



Interim Report on Communication with the food technology community

Deliverable 9.5

EFFoST, M24



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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 9.5 highlights all communication and dissemination activities aimed at reaching the food science and technology community.



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

To maximize the chance of reaching the audiences concerned, every outreach task is being carefully designed and translated to local languages where needed. Moreover, audience-specific messages are disseminated on 4 geographic levels: the European, national, regional level, and local level.

This Deliverable 9.5 Interim Report focuses on the communication and dissemination to the food scientists and technologists with the aim to inform on the tested possibilities of mild processing in a mobile container and to involve them into the European Interest Group.

3. Message (“What?”)

In the early stages of the FOX project, dissemination activities focussed on general messages to raise awareness about the FOX project, mainly down-scaled fruit and vegetables processing technologies and related topics, such as short food supply chains, food and vegetable sector, seasonality, and sustainability. Since project results started to become available, specific messages on the project’s progress and achievements were produced for each outreach activity.



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

4.1 Articles in Taste of Science

“Taste of Science” is a free online platform about innovation in the food industry. The platform keeps small and medium-sized food producers posted on trends, new scientific knowledge and technological developments. Food production is challenged with a fast-growing world population and resource scarcity. On top of tasty and safe foods, consumers want food to tell a story, have natural ingredients and be prepared in a transparent and sustainable way. Taste of Science (ToS) presents solutions that enable food producers to meet these demands.

The ToS platform provides insight, inspires, facilitates decision-making on innovation and involves its readers in EU projects. It covers developments in for example technology, health, food safety, traceability, sustainability and marketing. Also changes in EU legislation, subsidy, regional protection and interviews with inspiring entrepreneurs can be found in Taste of Science. In short, it highlights everything that can help food entrepreneurs to survive in the increasingly competitive European food market.

The easy-to-read-articles provide insight, inspire and facilitate decision-making on innovation. The online platform bridges the gap between theory and practice. In Taste of Science, researchers and food enterprises can really be on the same page. The platform has currently >8,000 subscribers.

Currently an article on the FOX project is being developed to raise awareness of the FOX project. Later in the project, when results will become available further articles are planned to highlight the outcomes of FOX.

4.2 Press releases on major scientific developments

Dedicated press releases will be released on major scientific developments of the project. These will be prepared by EFFOST, with input from the model region leaders, and published in the FOX model region languages. Furthermore, EFFOST’s newsletter will raise awareness of the project, major findings and upcoming workshops and events.



4.3 Section on www.effost.org

A specific section about the project has been created on www.effost.org, EFFOST's website and this section redirect to the FOX project website:

<https://www.effost.org/about+effost/projects/1591182.aspx?t=FOX-Food-In-A-Box>

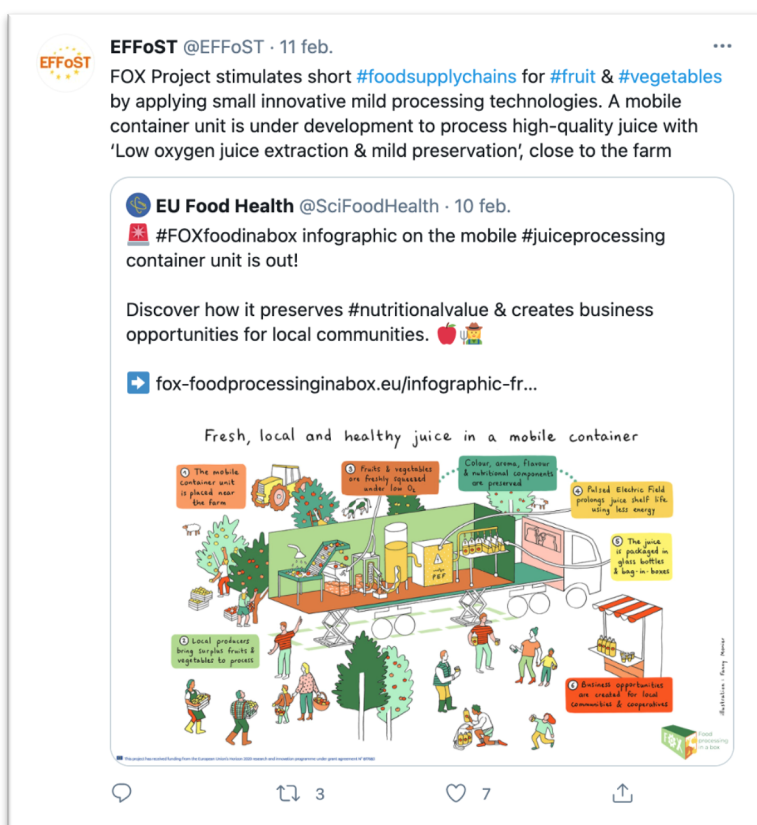
Mutual links have been and will be established with project partners' websites and other organizations working or with interest in this area.

