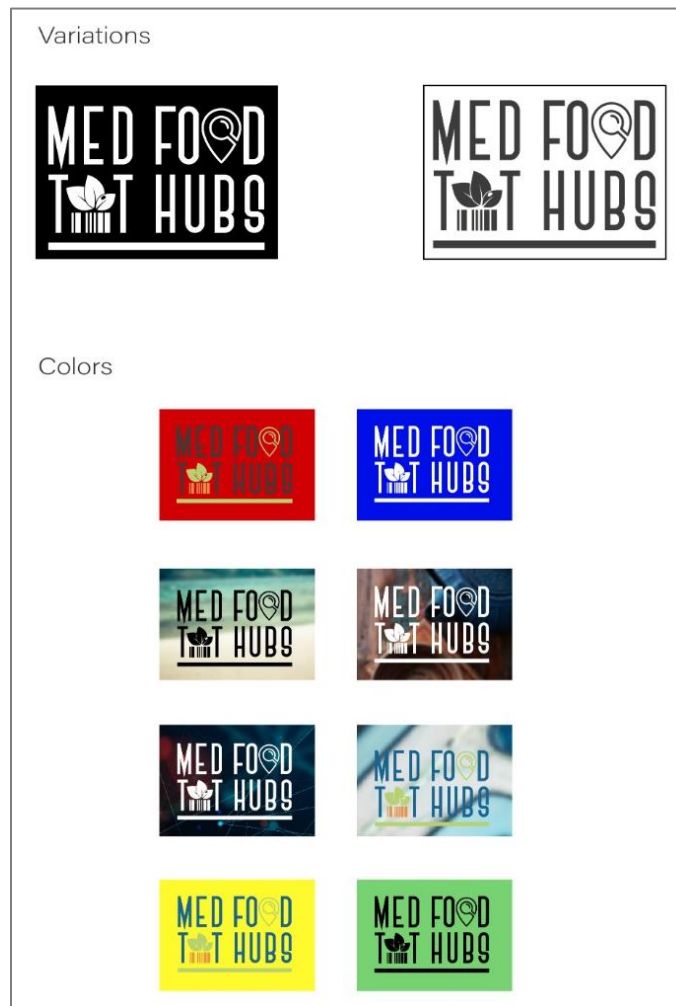


Figure 3: MED Food TTHubs Visual Identity (b)

## 2.5 Online dissemination tools

### 2.5.1 MED Food TTHubs website

Our MED Food TTHubs website will be the main information showcase of the project. It will be developed by CERTH in cooperation with AASTMT. A complete functional and operational website has been launched at M4. The domain of the website is:



<https://tthubs.eu/>

Website efficiency will be underpinned by the criteria of:

- Usability, Clear and accessible structure
- Content updating
- Accuracy in the content suitability
- Number of visitors

All partners should contribute and provide content for the website. The working language of the website is English, but it is the ambition to have the most relevant parts accessible for non-English speakers and therefore have it translated into “MED Food TTHubs languages” (Spanish, Portuguese, Italian, Greek and Arabic).

The Web Site map has been designed to offer a complete overview of the project and an easy access to all its activities. Moreover, there will be a main “MED Food TTHubs Wall” promoting the latest updates related to MED Food TTHubs events or activities open to the public.

The website will have the following sections: Overview, work plan, e-platform, pilot sites, resources, news, partners and contact.

In the overview area, it is shown that MED Food TTHubs is a PRIMA project that seeks to support the implementation of full-path tracing practices through the whole distribution channel from seed to shelf in order to achieve safer and more sustainable Mediterranean food products for people all around the world.

Aiming to implement full transparency concerning the traceability and authenticity in the food supply sector, MED Food TTHubs taps into cutting-edge technologies and “Internet of Things” (IoT) solutions and builds on standardised approaches to food production processes and location identification, transparent monitoring procedures and innovative business partnerships.

Therefore, MED Food TTHubs establishes and operates seven pilot Trace & Trust Hubs forming a transnational network playing the role of a one-stop-shop for traceability and authenticity for “added value” Mediterranean food products.

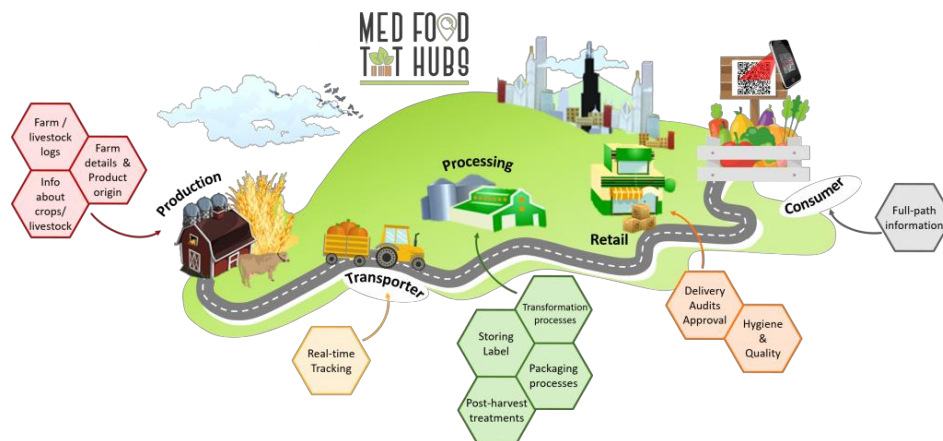


Figure 4: Overview area on the MED Food TTHubs website



In the work plan area, the work packages of the project are detailed.



Figure 5: Work plan area on the MED Food TTHubs website

MED Food TTHubs e-platform along with its various modules and apps will fully support the operation of the seven Trace & Trust Hubs. The web-based platform will employ block chain technology, which will ensure increased transparency and provision of trusted information.

