



FOX – Innovative down-scaled food processing in a box

Communication and Dissemination plan

**D9.1
EUFIC**



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EXECUTIVE SUMMARY REPORT

The Deliverable 9.1 Communication and Dissemination Plan is the first deliverable in WP9 – Dissemination and Communication. It serves as an overall strategy on how to communicate the key messages of the FOX - Food processing in a box project. The plan will be a living document to be updated every year. It contains a list of communication tools and events in the agri-food sector. Four different target audiences have been identified;

- General public
- Food scientists and technologists
- SMEs, larger industries and associations representing their interests
- Policymakers

To send out tailored messages to those audiences, different communication tools from social media, e-newsletters to infographics and videos will be used. The website will serve as an anchor point, linked to the project partners.

The main characteristic of the communication strategy is that:

All partners are ambassadors of the project and are encouraged to be involved and report on in communication and dissemination efforts, to ensure that all target audiences will be engaged throughout the lifetime of the project.

EUFIC, as the communication partner, will assist by providing a communication guide, a shorter version of the communication plan, with more practical tips and tricks.

Throughout the four and a half project years, the overall aim is to communicate the key messages about the Food Circle regions, the Innovative food processing technologies, the short food chain and others.

To keep track, the plan also contains a timeline and KPIs.

This document aims to give the partners more insight into what is important in science communication. And how to take it from here to maximise the impact on the project by increasing visibility, engagement of target audiences of all FOX partners.



Introduction

FOX - Food processing in a Box

When thinking of food production, the image of big factories, often located outside the city, come to mind. But imagine that a small box much closer to your home can do the same thing? FOX – Food processing in a Box – is a project that aims to transform large-scale technologies for the processing of fruits and vegetables, to small, flexible and mobile units in your neighbourhood!

FOX is all about health and sustainability. The innovative processing solutions are therefore flexible, resource-efficient, and based on seasonality and demand. It considers the expectations of farmers and small food businesses, looks at the technical and economic feasibility, and considers the needs of the food chain and consumers. Consumers will be actively involved in the development of new products and new business options for sustainable consumption. This allows for transparency and trust in the food chain.

FOX focusses on mild processing technologies, such as low temperature drying and mild

preservation techniques, to achieve the optimal physical and nutritional quality of the fruit and vegetable products. Minimising the use of resources and packaging material are key.

FOX stimulates short food supply chains; transitioning from a more centralised industry, to local production hubs. So-called food-circles are the European regions in which the FOX technologies will be demonstrated to be integrated into the entire food production chain. These regions, which have significant fruit and vegetable productions (conventional and organic), the impact of the FOX approach on the environment, business, people and their health will be assessed. That, together with the input from engaged consumers, will serve as vital input for the further development and upscaling of FOX.

Consumers will be actively involved in the development of new products and new business options for sustainable consumption.

FOX seeks a wide support through setting up a European Interest Group of small-scale food processors. This group will also foster the dialogue to deliver policy recommendations.

The FOX consortium

FOX is a unique collaboration between universities, research institutions, small to medium enterprises, industries and associations, who are extremely grateful for the financial support of 7 million Euro from the European Commission's Horizon 2020 Research and Innovation programme. The project lasts for 4,5 years (2019-2023).



Communication dissemination strategy

The communication and dissemination plan aims to maximise the impact of the project, to increase its visibility, and to ensure the project outcomes reach a wide audience of relevant stakeholders.

Importantly, all partners are ambassadors of the project and are encouraged and expected to be involved in different degrees in communication and dissemination efforts.

Purpose (“Why?”)

The aim of the communication and dissemination activities of the FOX project is to ensure information about the project’s objectives and results is effectively disseminated to relevant audiences.

There is no one-size-fits-all approach that will be effective enough to cover the different and unique model and partner regions. Therefore, an inclusive outreach program will be developed along four dimensions: European, national, regional and local. Moreover, the program will also include audience-specific aspects for producers, distributors and

consumers to ensure a targeted and tailored approach worthy of the ambitious goals within FOX. The tailored and region-/ technology-specific communication programme gives a distinct feature to the FOX communication approach.

To ensure the impact of the project results the exploitation WP8 will develop a Dissemination and Communication Toolbox (FOXCOMM Toolbox) to promote the results from the project among specific target groups in the FOX model regions. The exploitation activities will work closely together with WP9 communication and dissemination activities.

All partners are ambassadors of the project and are encouraged and expected to be involved in different degrees in communication and dissemination efforts.

Target audiences (“Who?”)

