



Interim Report on Communication with consumers and the general public

Deliverable 9.3

EUFIC, M24



Document Identification

Project Acronym	FOX
Project Full Title	Innovative down-scaled FOod processing in a boX
Project ID	817683
Starting Date	01.06.2019
Duration	54 months
H2020 Call ID & Topic	SFS-16-2018 – Towards healthier and sustainable food
Project Website	fox-foodprocessinginabox.eu
Project Coordinator	German Institute of Food Technologies (DIL)

Work Package No. & Title	WP 9 Dissemination and Communication
Work Package Leader	EUFIC
Deliverable No. & Title	D 9.3 Interim Report on communication with consumers and the general public
Relevant Task	Task 9.3.1: Communication to the general public/consumers [M3-M54]
Type	Report
Dissemination Level	Public
Responsible Partner	EUFIC
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Version (date)	V1 (03.05.2021) Final (31.05.2021)
Status	Final



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Executive summary

Communication and dissemination play a vital role in the FOX – Food processing in a bOX – project. Based on the FOX Communication & Dissemination plan (D9.1), this deliverable 9.3 highlights all communication and dissemination activities aimed at consumers and the general public carried out since June 2019. In short, these activities include the project identity and website (See Deliverable 9.2 for detailed reporting), dissemination materials for lay audiences, social media, and media coverage. Deliverable 9.3 has been successfully reached and the Key Performance Indicators show that EUFIC, together with FOX partners, is on track with the communication and dissemination to the consumers and general public.



1. Purpose (“why?”)

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

2. Target audiences (“who?”)

The FOX project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information channels. The dissemination and communication strategy identified four main audiences:

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

In order to maximize the chance of reaching targeted audiences, every outreach task is being carefully designed and translated to local languages where needed.

Moreover, audience-specific messages are disseminated on four geographic levels: the European, national, regional level, and local level.

This Deliverable 9.3 Interim Report focuses on the communication and dissemination to the general public and consumers.

3. Message (“what?”)

In the early stages of the FOX project, dissemination activities concerned general messages to raise awareness about the FOX project. Topics included down-scaled fruit and vegetable processing technologies, short food supply chains, fruit and vegetables sector, seasonality, and sustainability. Since results started to become available during the course of the project, specific messages on the project’s progress and achievements have also started being disseminated.

4. Dissemination activities & tools (“how?”)

5.1 Project website

The FOX website serves as the main information source of the project and has been registered at: <http://fox-foodprocessinginabox.eu>. Deliverable 9.2 - Project identity and website - provides detailed information on the website development and structure. Since the website went live in August 2019, it has achieved 36.2k



pageviews, 8.8k unique visitors, and the average time visitors spend on the website is 2 minutes and 57 seconds.

EUFIC continuously updates and improves the project website with news, blogs, and lay-out adjustments to make the website more user-friendly. Among others, pages for Frequently Asked Questions (FAQ), scientific presentations, and publications have been added. Moreover, to enable accessibility for a wider audience, the FOX website has been translated into 6 additional languages (German, Polish, Czech, Spanish, French, Dutch).

Partners are continuously being encouraged to share and use the project website in their institutions, companies, and scientific project pages on social media accounts.

5.2 Project identity

To achieve a consistent project identity within the consortium as well as spread awareness and recognition among external stakeholders, a project identity has been developed at the beginning of the project. These included a FOX logo, Word Template, PowerPoint template, icons, stickers, and a roll-up banner. For a more extensive report see Deliverable 9.2 Project identity and Website.

Intro and outro video



Figure 1. Fragment of the intro (left) and outro (right) video

To ensure that the FOX identity is always recognisable and visible, a FOX intro and outro video fragment have been created. These FOX video fragments are being displayed as the opening and closure of videos created by the FOX project (Figure 1). An example video can be found [here](#).

Templates



Figure 2. Word template (left) and PowerPoint template (right)

The FOX Word and PowerPoint templates are consistently being used by FOX partners in their internal and external communication about FOX. Besides, a Word Template for project Deliverables has been developed and shared among partners to ensure consistent reporting of the project's progress.