On the platform, users will be able to share information across the whole food supply chain. On the basis of such information, nutritional profiles of Mediterranean food products will then be developed and further enhance the documentation of products' traceability and authenticity. Through the Consumer App module, consumers from around the world will be able to access detailed and accurate product information from ground to mouth, by using Trace ID or QR code.

The e-platform will also act as a common interface for the involved in the Mediterranean food-industry stakeholders. Implementation, monitoring and provision of Authentication and Quality Assurance Protocols and certifications concerning the entire product lifecycle will also be supported improving market and consumers' confidence.

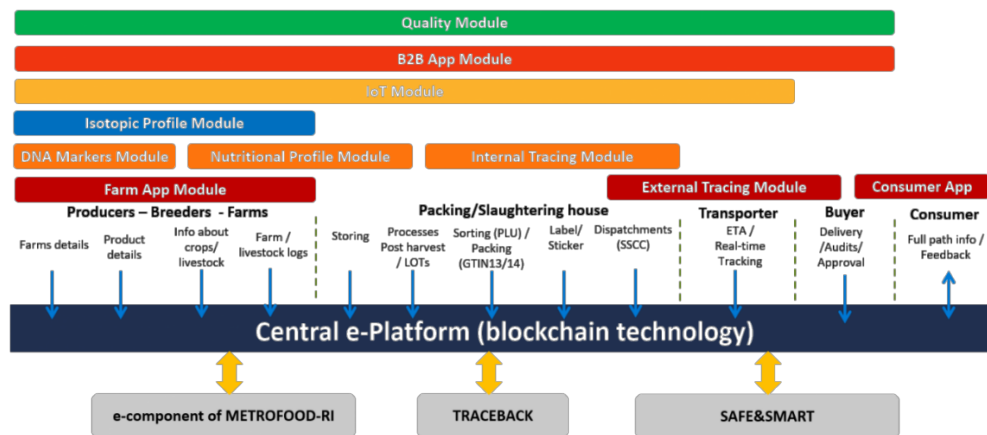


Figure 6: e-platform area on the MED Food TTHubs website

For the pilot sites, seven product cases with diverse characteristics and nutritional profiles have been selected to pilot test **MED Food TTHubs** approach in seven Mediterranean countries.

These pilot case scenarios represent the real test field for designing and implementing the business processes for providing added-value services concerning the traceability and authenticity control through one-stop-shop units. Make sure you follow all the **updates** and **subscribe** to our biannual **newsletter**.

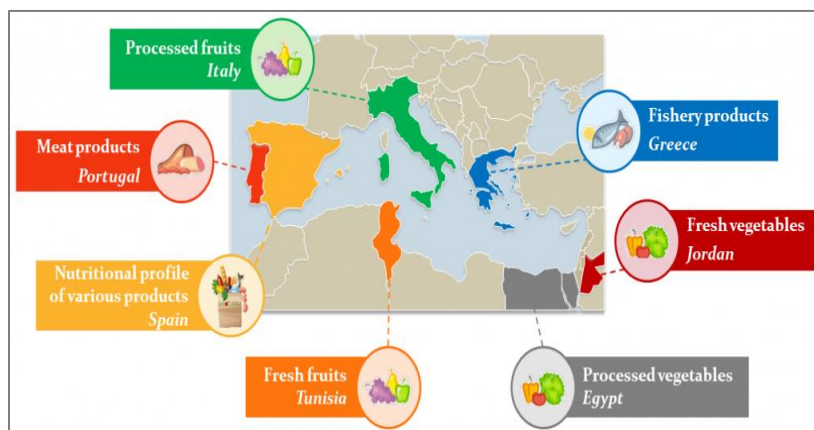


Figure 7: Pilot case scenarios area on the MED Food TTHubs website

In the resources, the web site users can find interesting information, including Med Food TTHubs **public reports** and **dissemination package** as well as links to **relevant projects** when **clicking on** one of the available options.



Figure 8: Resources area on the MED Food TTHubs website

While, in the news and events, the website users can learn about what is new around the MED Food TTHubs project, so as to stay tuned to be the first to know about our upcoming news and events!

In the partner area, the details of the 10 project partners are detailed. Each partners' logo is linked with the partner website.



Figure 9: Partners area on the MED Food TTHubs website

The download area will give the possibility of free downloads of all the public outputs carried out during the project’s life. The website users will be able to download public deliverables, project results as well as other dissemination material through the links described in figure 7

After the end of the project, the website will be online for at least 4 more years, during which the materials and results of the project will be available for Project Participants and for the public.

### 2.5.2 MED Food TTHubs Social Networks



Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (especially to involve the great public and not only sector experts) MED Food TTHubs is integrating these media tools strategically in the communication activities.




Facebook, Twitter, and LinkedIn has been selected as the most appropriate social networks to promote the project achievements, news and outcomes. AASTMT will act as moderator of both social profiles, thus control and filter inadequate contents and monitor the suitability and relevance of information to be published.



Figure 10: Social Media of MED Food TTHubs

Table 3: List of Social Media of MED Food TTHubs

TWITTER		
	<p>Account: <a href="https://twitter.com/MED_Food_TTHubs">https://twitter.com/MED_Food_TTHubs</a></p>	<p>Use of Twitter will be focused on broadcasting relevant MED Food TTHubs news, events and partners activity, in real-time if possible (i.e. live action of a MED Food TTHubs partner in an external event).</p>
LinkedIn		
	<p>Account: <a href="https://www.linkedin.com/in/med-food-tt-hubs-81aa761ab/">https://www.linkedin.com/in/med-food-tt-hubs-81aa761ab/</a></p>	<p>MED Food TTHubs profile is intended as a mirror of the main updates in MED Food TTHubs website. The most relevant contents and news of MED Food TTHubs will be posted on this profile in order to reach a wider audience. By the other side, the discussion group will be focused on the interaction of MED Food TTHubs</p>