The dissemination and communication strategy identified four main audiences (See Annex I):

- SMEs, large industries along the food supply chain and associations representing their interests
- Food scientists and technologists
- Policymakers, regulators and authorities
- General public incl. consumers

Audience-specific messages related to the project results will be disseminated on geographic 4 levels:



- EUROPEAN LEVEL – The European Commission, EUFRAS, Copa-Cogeca, PROFEL, FreshFel, IFOAM, EIP-AGRI, CEJA and FOX’s Europe-wide Interest Group of Small-Scale Food Producers (IG-SSFP)
- NATIONAL LEVEL – National bodies including Czech Agrarian Chamber, Czech Young Farmer Association, FME, Groente en Fruithuis and BVE
- REGIONAL LEVEL – North-Brabant in The Netherlands, Lake Constance Region in Germany, Central Bohemian Region in the Czech Republic, Kuyavian-Pomeranian Voivodeship in Poland, Valencia in Spain and Provence Alpes Côte d’Azur in France
- LOCAL LEVEL – Farmers, producers, schools and municipalities in FOX model regions, in and around Helmond in the Netherlands, Lake Constance in Germany, Valencia in Spain, Nantes in France, Central Bohemian region in the Czech Republic and Kuyavian-Pomeranian Voivodeship region in Poland.

Dissemination and communication in the local language will be essential in the FOX model regions.

Each audience requires appropriate tailored information channels. Personal communication will be both digital on social media and traditional, face-to-face. Therefore, communication will be divided into:

- Centralised by EUFIC and EFFoST
- Local, in the language of the FOX model regions

Key messages (“What?”)

General messages

In the early stages of the project, dissemination will focus on more general messages:

- About FOX: Aim and objectives, four food circles, mobile containers units, small scale processing technologies
- FOX in the media
- FOX at events
- Other related topics: Short food chains, food and vegetable sector, seasonality, sustainability

Project results

As project results become available, specific messages on the project’s progress and achievements will be produced for each outreach activity and will be adapted to be accessible and understood by each relevant target audience.

FOX four different Food Circles will focus on mild processing technologies for fruit and vegetables (see table 1 for communication messages):

- Low oxygen juice extraction
- Low temperature drying
- Innovative quality analyses and packaging
- Upcycling of plant-based food side streams

Table 1: Food Circles (WP1-4), local language and communication topics

Food Circle	Language	Communication topics
Food Circle 1 – Low oxygen juice extraction for fruits and berries (mild preservation)	DE	<ul style="list-style-type: none"> • Information on nutrition, safety and quality of fruit & berry juices, smoothies • Mild preservation, juice extraction and puree, preservation and filling technologies & modular integration
Food Circle 2 – Low temp drying technologies for fruit vegetables & mushrooms	CZ & PL	<ul style="list-style-type: none"> • Information on nutrition, safety and quality of dried fruits, vegetables and mushrooms • Low temperature drying, non-thermal pre-treatment technologies
Food Circle 3 – Innovative quality analyses and packaging for fresh fruit and vegetables	ES & FR	<ul style="list-style-type: none"> • Information on nutrition, safety and quality of fruit/vegetable mix snacks • Flexible & intelligent packaging, mobile methods, conditioning
Food Circle 4 – Upcycling of plant-based food side streams (mild processing)	NL	<ul style="list-style-type: none"> • Information on food waste and use of side streams • Mild processing, preservation, extraction technologies & modular integration

Methods (“How?”)



EUFIC will proactively communicate and work closely with the project partners to ensure that the appropriate tools and channels are selected and developed to meet the information needs of the target audiences and communication objectives of the project.

The latest projects’ results and partners’ dissemination efforts (e.g. attending or organising a conference, publishing press release, articles, etc.) will be gathered in an online dissemination spreadsheet maintained by all partners. EUFIC will make sure those efforts get (social) media presence linked to a news article on the website.

In support of partners’ dissemination efforts, a short communication guide for partners will be created and kept up to date throughout the project.

Visibility

Optimal visibility is important as it will enable the project to reach an increased number of relevant audiences and expand the impact of the project outcomes. To increase the visibility multiple communication tools will be used.

LOGO AND LAYOUT

The project’s logo is the foundation of the visual identity of the project. The logo embodies freshness and makes the project more visible and recognisable.

Communication templates in Word and PowerPoint will be available to all project partners to safeguard consistency and recognizable dissemination and communication.

A signature roll-up banner will ensure the visibility of FOX at events and conferences.

PROJECT WEBSITE

An attractive, user-friendly project website will be established to inform, create dialogue and promote the use of the project results among all target audiences. The website will be the main information resource of the project towards the general public. A sign-up form for the European Interest Group of Small-Scale Food Processors (IG-SSFP) will be available on the website. Mutual links between the partners’ websites will drive traffic to the project website.