Roll-up banner



Figure 3. Partners promoting the FOX project using the roll-up banner (L.) Fruchtwelt Fair, Bodensee, (R.) DIL offices Quakenbrück)

To increase the visibility of the project, a roll-up banner was developed and distributed among project partners (Figure 3). Even during COVID times, FOX partners have ensured visibility of the banner in online events and photos.

5.3 Project leaflet

The first FOX leaflet has been produced in February 2020, which graphically illustrates the project, its objectives, and its impact on healthier and more sustainable foods (figure 4). The leaflet can be folded into a box-shape, which makes it easy recognisable for external stakeholders. The leaflet is easily accessible on the [FOX website homepage](#), where it can be downloaded and printed. Besides, the printed leaflet has been distributed to all 25 partners and is serving as the key object in the recently launched social media campaign (See chapter 5.7 – social media).

Near the end of the project, a second leaflet will be developed to disseminate the project's achievements.



Figure 4. FOX leaflet

5.4 Two articles in lay audience food technology magazine

To raise awareness of the FOX project and highlight project findings, the FOX project will have the opportunity to publish two articles in the [Project Repository Journal](#), an open-access journal dedicated to science dissemination of EU-funded projects. The first article is planned in October 2021 and the second will be published in the final stages of the project.

5.5 Press releases and media engagement

FOX partners have been generated media coverage of the project through press releases. Since the beginning of the project, FOX partners DIL, FRAUNHOFER ISI, WR and WULS-SGGW have launched a press release, receiving communication support by EUFIC when needed.

Following from the press releases as well as from additional engagement of partners with the local media, a wide range of popular articles has been published. EUFIC ensures all media engagement is continuously being tracked.

Using the monitoring software Meltwater, data from June 2019 until May 2021 reveal a total of 22 media mentions of the FOX project in press releases and popular articles. Within this period, the estimated audience reach of the general public and consumers was roughly 93k.

5.6 Section on www.eufic.org

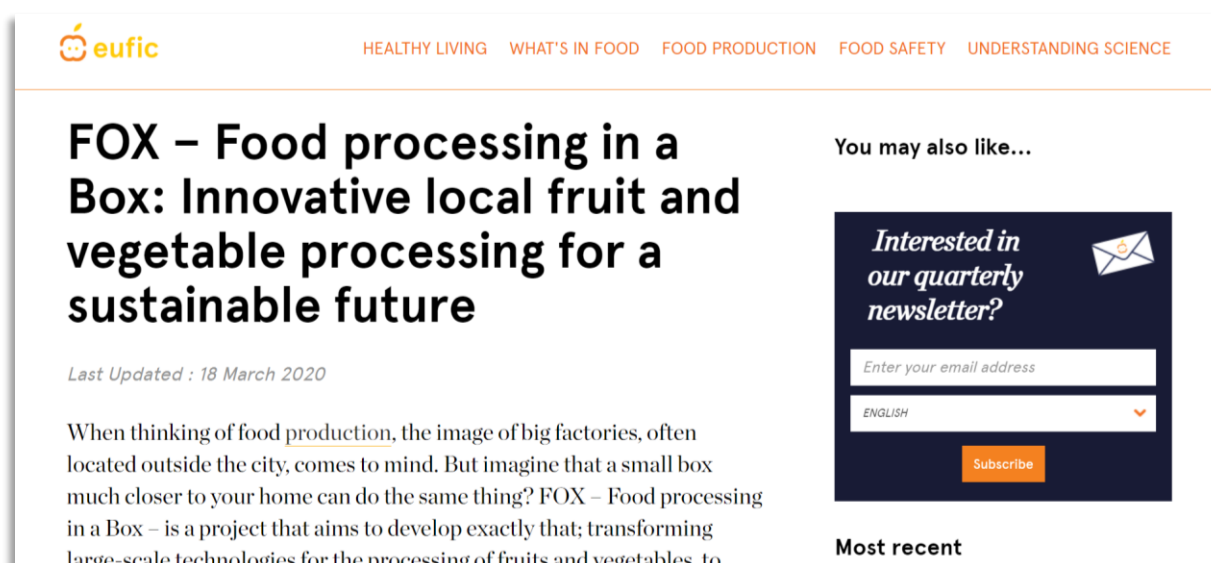


Figure 4. FOX section on www.EUFIC.org

To help drive traffic to www.fox-foodprocessinginabox.eu, a specific page about the FOX project has been created on www.eufic.org, Eufic's multi-lingual website with currently over 2 million web visits annually:

<https://www.eufic.org/en/collaboration/article/fox-food-processing-in-a-box-innovative-local-fruit-and-vegetable-processing-for-a-sustainable-future>

The page describes the objectives of FOX and includes a link to the official FOX website. The page was published on 18 March 2021. To date (26 April 2021), the page has received 604 pageviews and the average time visitors spend viewing the page is 2 minutes and 55 seconds.

5.7 Social media

Social media is actively being used to raise public awareness about the FOX project, to share project outcomes, and to redirect traffic to the FOX website. To reach different target audiences and achieve wide dissemination, tailored messages are being disseminated via different social media channels, including Twitter, LinkedIn, and YouTube. To ensure recognisability of FOX social media content, the hashtag #FOXfoodinabox is consistently being used in every post.

Twitter

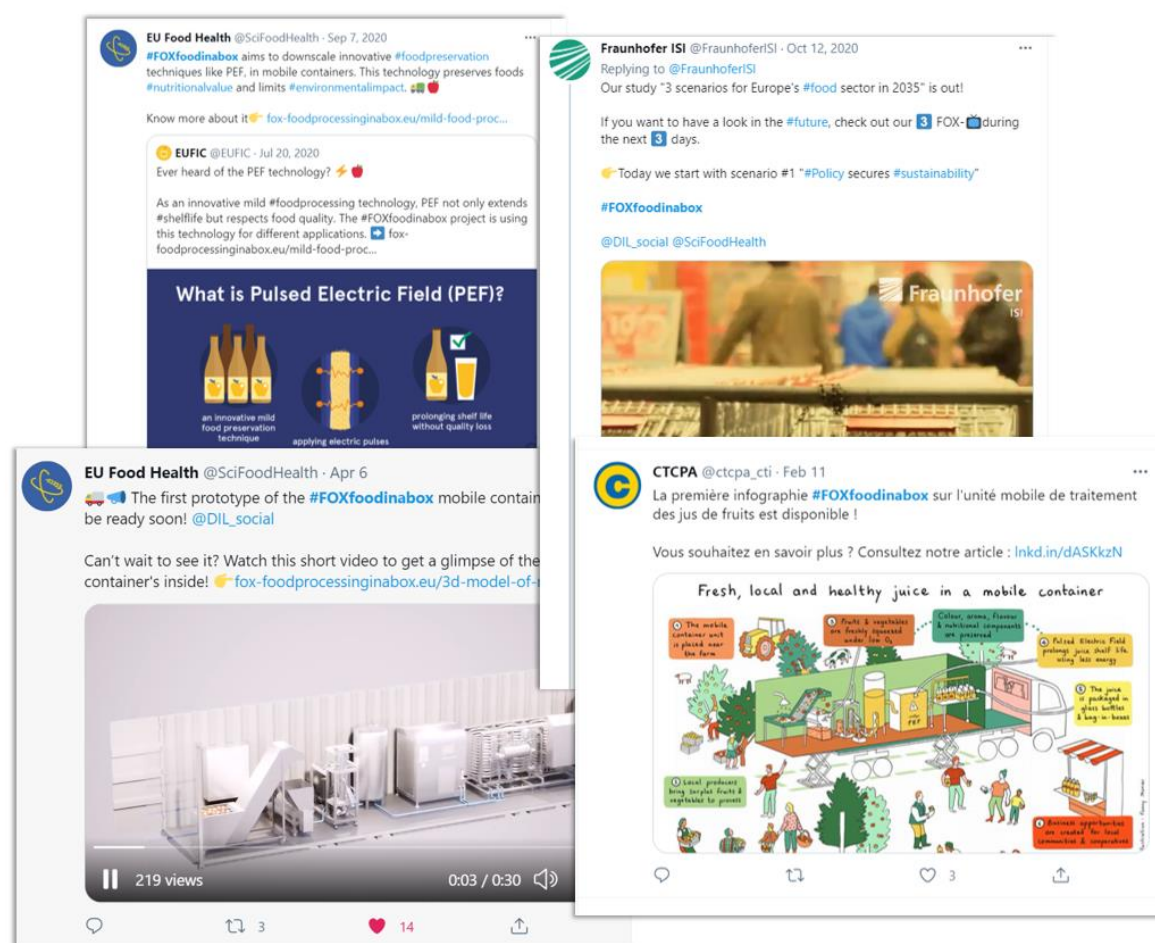


Figure 5. Tweets about the FOX project by EU Food Health and FOX partners

The EUFIC-managed Twitter account EU Food Health ([@SciFoodHealth](https://twitter.com/SciFoodHealth)) is being used to tweet about the FOX project and FOX related topics (Figure 5). The account currently has over 24K followers that are interested in EU project research outcomes, including short food chains and mild processing innovations.

Since the beginning of the project and the launch of the hashtag #FOXfoodinabox, 52 posts related to FOX have been published on @SciFoodHealth. These posts have obtained a total of 128.824 impressions and 1.996 engagements (e.g. likes, retweets, clicks) (Source: Twitter Analytics). Relevant FOX partners are being tagged in each post and they have been actively engaging and re-tweeting the messages (figure 5). A total of 94 tweets with the hashtag #FOXfoodinabox posted by accounts other than @SciFoodHealth were measured since the June 2019, using the monitoring software Meltwater.