Facebook		
	<p>Account:  <a href="https://www.facebook.com/MED-Food-TTHubs-101164404961669">https://www.facebook.com/MED-Food-TTHubs-101164404961669</a></p>	<p>Use of Facebook will be focused on broadcasting relevant MED Food TTHubs news, events and partner’s activity, in real-time if possible (i.e. live action of a MED Food TTHubs partner in an external event).            Two campaigns will be launched on face book: (meet our partners; where a brief about each partner each two weeks at a time will be posted) and (know about our project; where an information about the project</p>
Instagram		
	<p>Account:  <a href="https://www.instagram.com/med_food_tthubs/">https://www.instagram.com/med_food_tthubs/</a></p>	<p>Use of Instagram will be focused on broadcasting relevant MED Food TTHubs news, events and partner’s activity.</p>
YouTube		
	<p>Account:  <a href="https://www.youtube.com/channel/UCIfItYF4WvxW5ik9cIgLJVQ">https://www.youtube.com/channel/UCIfItYF4WvxW5ik9cIgLJVQ</a></p>	<p>Use of YouTube will be focused on broadcasting relevant MED Food TTHubs news, events and partner’s activity, in real-time if possible (i.e. live action of a MED Food TTHubs partner in an external event).            Also, a small video about each event will be prepared and uploaded to the project You tube channel after each event.</p>

### 2.5.3 MED Food TTHubs Promotional video

One video on the project results compilation will be produced and uploaded on the websites and social media, to be officially presented at the project final event.

### 2.5.4 Partners websites

Most partners have regular newsletters and regular posts on their own websites. This activity will be used to disseminate the activities of the project regularly and frequently via these channels.

Additionally, a general description of MED Food TTHubs will be created in all partner’s websites as a static information point and linked to MED Food TTHubs official website.

### **2.5.5 Communication page on PRIMA Collaboration Platform**

The PRIMA Foundation will release a new platform soon, where it is expected that MED Food TTHubs will also be visible to PRIMA website followers which will support the dissemination of the MED Food TTHubs.

### **2.5.6 MED Food TTHubs newsletter**

A six-monthly newsletter will be broadcast by electronic channels (email, Social Networks, etc.) to the free online subscribers to spread the work of the project. The newsletter will come out alongside the project in month M6, M12, M18, M24, M30, M36.

The newsletter will essentially synthesise the project advancements and provide links to download the reports and relevant information elaborated in MED Food TTHubs. The newsletter will provide information in a synthetic form, which will be accessible in full version in MED Food TTHubs webpage.

## **2.6 Offline dissemination tools**

### **2.6.1 Printed promotional material**

The production of a number of brochures, posters and roll-ups in national languages will widen the public reached by the communication activities, allowing other potentially interested stakeholders and general public to be informed about MED Food TTHubs project.

MED Food TTHubs' Consortium envisage having a brochure that will focus on specific elements of MED Food TTHubs (consortium, target audience, events, e-platform, etc.). The brochure will exist in electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions to be used for conferences and live events. When preparing the brochure special attention will be given to an appealing and clear language and a friendly, light design, which represents the idea of the project via nice pictures and key visuals.

Information showed in the brochure will be adapted to additional formats: posters and rollups. These elements will be printed and available for partners to be used in specific dissemination actions in events, or workshops promoting MED Food TTHubs project (e.g. booths, corners, etc.).

MED Food TTHubs seeks to support the implementation of full-path tracing practices through the whole distribution channel from seed to shelf in order to achieve safer and more sustainable Mediterranean food products.

Therefore, MED Food TTHubs establishes and operates seven pilot Trace & Trust Hubs forming a transnational network playing the role of a one-stop-shop for traceability and authenticity for "added value" Mediterranean food products.

Seven product cases with diverse characteristics and nutritional profiles represent the real test field for designing and implementing the business processes for providing added-value services concerning the traceability and authenticity control through one-stop-shop units.

**Project name:**  
MED Food TTHubs - Trace & Trust Hubs for MED Food 1931

**Grand Agreement:**  
1931

**Type of action:**  
PRIMA Call-2019 | Section 1 - RIA & IA

**Start date:**  
01/04/2020

**Duration:**  
36 months

**PRIMA contribution:**  
1.519 ME

**Project Coordinator:**  
Centre For Research & Technology Hellas

**The MED Food TTHubs Consortium consists of 10 partners from 7 countries, covering a wide range of expertise:**

CERTH  
Centre for Research and Technology Hellas, Greece

Green Projects  
Green Project SA, Greece

Arab Academy for Science and Technology and Maritime Transport, Egypt

PlantLab  
University of Patras, Greece

INOVO  
INOV INESC Inovação, Portugal

Jordan University of Science & Technology, Jordan

Higher School of Engineers of Medjez El Bab, Tunisia

TECNALIMENTI  
TECNALIMENTI S.C.p.A., Italy

Engineering, Italy

LifeSTech  
Universidad Politécnica de Madrid, Spain

For further information, please contact:  
Dr. George Barnas  
Centre for Research and Technology Hellas, Greece  
Email: g.barnas@certh.gr  
CONTACT US: info@tthubs.eu

www.tthubs.eu  
#MED\_Food\_TTHubs

**Trace & Trust Hubs for Mediterranean Food**

A new PRIMA Programme for providing safer and more sustainable Mediterranean food products for people all around the world

This project is part of the PRIMA programme supported by the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 1931

(a)

Aiming to implement full transparency concerning the traceability and authenticity in the food supply sector, MED Food TTHubs taps into cutting edge technologies and "Internet of Things" (IoT) solutions and builds on standardised approaches to food production processes and location identification, transparent monitoring procedures and innovative business partnerships.

**Are you a company supplier?**  
MED Food TTHubs can help accelerate supplier onboarding and lifecycle management, trust your supplier creates a trusted, digital identity for suppliers that can be used to begin relationships with multiple buyers. This helps you avoid redundant submission of the same information, reducing the time to first transaction.