The website will be the main information resource of the project towards the general public.

The project website will contain:

- About page with aims and objectives
- List of project partners
- Research page with food circles and resources
- News and Events section
- Contact page
- Newsletter subscription
- Social media links/buttons

The main sections of the website will be available in all FOX model region languages (i.e., Dutch, German, French, Spanish, Czech and Polish) to increase uptake by the regional and local audiences.

The project’s website will be managed, maintained and hosted by EUFIC and updated with the help of all participating partners for the duration of the project. The website will be maintained until 3 years after completion of the project.

LEAFLETS



Two project leaflets will be produced by EUFIC. One at the beginning of the project, graphically illustrating how FOX aims at contributing to healthier and sustainable foods. And one at the end of a project summarising the

project achievements. The leaflets will be distributed through partners' networks and at relevant conferences and events. Both leaflets will be translated into the languages of the FOX model regions.

PRESS RELEASES

At least four English language press releases will be sent to the European press. The press releases will cover the overall project and its results. Two types of press releases will be developed:

- General press releases to reach the general public
- Dedicated press releases on major scientific developments in each of the four model regions, published in the local languages.

Project partners will assist in reaching out to national journalists in the respective partner regions. The main press release will be produced by EUFIC with the help of EFFoST, DIL and WU.

E-NEWSLETTERS

An annual e-newsletter will be sent to newsletter subscribers, the IG-SSFP group and partners networks. When more project results become available the number of newsletters will increase to every six months. Both EUFIC and EFFoST will disseminate the project in their e-newsletters to over 32,000 subscribers.

FOOD TODAY AND MAGAZINES

The dissemination of project findings will be enhanced by the publication of two articles in EUFIC's multi-lingual Food Today newsletter, and other non-specialist media (e.g. magazines, newspapers). EFFoST will raise project awareness by disseminating publications in Taste of Science, New Food and other magazines.

To drive traffic to the FOX project website a specific section about the project will be created on the websites of EUFIC and EFFoST. All project partners will be encouraged to add a similar section to their respective web presences to improve FOX's website ranking on Google.

Popular articles will be sent to relevant national and local magazines and newspapers, to ensure targeted dissemination of the FOX approach (e.g. local farmers and cooperatives but also municipalities and end consumers). These efforts will be coordinated by EUFIC but carried out by the respective project partners, to ensure local outreach in the national language.

INFOGRAPHICS AND VIDEO'S



Four infographics will be created to explain the four different Food Circles to a lay audience. The visual infographics will be disseminated on all available channels and via project partners. The infographics will be translated into the local languages of the FOX model regions.

Four short animated videos will be produced by EUFIC to explain the four Food Circles to a lay audience. The videos, hosted on EUFICs YouTube channel, will be translated into the local languages of the FOX model regions.

INFORMATION FACTSHEETS

EFFoST will provide thematic information factsheets for each of the four Food Circles, summarising the results of the mobile unit approach and highlighting the project's contribution to tackling challenges of practitioners as well as its potential for extension and replication in other associated regions.

POLICY BRIEF

The FOX outputs will be presented to a policy audience at relevant European high-level events and meetings related to topics such as healthy and sustainable diets, food technology and short food supply chains. For example [FoodDrinkEurope](#) events, [SCAR](#) events and [EIP-AGRI workshops](#).

EFFoST will develop policy practice notes in the form of short two-pagers to disseminate the key findings in research and technology, impact, and outreach of the project. The working paper will highlight the project's contribution to practitioner challenges and exploitation potential.

HIGH LEVEL EVENTS AND MEETINGS

All partners will actively seek opportunities to participate in and present project results and outcomes at relevant European or International events, conferences, trade fairs, workshops and high-level policy events.

To communicate the project's output to a policy audience, FOX will identify and map relevant European high-level events and meetings, on relevant topics:

- Healthy and sustainable food
- Food technology development
- Short supply chains
- Regional food policies

Examples of conferences and workshops focused on FOX-related topics that partners can use for the dissemination of scientific results include: EFFoST International Conference, ISEKI Food Conferences, iFood-Conference at ANUGA, SIAL, Food Matters Live, International Green Week in Berlin, Anuga, FoodTec, World Congress on Electroporation Based Techniques and Ultrasonics and others (See Annex II).

To create a dialogue with local farmers and producers, EFFoST will organise a series of small-scale events in the model regions. The local stakeholders will be able to provide input into the project development.

All partners will actively seek opportunities to present FOX at relevant European or International events, conferences, trade fairs, workshops and high-level policy events.