LinkedIn

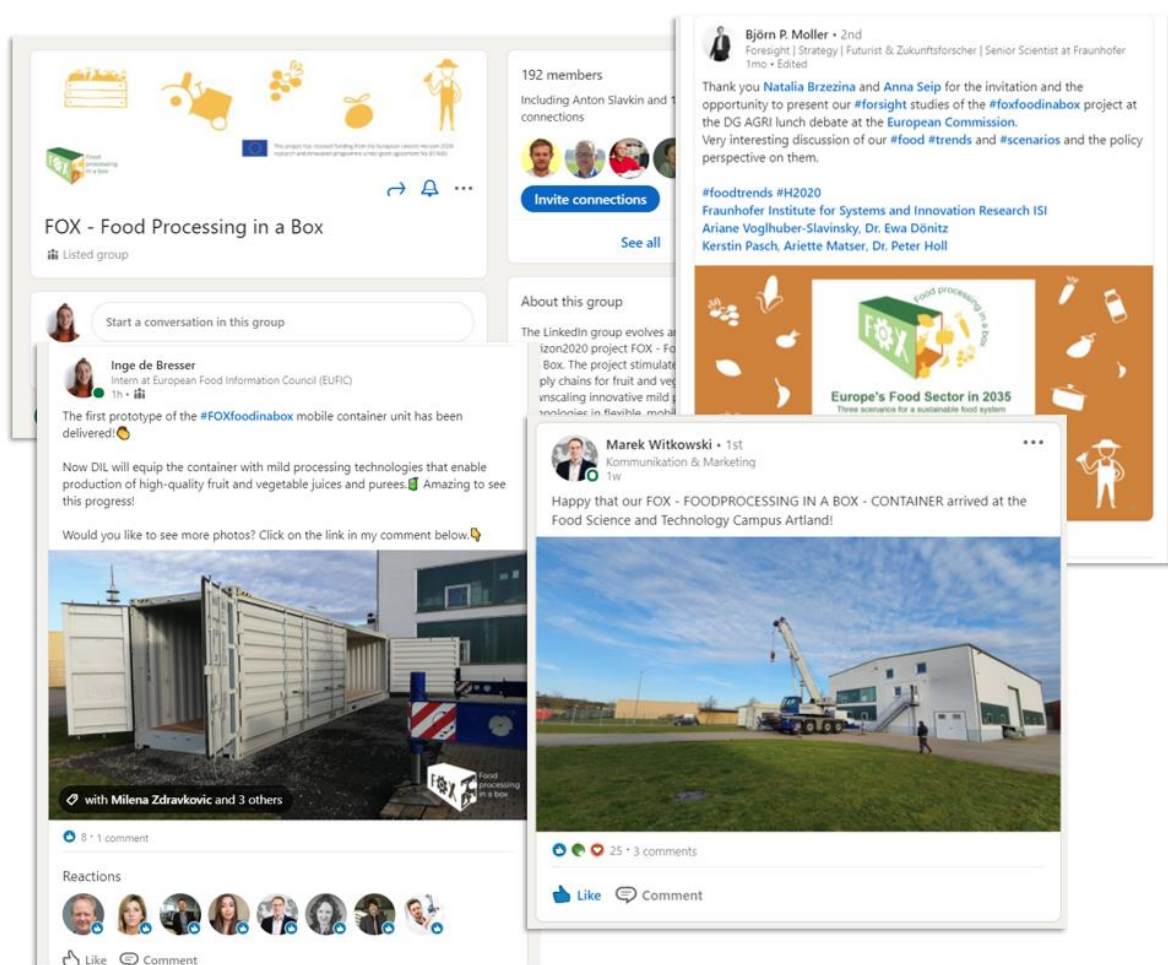


Figure 6. Posts by EUFIC and other FOX partners in the FOX – Food Processing in a Box – LinkedIn group

To build up a community of stakeholders interested in the FOX project and related topics, the [FOX - Food Processing in a Box](#) LinkedIn account has been established in November 2019. The account provides a space for partners to post project updates, but also for discussion of any FOX-related topic, such as short food supply chains, innovative processing technologies, and sustainable packaging. To ensure continuous engagement on the platform, EUFIC posts weekly about project updates or other FOX-related topics. To