**Are you an exporter, an importer, a freight forwarder, or a customs authority?**  
MED Food TTHubs can open and neutral supply chain platform underpinned by blockchain technology.

**Are you a distributor and a retailer?**  
MED Food TTHubs supports collaboration which is delivering real business results and boosting confidence in the world's food supply, and creating a smarter and safer food system.

**Are you a farmer?**  
MED Food TTHubs can support the integrity behind the product or the commodity and can provide sound guarantees at retail from farm to fork.

**Are you a consumer?**  
MED Food TTHubs can support you to be big winners with blockchain adoption throughout the agriculture sector, providing certification that food adheres to the high standards expected by consumers.

### MED Food TTHubs Approach

MED Food TTHubs promotes documented traceability of the whole "seed-to-shelf" food supply chain, through proofs of authenticity for final products and ingredients, including also detailed information on their nutritional profile.

To this end, our underlying concept is simple: Establish seven Trace & Trust Hubs (T-T Hubs) bringing together various actors from service providers to end-users and consumers, aiming at providing transparency and trust throughout the whole supply chain.

The T-T Hubs will support the designing and proper implementation of comprehensive quality systems concerning the entire product lifecycle, with an extra focus on circular economy practices for optimal usage of resources.

**The main features that characterise our approach are:**

Electronic platform

Voluntary Scheme of Traceability of MED foods

### E-Platform

MED Food TTHubs e-platform along with its various modules and apps will fully support the operation of the 7 Trace & Trust Hubs. The web-based platform will employ blockchain technology, which will ensure increased transparency and provision of trusted information. On this platform, users will be able to share information across the whole food supply chain. As such, nutritional profiles of Mediterranean food products will be developed and further enhance the documentation of products' traceability and authenticity. Through the Consumer App module, consumers from around the world will be able to access detailed and accurate product information from ground to mouth, by using TracelD or QR code.

The e-platform will also act as a common interface for the involved in the Mediterranean food-industry stakeholders. Implementation, monitoring and provision of Authentication and Quality Assurance Protocols and certifications concerning the entire product lifecycle will also be supported improving market and consumers' confidence.

### Voluntary Scheme of Traceability

The Voluntary Scheme of Traceability (VST) of MED foods will act as a common protocol including detailed guidelines, audit procedures and key performance indicators in relation to practices and processes towards traceable, authenticated and of high nutritional quality products. VST will be developed and implemented, aiming at preserving added value information related to origin, species, isotope of the product, but also manipulations during the passage in the supply chain from one actor to another, by the use of a "certification" process based on blockchain technology.

(b)

Figure 11: Final art of the MED Food TTHubs brochure (English version)

### 2.6.2 Specific printed material for MED Food TTHubs final event

Additional efforts will be made when the final MED Food TTHubs event approaches in terms of design of new specific promotional material for this individual event, that will take place at the end of the project. Hence, the focus of this new material will be pointed on the final outcomes and results of the project achieved along these 3 years.

MED Food TTHubs' Consortium envisage producing at least the following materials for the event:

- Specific brand/logo for the event;
- Customized event agenda lay out;
- New version of the MED Food TTHubs Brochure;
- Brochure adaptation to rollup format.

### 2.6.3 Press conferences and press releases

Press releases will be issued by all partners during the project coinciding with important milestones like local or European and Mediterranean events, launch of e-platform for proposals or publication releases.

They will target key players (e.g. SME's, MED Food TTHubs stakeholders, relevant local authority departments, local and national media, service providers, Managing Authorities and other funders). Communication team will actively follow up the releases to assure maximum coverage.

Regarding press conferences, at least one press conference per partner will be organised with regional/national relevance within the duration of the project.

### 2.6.4 Organisation of MED Food TTHubs Events

During the project, a number of regional, national and international events will be organized as follows:

#### **MED Food TTHubs Local Events**

MED Food TTHubs partners will collaborate in disseminating MED Food TTHubs activities to their national and local audience, taking advantage of the close network they could have in their own country. Organizing cross-fertilization and networking events at national level is one of the activities to be carried out by national consortia. Local events have, essentially, three main aims:

- Provide general information about MED Food TTHubs and its activities. Define cross-fertilization activities with regional-national audience between agro-food and ICT related sectors and digital technology and ICT industry. Inform about the benefits that companies, especially SME's, may bring from the project.
- Organize focus-group sessions aiming to identify relevant challenges affecting MED Food TTHubs' targeted application sectors in their territories, bearing in mind the digital trends



and opportunities mapped in WP1. The first hands-on session will be organized by AASTMT and will involve other partners to ensure that the methodology is replicable in the other participating countries.

- Sign off events: presentation of the final project results, with regional-national audience, including a training event addressed to enterprises and business operators.

Each national consortia must hold at least two local events per year during the project (if possible preceding major European and Mediterranean events), plus one signing off event near the end of the project. After each event they will provide information to be uploaded on social media and MED Food TTHubs project website along with press releases related to the events.

### **MED Food TTHubs European and Mediterranean Events**

MED Food TTHubs will organize two events at European and Mediterranean level, one in Greece and another in Tunisia, with the main goal of selecting out of the challenges prioritized at national level those which present a stronger transnational dimension for ICT-based solutions highly likely to scale up and / or lead to the creation of transnational value-chains. The planned events will also give participants the opportunity to meet each other, reflect on possible collaborations and envision new value chains.

### **MED Food TTHubs Final Event**

A two-day final Dissemination Event will be organised at the end of the project. It will be a high-level international event focused on summarize the project outcomes in front of a wide international audience: EU and Mediterranean officers, regional-national institutions, enterprises, research institutions, students and citizens in general, encouraging dialogue and networking.

The event programme will include thematic workshops featuring operational teams and coordinated by experts.

Specific promotional printed and electronic material will be produced for the final event.