Engagement of the target audiences



All project partners are expected to support dissemination, to ensure that all target audiences will be engaged throughout the lifetime of the project.

What can partners do?

Partners' activities may include;

- Engaging with relevant national and local media (print, radio, television, web-based)

- Contributing to EUFIC's inputs on social media
- Proactively sharing information with the Communication Working Group about project results
- Listing their own communication activities in a shared file
- Providing translations of materials for non-scientific audiences in their local language

Social media

Social media will be used to share project outcomes and redirect traffic to the [website](#).

The EUFIC-managed Twitter account EU Food Health ([@SciFoodHealth](#)) brings the latest from EUFIC's EU-funded Projects and will post content related to FOX. Other partners can amplify posts from there on their own Twitter channels (e.g. [@EFFoST](#)). The hashtag for all social media posts will be #FOXfoodinabox.

A LinkedIn page community will be created to liaise with the FOX professional stakeholder community and to sustain interest in the project.

EUFIC's YouTube channel will be used to host short videos and animations for communication with the general public.

EUFIC's twitter channel @SciFoodHealth tweets about FOX using #FOXfoodinabox

Media monitoring of online platforms will provide information types of content and sources that promote the project messages to allow for communication optimisation and ensure maximum outreach of news or results. An impact assessment can account for relevant stats such as views, impressions, likes/shares and engagement.

Engagement of the FOX partners

Engagement of project partners is important for optimal internal and external communication.

Communication working group

A dedicated FOX Communication Working Group, led by EUFIC, will serve as a sounding board and to support the development of the logo, website and communication materials.

The working group will provide feedback and suggestions over the design and contents of the website and other dissemination materials, to ensure the best quality, and address the specific needs of different stakeholders.

Communication guide



Partners will be supported in their communication activities with a short communication guide which will include a detailed inventory of relevant partner channels and will be kept up to date throughout the project. The communication guide will include practical guidance on science communication, social media training, blogging guidelines and more.

Local workshops and citizen dialogue

To allow for citizen dialogue, Wageningen Research will organise at least one workshop in each of the four FOX model regions.

The input on challenges encountered in the local food supply chain will be used to improve the approach on consumer demand, local needs and national rules and regulations.

These events will be supported through local communication, e.g. via radio stations, newspapers and municipal events.

Multi-stakeholder event

A final open European multi-stakeholder event will be organised at the end of the project at the heart of Europe in Brussels to present the project's outcomes to key target audiences (opinion leaders/regulators, the media, industry including SMEs, consumer organisations, and the scientific community).

A webinar will be recorded and made publicly available via the project website. Other communication channels and tools to disseminate to results will be (social) media, a final newsletter and a concluding leaflet.

SharePoint

[SharePoint](#), an online platform lead by Wageningen Research, is the internal communication platform of the FOX consortium.

Time (“When?”)



In the first year of the project (Jun 2019-2020) when results are not available yet, mostly general messages (see Key Messages) will be promoted.

By August 2019, the visual identity and logo of the project will be created. The website will be launched and promoted in the fall of 2019.

Throughout the four years of the project (until Nov 2023), EUFIC and other consortium partners will keep FOX in the public eye regularly by attending events and disseminating research findings.

In 2023, a final conference will directly address the industry, the scientific community and policymakers. The scientific and industrial communities will also be informed of FOX's achievements face-to-face at international conferences.

Monitoring and evaluation

WP9 Deliverables

Deliverable	What	Audience	Actors and tasks	When	Deadline
D9.1	Communication and Dissemination Plan	FOX Consortium Partners	EUFIC	M3	Aug 2019
D9.2	Project identity and website	General public, all	EUFIC	M3	Aug 2019
D9.3	Interim Report on communication with consumers and the general public	General public, all	EUFIC	M24	Jun 2021
D9.4	Final Report on communication with consumers and the general public	General public, all	EUFIC	M54	Nov 2023
D9.5	Interim Report on communication with the food technology community	General public, all	EFFOST	M24	Jun 2021
D9.6	Final Report on communication with the food technology community	General public, all	EFFOST	M54	Nov 2023
D9.7	Interim Report on communication with local and regional actors along the food supply chain	General public, all	EFFOST	M24	Jun 2021
D9.8	Final Report on communication	General public, all	EFFOST	M54	Nov 2023
D9.9	Interim Report on communication with policy makers and regulators	General public, all	EFFOST	M24	Jun 2021
D9.10	Final Report on communication with policy makers and regulators	General public, all	EFFOST	M54	Nov 2023
D9.11	Report on the final conference	General public, all	EUFIC	M54	Nov 2023

Key performance indicators

The main objective of the monitoring and evaluation is to ensure that the communication activities reach the expected impact. This is vital to ensure overall quality but also to redefine and adapt activities and tools to evolving needs. To achieve this, KPIs and monitoring activities have been set.