date, the group has 196 members, who have been regularly sharing content on FOX or FOX-related topics.



YouTube

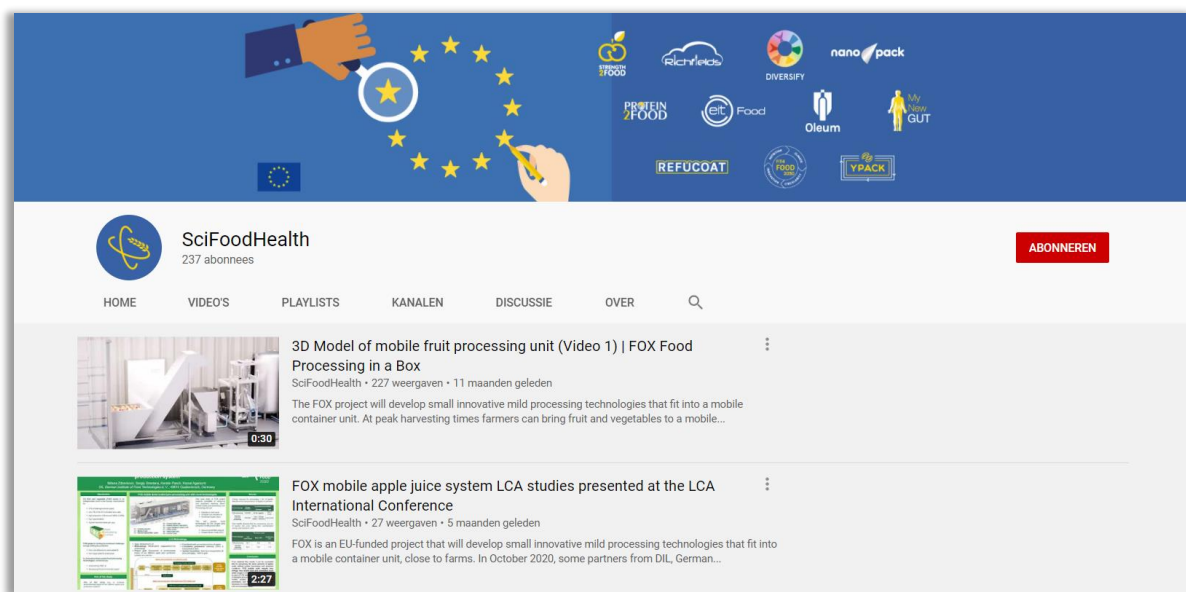


Figure 7. Videos about the FOX project on the SciFoodHealth YouTube channel

To maximize the reach of videos created by FOX partners, videos are published on the EUFIC managed YouTube channel [SciFoodHealth](#) (Figure 7). To date, the account (27 April 2021) has reached 239 subscribers. A total of 8 videos related to the FOX project have been published, which were viewed 884 times in total. To increase visibility, the videos are also shared on the other social media channels as well as on the website as news items.