## **2.6.5 Participation in external events**

In terms of global dissemination, all partners will spend part of their resources in participating and disseminating MED Food TTHubs project at external third party's events that are addressed to potential MED Food TTHubs audience groups and aligned with MED Food TTHubs objectives.

### 3 Internal Communication Plan

#### 3.1 Internal communication tools

The mechanisms that will be used throughout the project in order ensure the quality level of an internal communication is described in WP1 deliverable “Quality Management Plan”.

The following scheme shows how communication may flow through different task leaders, WP leaders and project technical group towards the coordination bodies.

The centric role of the dissemination manager, in cooperation with the project coordinator must ensure an efficient, fluent and controlled communication on among all MED Food TTHubs partners during the project life.

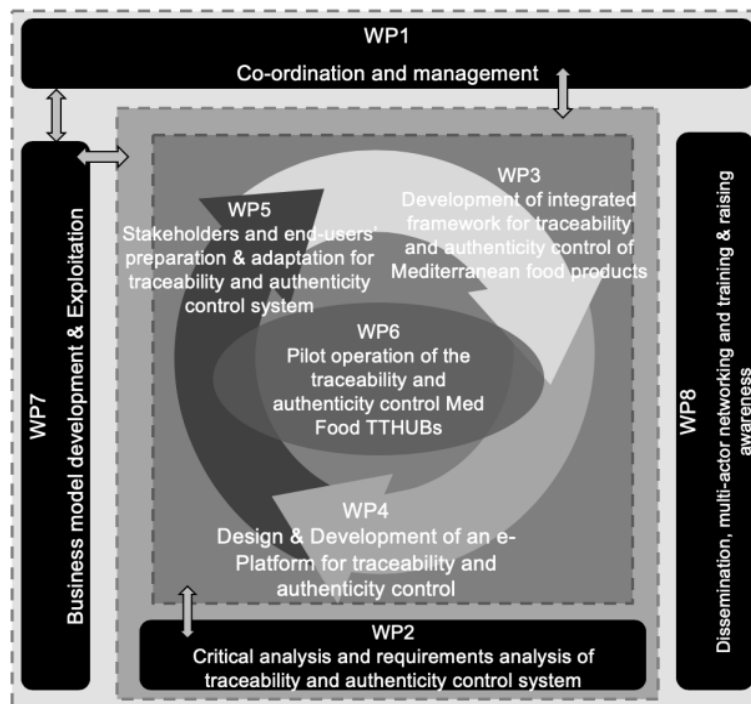


Figure 12: Co-ordination and communication flows in MED Food TTHubs

A ‘Communications Committee’ integrating all the communication specialists of all the members of the Consortium will be established. During the periodic planned meetings (every 3-6 months), we will coordinate the communications aspects of the project in every country, as well as evaluate the performance of the dissemination plan and undertake correcting measures when needed.

The basic tools that will be used during the project to accomplish the internal communication among the partners are:

- Regular email
- Communication Committee Periodic Meetings (every 3-4 months)
- Steering Committee Periodic Meetings (every 6 months)

## 3.2 Internal rules and procedures for a proper use of communication tools

### 3.2.1 MED Food TTHubs website

MED Food TTHubs website is the main channel to communicate with our audiences and disseminate news. Every partner of the project will have the ownership of one or two website's users (depending on their needs).

Every partners should contribute to website as well as SMAs by sending their articles/material to CERTH & AASTMT to be reviewed and uploaded by CERTH IT department on the project's website.

Every user may create content to be uploaded on the website. However, an approval from CERTH, who will act as website administrator, will be needed who will have to prioritise, make sure the content is aligned with the general rules and approve it (before it goes public).

Please have a look at this useful list of tips to create your posts on the website:

- Minimum length: 250 words (Maximum length: N/A)
- Select a heading (no longer than 180 characters): Page titles explain to searchers what the article is about, and they are also a big part of how search engines determine our site ranking. Titles usually answer the 'what' question very precisely. In this section, we should mention 'who' is involved or the place 'where' and 'when' the action happened / will happen. Besides, the website will take the text written in the 'title' as a reference to create an automatic message to post on Social Media when clicking the 'share' button on the website.
- Write a subheading (no longer than 300 characters): This paragraph explains a bit more in depth what we want to communicate, responding to the 'how' question and giving key pieces of information.
- Body text: (no character limitation): Explain the context, and further information to complete the article.
- Select an impactful image (preferably with high resolution) that describes what is explained in the article.
- Do not miss the chance to optimise the article and make it easier to be found on Google. Please, insert any 'tag' you may consider as appropriate to define the article, e.g. 'MED Food TTHubs project'.

### 3.2.2 Publications, Press Releases, Interviews and press conferences

The content of each publication will be agreed by all members of the Consortium. Every partner will oversee the translation of the content and lead the dissemination at National level.

As general rule, it is advised to include a description of the project at the end of every publication / press release with a link to our website and social media networks. Please take the below one as a template:

MED Food TTHubs (Trace & Trust Hubs for MED food) is a European and Mediterranean funded project that aims to support innovative SMEs by fostering new cross- sectorial and cross-border collaborations, setting up collaboration of stakeholders around joint business models and helping them to raise international visibility and to extend their markets worldwide. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 1931.

### 3.2.3 MED Food TTHubs Newsletter

AASTMT, as the leader of the WP8, will coordinate the issuance and distribution of the newsletter of the project. A mailing template will be designed for this purpose.

Description of the Newsletter:

- While the sections of this publication are still to be determined, it will be fully nourished by the news published on the website.
- It is envisaged sharing newsletter edition every 6 months as a summary of all the MED Food TTHubs events (past and upcoming ones), publications, and press releases.
- The sender will always be an official account of the project, i.e. [tthubs-all@tthubs.eu](mailto:tthubs-all@tthubs.eu)
- The language of the newsletter will be English, although translations and adaptations for National languages are permitted.
- Until project’s own MED Food TTHubs project database is built, dissemination will be taken by every member of the Consortium at National level. There will be a specific form on our website to enable users to subscribe to our newsletter [<https://tthubs.us17.list-manage.com/subscribe?u=1fe73c62ec156f0945d9b969e&id=574656fe1d>]
- It is recommended for members to compile all the URLs and proofs of articles, news or any content that quotes the project to be included in the periodic reports here.