Communication tool	KPI
Leaflet	2 (one at the beginning, one at the end)
Articles EUFICs 'Food Today'	2
e-Newsletter	1/year at first and increasing to every 6 months in the second half of the project
Video	4 short ones
Infographics	4 short ones
Workshops to reach citizens	At least 1 in each of the FOX model regions (at least 4 in total) (start March 2020)
Twitter (@SciFoodHealth)	1 post/week
Press releases	4 for general public + at least 1 in each of the four model regions
Leaflets	5000 (printed and distributed)
Multi-stakeholder conference	1
Information factsheets to reach scientific community	At least 1 per FOX model region
Policy and practice notes to reach policy makers	At least 1 per FOX model region
A series of small-scale events in each of the FOX regions to reach local and regional actors	At least 1 per FOX model region
Attendance of high-level events to reach policymakers	At least 5
Workshops at scientific conferences to reach scientific community	At least 3, depending on results
Attendance of scientific conferences to reach scientific community	At least 2 per year

Annex

Annex I

Table 1: FOX - 4 main target audiences

Main target audiences	Objective(s)	Communication tools
SMEs and large industries along the food supply chain	<ul style="list-style-type: none"> To increase awareness on the benefits mild processing technology in a mobile container To inform on project outputs To involve them into a European interest group SSFP 	<ul style="list-style-type: none"> FOXCOMM Toolbox Interest Group of Small-Scale Food Producers Website Press release Workshops Social media
Food scientists & technologists	<ul style="list-style-type: none"> To inform on the tested possibilities of mild processing in a mobile container To involve them into a European interest group SSFP 	<ul style="list-style-type: none"> Articles in EFFoST's Taste of Science magazine Press release dedicated to major scientific developments Section on EFFoST website EFFoST twitter Factsheet about four model regions Workshops at EFFoST annual conference Seek for opportunities to publish in scientific journals Website Newsletters Social media Final conference
Policy makers, regulators and authorities	<ul style="list-style-type: none"> To inform policy maker on the findings of the project To engage them into policy suggestion based on the outcomes 	<ul style="list-style-type: none"> Participation in high-level events and meetings Round table discussions Two-pager policy brief Press releases Social media Final conference

General public incl. consumers	<ul style="list-style-type: none"> To raise awareness on the possibilities of mobile mild processing container To increase impact on project outcomes 	<ul style="list-style-type: none"> Project leaflet Two articles in food Today Press releases Specific section on EUFIC website @SciFoodHealth tweets E-newsletter Infographics Animated videos
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Annex II

Table 1: Listed conference and events by consortium partners

Date	Event	Location
5-9 October 2019	iFood-Conference at ANUGA (two-yearly)	Köln, Germany
5-16 October 2019	Dutch Agri Food Week (many activities across the Netherlands, related to agrifood during which FOX partner FOODTECH is launching a public campaign on total use of raw materials (plant based) / reducing food waste and extension of shelf life). https://dutchfoodweek.nl	The Netherlands
14-15 October 2019	The Juice Summit (the leading annual conference for fruit juice executives from all over the world) https://www.juicesummit.org/	Antwerp, Belgium
22-23 October 2019	NutrEvent : meeting européen "Food, Feed, Nutrition, Health https://www.ctcpa.org/agenda-tous-evenements	Rennes, France
12-14 November 2019	EFFoST conference, November 2019, Rotterdam https://www.effost.org/effost+international+conference/33rd+effost+international+conference+2019/default.aspx	Rotterdam, Netherlands
19-20 November 2019	Food Matters Live	London, UK
3-4 December 2019	14th European Bioplastics Conference https://www.european-bioplastics.org/events/eubp-conference/	Berlin, Germany

17-26 January 2020	International Green Week in Berlin (two-yearly)	Berlin, Germany
Two yearly, 8-10 July 2020	ISEKI Food Conferences (two-yearly)	Nicosia, Cyprus
18-22 October 2020	SIAL	Paris, France
2021	SnackEx http://www.snackex.com/	Barcelona, Spain
2021	World Congress on Eletroporation Based Techniques and Ultrasonics and others (two-yearly)	Toulouse, France
23-26 March 2021	ANUGA FoodTec (two-yearly)	Köln, Germany
13-17 September 2021	Drinktec https://www.drinktec.com/	München, Germany
yearly	EFFoST International Conferences (yearly)	The Netherlands