Social media campaign #TheFacesofFOX

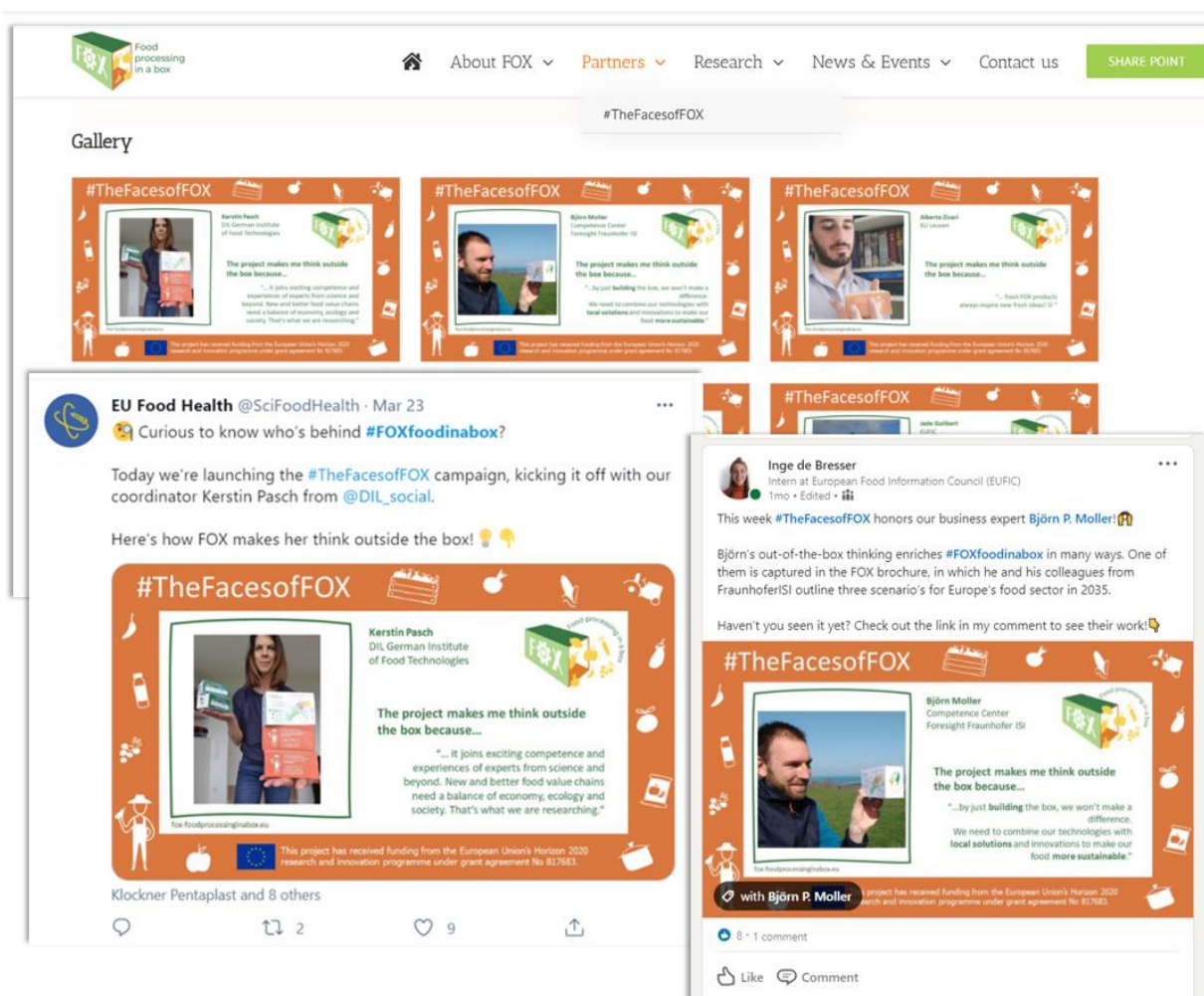


Figure 8. The #TheFacesofFOX social media campaign on the website, Twitter, and LinkedIn