The procedure will be as follows:

- 2 weeks before the mailing is sent, AASTMT will circulate a draft version of the message among the members of the Consortium.
- The Consortium will have 1 week to send any comment, suggestion or improvement to the coordinator of the newsletter.

- The coordinator will adapt the messaging based on the feedback from the Consortium and will circulate a final version of the newsletter.
- Once the newsletter goes out to our databases, the Admin will make it available on the website and broadly disseminated on MED Food TTHubs's Social Media channels. All members will be asked to repost and / or to share it on their own profiles.

### 3.2.4 MED Food TTHubs Social Networks Profiles

What sort of content are we going to share through our MED Food TTHubs Social Media Profiles? In general terms, we will be sharing two different kinds of information:

- Our channels will be populated with news coming from our members' activities related to MED Food TTHubs and the performance of the selected projects to be funded.
- To coordinate this task, a Google Sheet is created where members will be asked to fill in with the information such as: 'Name of your organisation + users', 'date', 'suggested message to be posted', 'URL where to get more information' + 'Other Users to be tagged in the post' (e.g. other organisations, public administration).

This on-line document will feed our editorial plan to prepare the material for this event. Only strategic events and messages will be shared on our corporate channels.

The first two columns will be completed by the admins to inform you when the post will be published according to our social media plan. Once the post is shared, the URL will be added to the 'Posted URL' column in the document.

To avoid spamming our audiences and to optimise the reach of our publications, posts will be shared upon the volume of activity of each season. Therefore, the frequency rate will be higher in some picks.

- On the other hand, we will be checking the press and share strategically content supporting the main ideas of the project. Members are welcome to repost and re-share this kind of information through their corporate profiles.

Once the purpose and audience are clear, the key messages can be defined. To that end, it is useful to keep the communication principles in mind:

- Messages should be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Messages should be tailored to the recipient(s). It is crucial to carefully consider what they should know about the project.
- Messages of different projects related to the same subject can be coordinated to enhance impact.
- Information should be correct and realistic.

### 3.3 Working internal templates

Another important asset in terms of communication activity within the project is to have homogeneous formats related to project deliverables, documents, presentations or any other item eventually produced.

For this purpose, AASTMT has produced different templates available for MED Food TTHubs partners for main formats such as .doc (for documents and deliverables) and .ppt (for MED Food TTHubs presentations):



Figure 13: MED Food TTHubs .ppt template



Figure 14: MED Food TTHubs .doc template

## 4 Evaluation and monitoring of Dissemination activities

Communication activities will be monitored according to a set of quantitative and qualitative indicators. The evaluation of communication activities will determine the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis will help the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly.

A set of KPIs has been specifically defined to monitor the successful deployment in terms of efficiency and effectiveness of dissemination activities. These indicators comprise:

**Table 4: Successful deployment monitoring KPIs of MED Food TTHubs dissemination activities**

Outputs / KPIs	Measurement Unit	M36 Target
Project visual identity	-	1
Project website	-	1
Project brochure (in English and local editions in national languages)	Nº of project brochure produced	300
Project poster (in English)	Nº of project posters produced	100
Project Roll-ups (in English)	Nº of project rollups produced	10
Project communication strategy	-	1
International MED Food TTHubs e-newsletter	Nº of newsletter produced	6
Movie-documentary about MED Food TTHubs	Nº of videos produced	1 (+ ad-hoc videos)

Outputs / KPIs	Measurement Unit	M36 Target
Number of regional local events (networking events and workshops) organized for target key audiences	Nº of events organized	10
Presentation and feedback sections	Nº of events organized	3
Training sections	Nº of events organized	3
Number of European and Mediterranean events organized for external audiences (including a final event)	Nº of events organized	3
Number of external events attended representing the project	Nº of events attended	20
Presence at trade shows and business event	Nº of events attended	3
Cluster with Relevant projects & Initiatives	Nº of relevant projects	3
Communication with SMEs for participation in events	Nº of SME's contacted	100
Scientific publications in peer-review journals, international conferences and workshops	Nº of publications	6
General project publications published	Nº of publications	10
	Nº of blog entries	30
Activity and dissemination in MED Food TTHubs website	Nº of entries or publications	36
Visitors of MED Food TTHubs website	Nº of unique visitors	2000



Outputs / KPIs	Measurement Unit	M36 Target
	(based on Google Analytics)	
Number of references to MED Food TTHubs in other websites	Nº of related websites	10
Activity and dissemination in MED Food TTHubs Social Media	Nº of posts in Twitter	300
	Nº of posts in LinkedIn	36
	Nº of posts in Facebook	150
MED Food TTHubs Social Media Accounts followers	Nº of Twitter followers	500
	Nº of Facebook followers	1000
	Nº of YouTube views	1500
	Nº of LinkedIn contacts	500
Multimedia material downloads (website)	Nº of downloads	150
Scientific publications as Open Access	Nº of deposits	3

## 4.1 Dissemination log

The Dissemination Log is a specific tool for monitoring partner’s dissemination activity during the whole project. The log is designed in an excel sheet and shared with all partners in a shared repository.

When a MED Food TTHubs partner release or carry out a specific dissemination action (for example, organisation of an event, publication on their website, attendance to a third-party workshop to promote MED Food TTHubs, etc.), a new entry on this excel log must be added including some basic information about the action made (e.g. date, specific channel used, location, brief description, etc.).

Every three months, the dissemination coordinator will check the log and refresh the progress of the specific KPI's (see previous table) in order to make a close monitoring on dissemination efforts.

Specific email reminders will be sent to all partners to remind them to complete the log before each three-month period.

**Table 5: MED Food TTHubs Dissemination Log**

MED Food TTHubs Dissemination log						
Partner	Specific Action	Event/Media	Place	Date	Description of the action (General info about the project, announcing events, etc.)	Link URL

## 5 Obligations and requirements for communication actions

### 5.1 Information on PRIMA funding – Obligation and right to use the PRIMA logo and EU emblem

Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that the project received funding from the PRIMA Foundation.



Figure 15: PRIMA logo



Figure 16: EU emblem

In particular, it should display:

- Grant Agreement number: [insert number] [insert acronym] [insert call identifier of the master call];
- Display the PRIMA logo;
- Display the EU emblem, and
- Include the acknowledgement of funding:

**For communication activities:**

*“This project is part of the PRIMA Programme supported by the European Union, under grant agreement N° 1931”*

**For infrastructure, equipment and major results:**

*“This [infrastructure][equipment] [insert type of result] is part of the PRIMA programme supported by the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 1931”.*

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

## 5.2 Disclaimer excluding Agency and Commission responsibility

Any communication activity related to the action must indicate that it reflects only the author's view and that the Agency and the Commission are not responsible for any use that may be made of the information it contains. Also, every official project file will have a foot note states that: “This project is part of the PRIMA programme supported by the European Union’s Horizon 2020 Research and Innovation programme, under Grant Agreement No 1931”.

## 6 Communication and Dissemination plan for partners

According to the PMs, the budget at disposal and the skills of each partner in reaching specific target audiences, the following provisional Plan is proposed.

Table 6: Partners' provisional plans

Partner:	CERTH	Indicative planned activities
		<ul style="list-style-type: none"> <li>• Participation in the design and development of project's online material such as website, articles, leaflets;</li> <li>• Use own Social Media to promote the project, and present its news/events and its outcomes (e.g. Facebook, LinkedIn, Twitter);</li> <li>• Use of the iBO/CERTH website (<a href="https://ibo.certh.gr/">https://ibo.certh.gr/</a>) for disseminating the project's start and its goals in brief;</li> <li>• Increase MED Food TTHubs visibility by disseminating project's news, events and results through the most suitable communication channels: iBO has already send press releases to Greek media, such as <i>greenagenda.gr</i>, <i>agro24.gr</i>;</li> <li>• Distribution of dissemination material during national/international events where potential stakeholders attend;</li> <li>• Promotion of the project's newsletters by email to potential stakeholders;</li> <li>• Identification of future events related to the topic where the project can be presented.</li> </ul>
Partner:	GP	Indicative planned activities
		<ul style="list-style-type: none"> <li>• Use GP's Social Media to promote the project, the news/events or its outcomes (e.g. LinkedIn, Facebook)</li> <li>• Use of the own website (<a href="http://www.green-projects.gr">http://www.green-projects.gr</a>) for sponsoring and disseminating the project and its goals in brief;</li> <li>• Make other funded consortiums (that GP participate) aware about the project;</li> <li>• Leaflets: distribution both by email and during national/international events where potential stakeholders attend;</li> <li>• Translate some dissemination material in Greek, when required;</li> <li>• Identification of existing events related to the topic where to disseminate the project (through a poster or a speech).</li> </ul>
Partner:	UoP	Indicative planned activities
		<ul style="list-style-type: none"> <li>• Use own Social Media to promote the project, the news/events or its outcomes (e.g. LinkedIn, research gate);</li> <li>• Use PlantLab website for sponsoring and disseminating the project's start and its goals in brief;</li> <li>• Make the own members aware about the project;</li> </ul>

- Leaflets: distribution both by email and during national/international events where potential stakeholders attend;
- Identification of existing events related to the topic where to disseminate the project (through a poster or a speech).

Partner:	AASTMT	Indicative planned activities
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- Use own Social Media to promote the project, the news/events or its outcomes (e.g. LinkedIn, Twitter);
- Development of a dissemination guide plan for Task 8.1;
- Development of a local dissemination plan for Task 8.3 ;
- Make the own members (and other Egyptian Food Associations / Clusters / Industrial groups in which is involved) aware about the project;
- Leaflets: distribution both by email and during national/international events where potential stakeholders attend;
- Translate some dissemination material into Arabic, when required;
- Identification of existing events related to the topic where to disseminate the project (through a poster or a speech)

***Dissemination plan for the period between April 2020 until September 2020.***

- At least two zoom meetings to disseminate the project between stockholders and beneficiaries with at least 20 participate in each event;
- At least four news related to the project area will be published on the social network.
- These events will be published on project web site;
- Creation of a site of the MED Food TTHub project on the AASTMT web page.

Partner:	JUST	Indicative planned activities
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**JUST will contribute to:**

- Defining the Target audience for each objective;
- Preparation of Printed material (leaflets, stickers, posters), and online material like videos, Project Website, social media pages (Linked in & YouTube), press releases, newsletters, flyers;
- Printing Promotional Materials for the project;
- Post on the JUST main website the project website;
- Post the related activities on the university social pages;
- Press releases and news on the project activities and outputs;

- Organise the stakeholders meetings and perform interviews to disseminate the project and achieve the other project activities.

Partner:	INOV	Indicative planned activities
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- Use INOV’s Social Media and website to promote the project;
- Identify and participate on existing events related to the topic where disseminate the project and its results;
- Distribute dissemination material when participating in relevant event.

Partner:	ESIM	Indicative planned activities
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- Use ESIM’s Social Media and website to promote the project;
- Contribute on the development of promotional material (e.g. leaflet, articles, etc.)
- Identify and participate on existing events related to the topic where disseminate the project and its results.