To increase the social media presence of FOX as well as to stimulate engagement of FOX partners, a social media campaign called #TheFacesofFOX was launched in March 2021. The campaign includes a designated gallery [webpage](#) on the FOX website as well as weekly posts on twitter and LinkedIn (in addition to the general weekly post), in which FOX partners are being introduced in a recognisable frame (figure 8). FOX partners have been actively contributing to the campaign and, to date, 10 posts have been published. To disseminate results of the FOX project, more social media campaigns will be initiated throughout the project.



5.8 Four infographics



Figure 9. infographic on Food Circle 1 (available in 7 different languages)

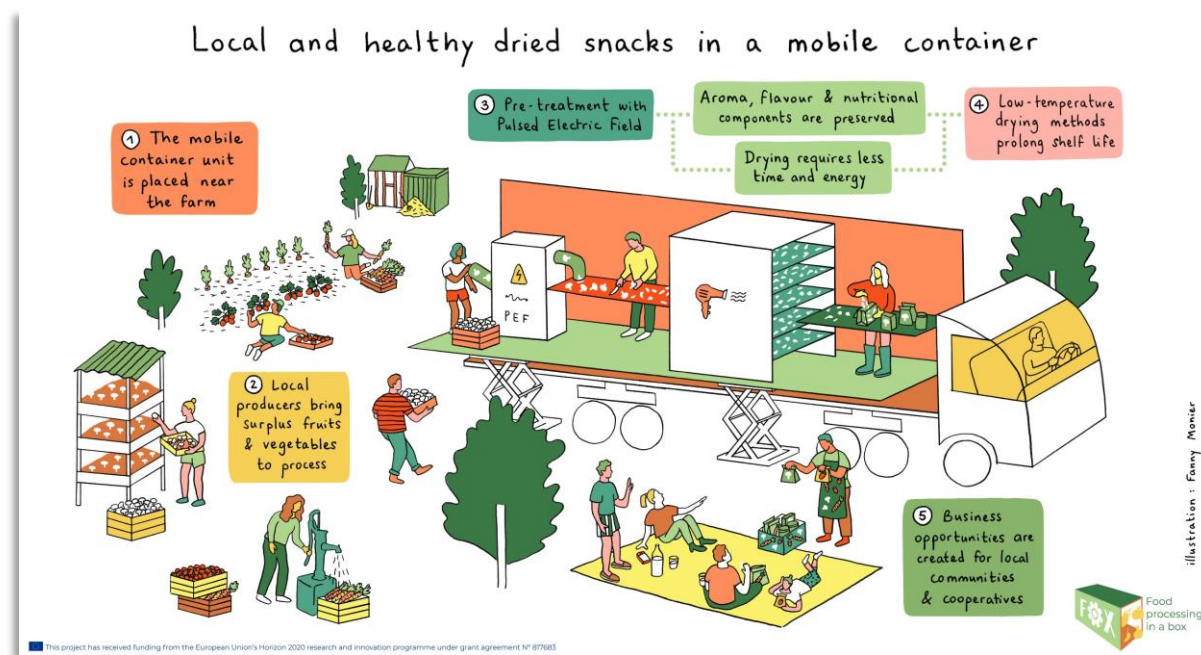


Figure 10. Infographic on Food Circle 2 (currently available in English)

To explain the work undertaken in the FOX food circles, four intuitive, attractive, and creative infographics are being developed. To date, two infographics have been developed, and the remaining two are expected to be successively launched between June and August 2021. Besides English, the infographics are being translated in the six languages of the FOX model regions (German, Polish, Czech,



Spanish, French, Dutch). To ensure accuracy of the information, relevant FOX partners are being actively engaged in the development process.