Partner:	TCA	Indicative planned activities
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- Use own Social Media to promote the project, the news/events or its outcomes (e.g. LinkedIn, Twitter);
- Use of the own website (<http://www.tecnoalimenti.com/>) for sponsoring and disseminating the project’s start and its goals in brief;
- Submit at least one article to an industrial specialized magazine: TCA has already an assiduous and stable relationship with some publishers (COM.PACK, Research Media Limited, ITALIAN FOOD & BEVERAGE TECHNOLOGY, International food, Industrie alimentari, tecnichenuove). TCA uses in some cases release personalized interviews that will generate articles, in other cases directly sends to the Editor the final text ready to be published;
- Make the own members (and other Italian food Associations/Clusters/Industrial groups in which is involved) aware about the project;
- Leaflets: distribution both by email and during national/international events where potential stakeholders attend;
- Translate some dissemination material in Italian, when required;
- Identification of existing events related to the topic where to disseminate the project (through a poster or a speech).

Partner:	ENG	Indicative planned activities
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- Use of corporate website (<http://www.eng.it>) for sponsoring and disseminating the project’s description and goals in brief. During the project, the site will be updated with project’s news and achievements;
- Translation of relevant dissemination material in Italian, where required (in collaboration with TCA) and disseminate them through the most suitable communication channels in Italy;
- Identification of existing events related to the topic where to disseminate the project (through a poster or a speech);
- Attendance (real or virtual) at conferences and summits, and participation in workshops organized by EC, or in other dissemination opportunities organised by innovation ecosystems (such as BDVA, FIWARE, IDSA and others);
- Participation in the design and development of project’s online material such as website, posters, brochures, flyers, banners.

Partner:	UPM	Indicative planned activities
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LifeSTech (UPM) will work on the positioning and dissemination of the messages defined by the TT Hubs Consortium, adapted to the Spanish local environment and the needs defined as the vision of technological and academic partner. In order to reach out the above audiences, UPM will use a set of channels for the information dissemination of the activities and results of the project: Specific section on the partner's website ([www.lst.tfo.upm.es](http://www.lst.tfo.upm.es)); Social networks websites (Twitter, LinkedIn, etc.); e-mail lists; Mass media; Conferences; Special Events and meetings with stakeholders. Additionally, showcases will be available in the Smart House Living Lab at UPM premises in Madrid. The Smart House Living Lab receives more than 4000 visits per year from students, researchers, end users and stakeholders, both public and private.

Our actions and planned activities for the whole duration of the project are:

- Definition of Communication and Dissemination Plan;
- Identification of key audiences;
- Definition and selection of communication channels;
- Analysis of annual events and conferences;
- Content analysis for key messages;
- Definition of communication tools (first semester);
- Creation of key messages and content;
- Project presentation portfolio;
- General dissemination brochure for specific audiences (general public + stakeholders);
- Specific section on the website;
- Production of content for social networks;
- Social networks activities;

- Design and making of showcase for Living Lab Smart House;
- Launch of showcase at Living Lab Smart House;
- Mobile showcase to adapt and move to different environments;
- Note and content to newsletter.

The consortium will use this initial plan as a baseline that will be further reviewed, revised and updated during implementation, in light of experience and necessary actions, to ensure the effectiveness of communication and dissemination actions.



## Conclusions

The Dissemination and Awareness Plan has a key role helping to reach different objectives foreseen for MED Food TTHubs project. Apart from the different technical solutions to be studied over the project lifetime, one of the main aim is to influence the society to change their behaviour towards a more efficient agro-logistics supply chains.

A respond from the target audience is requested, therefore great efforts will be placed in order to raise awareness and using the most powerful results of MED Food TTHubs: supporting the implementation of full-path tracing practices through the whole distribution channel from seed to shelf. For that purpose, Med Food TTHubs will develop and support the operation of a “Voluntary Scheme of Traceability (VST) of MED foods”, which will be a common protocol for the network of these Hubs, acting as a point of reference for the products of the different involved areas. This protocol will include detailed guidelines, audit procedures and KPIs in relation to practices and processes towards traceable, authenticated and of high nutritional quality products.

To this intend this document aims to give the consortium the proper tools and channels so that all partners give a unified message and contribute to the dissemination of the project. Target groups and stakeholders are identified, together with the description of the different procedures that should be followed when disseminating results of the project.

This is a living document, which will be uploaded according to the partners’ suggestions, and project’ needs. All partners are committed to disseminate the project outputs according to the procedures and guidelines described in this deliverable.

## Appendices

### 6.1 Appendix 1: Information of the Dissemination activities

Dissemination activities form may contain the following information:

<b>Partner:</b>	name of the MED Food TTHubs partner who has undertaken the activity
<b>Type of action:</b>	publication (poster, brochure, newsletter dissemination), project website, mailings, event organization, participation and communication in an event, press release, interview, exhibition
<b>Activity:</b>	description of the action
<b>Goals / objectives:</b>	key objectives of the activity
<b>Date:</b>	date of the activity
<b>Location:</b>	venue of the action
<b>Type of audience:</b>	e.g. University rectors, head of communication departments, teachers, students, general public, industrials, etc.
<b>Size of audience:</b>	number of people reached
<b>Event structure:</b>	short minutes
<b>Event outcomes:</b>	description of the outcome
<b>Evidence:</b>	e.g. Photos, Pictures, list of attendees, posters, banners, agenda, etc.

Before the event, based on at least two weeks' communication between the partner and the leader of WP8-AASTMT prior to the event, there will be suitable posts to be published on the social media (Face book- You Tube – Linked In – Twitter) and printing material (posters, flyers, roll up, name tags, certificates of attendance).

After the event, there will be suitable material to be published on YouTube and Facebook.

## 6.3 Appendix 2: MED Food TTHubs Final conference report template

MED Food TTHubs1: Coordinated by (partner) in (location)

### Final conference report

#### INDEX

- Conference Objectives
- Conference themes and structure
- MED Food TTHubs presentation
- MED Food TTHubs activities and results

#### Annexes

- Conference program
- Attendance sheet
- All the presentations (PPT, ODP or PDF)
- Dissemination material distributed

#### Photos