5.9 E-newsletter

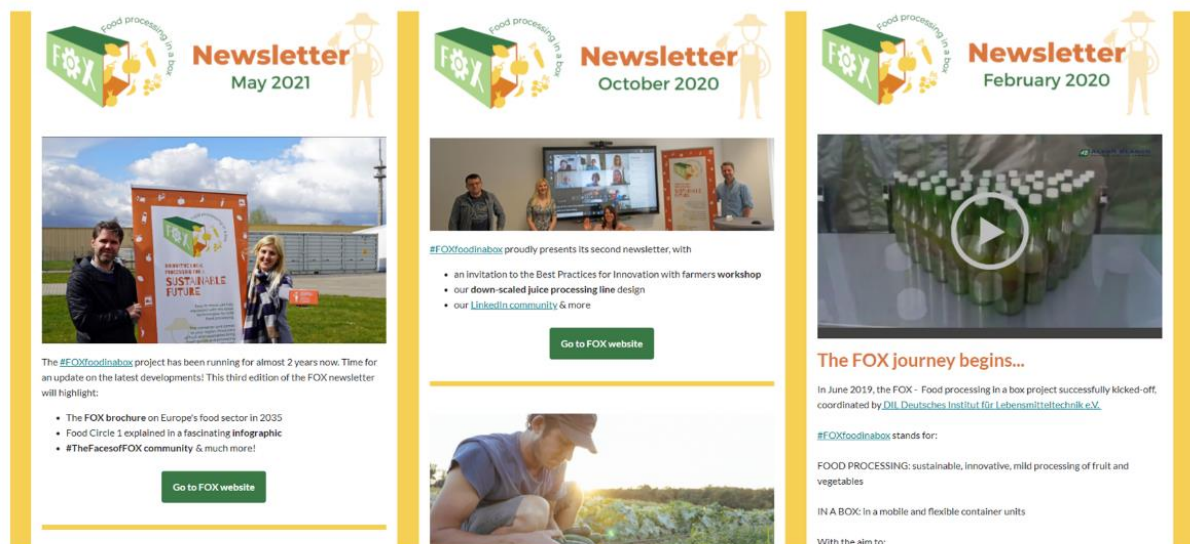


Figure 11. Semi-annual FOX newsletters

To disseminate project news and developments, an e-newsletter is being sent around every 6 months. The e-newsletter is free to subscribe via the website and is being regularly promoted on Twitter and LinkedIn. To date, [3 newsletters](#) have been created, the first one being sent out in February 2020 (figure 11). Currently, the newsletter has 138 subscribers.

5.10 Short animated videos

In addition to the videos developed by FOX partners, as mentioned previously, four short, animated videos will be produced that explain the FOX food circles to a lay audience. The videos will be published on the SciFoodHealth YouTube channel, translated into local languages of the FOX model regions, and actively promoted on the website and social media channels.

5. Monitoring and evaluation

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, of which the progress is outlined in this section

Communication tool	KPI	Status May 2021
Leaflet	2 (one at the beginning, one at the end)	1 produced, 2 nd planned in 2022
Articles Project Repository Journal	2	1 st planned in September 2021
e-Newsletter	1/year at first and increasing to every 6 months in the second half of the project	3 released
Video	4 short ones	Planned in 2022
Infographics	4	First released in 7 languages, second released in English. Translations of infographic 2 and development of infographics 3 and 4 in June – August 2021
Twitter (@SciFoodHealth)	1 post/week	1-2 posts weekly
Press releases	4 for general public + at least 1 in each of the four model regions	Planned according to results of the project (e.g. FOXLINK app, final conferences)
Leaflets	5000 (printed and distributed)	Min. 500 printed and distributed to partners; Waiting for in person events to distribute more
Multi-stakeholder conference	1	Planned M42-54

6. Conclusion

Deliverable 9.3 has been successfully reached by developing a great variety of communication materials (such as leaflets, stickers, videos, and infographics), using multiple communication channels (such as the website, social media, press, and newsletters), and creating a variety of messages on both results and project-related topics. Looking at the KPIs (chapter 5 – Monitoring and evaluation), the communication and dissemination to consumers and the general public is on track. EUFIC and FOX partners will proudly continue this work during the next phases of the project.