Furthermore, whenever there is an opportunity to raise awareness about FOX and/or share outcomes of the project, news items will be published on the EFFoST website, for instance:

<https://www.effost.org/about+effost/projects/1591182.aspx?t=FOX-Food-In-A-Box>

4.4 EFFoST's social media channels

EFFOST's social media department supports partner EUFIC as part of the communication and outreach programme towards the food science and technology community. This comprises of Twitter activities (2140 followers), Facebook (2311 followers) and LinkedIn (6127 followers). Tailored messages are disseminated via these channels in order to reach food science and technology target audiences and a wider dissemination through multiplying effects.



4.5 Information factsheets

Information factsheets for each of the four FOX model regions will be prepared based on major scientific developments in the FOX project. These factsheets will summarize the results of the modular/mobile unit approach and highlighting the project's contribution to practitioner challenges as well as its potential for extension and replication in other regions.

4.6 EFFoST annual conference

EFFOST annual conferences and related events such as ISEKI will be used to both disseminate FOX results and support partners in presenting specific outcomes (e.g., poster presentations etc.). Where possible and appropriate, FOX-related workshops will be organised to tap into the expertise and experience of the audience of these events. Such workshops will be designed to disseminate on-going findings from the FOX approach but also to encourage feedback, input and comments from the food science and technology audience.

The first event under this activity is planned for the upcoming 35th EFFoST International Project, 1-4 November 2021, Lausanne, Switzerland. A joint workshop with the EU project Shealthy will take place at this conference. The 35th EFFoST International Conference will explore the theme: Healthy Individuals, Resilient Communities, and Global Food Security. This is further examined in the below mentioned sub-themes that highlight the expertise of our conference hosts.

Advancing Science for Shifting Consumer Trends

- Food product design in times of uncertainties: technologies for affordable, shelf-stable products
- Food & nutrition to enhance the resilience of individuals and societies

Shaping Robust and Flexible Supply Chains & Manufacturing Setups

- Technologies for decentralized and modular food processing
- Safety, Authenticity, Sanitation in innovative food processing
- Towards Food Industry 4.0

Engineering Affordable and Sustainable Nutrition Solutions

- Food technology for low cost & high nutritional value
- Biodiversity for healthier diets: alternative proteins, ancient ingredients, minimum processing
- Plant-based vs. animal-based protein: ingredients, processing, nutrition and liking



Next to the above-mentioned conferences, partners have participated in other conferences to promote the FOX project:

- EFFoST Conference 2019, Rotterdam, Netherlands
- 5th PEF School, Cesena, Bologna
- Pulsed Electric Fields Advantage Demo Days, Quakenbrück, Germany
- Food Tech - Food Science Sweden conference, Lund and Alnarp, Sweden
- Fruchtwelt fair in Friedrichshafen, Bodensee (Lake Constance), Friedrichshafen, Germany
- 3rd F&V Processing conference
- SHE Symposium 2021, online

4.7 Articles in specialized magazines and journals

Whenever possible major scientific developments will be disseminated by partners through articles in specialized magazines and journals for relevant audiences (e.g., New Food and Trends in Food Science & Technology which is associated with EFFOST) but also in non-scientific and non-peer reviewed publications (popularised publications).

Articles published in M1-M24

- The research in the Institute of Food Sciences, Agricola, Magazine published by WULS-SGGW.
- La innovación como herramienta fundamental para el desarrollo de envases más sostenibles, Technical magazine "Valor ecológico" nº 80, AINIA, <https://www.ecovalia.org/index.php/comunicacion/publicaciones-2>

4.8 Scientific publications

Opportunities for participants to publish FOX research in leading scientific journals and present at scientific conferences will be identified and monitored by WR with support from the other partners, in order to maintain a database of publications from the project. All publications will be Open Access (gold or green). Project partners will further be encouraged to share their research via the ResearchGate community (e.g., more than 80,000 European food scientists currently have a profile there) to disseminate their findings further, make them accessible to the scientific community and engage the food science network. A session at each annual project meeting will focus on identifying research findings suitable for publication during the following year (and appropriate journals), together with potential conference opportunities for disseminating research to academics.



Publications in conference proceedings and/or workshops in M1-M24

- Applying LCA for the comparative study of FOX mobile apple juice production system and standard industrial apple juice production system. Zdravkovic, M., Smetana, S., Pasch, K., Aganovic, K., DIL German Institute of Food Technologies e.V.
- Methodological challenges for combining qualitative future scenarios and LCA in the food and agricultural sector: Poster presented at 12th International Conference on Life Cycle Assessment of Food. Towards sustainable AGRI - Food Systems. 13-16 October 2020, Virtual from Berlin, Germany. Voglhuber-Slavinsky, Ariane; Moller, Björn; Dönitz, Ewa, Fraunhofer ISI
- Methodological challenges for nutrition quality and health impact assessment of innovative food products within the FOX project. Kusar, A., Vranken, L., Pasch, K., Pravst, I. Nutrition Institute, Slovenia (NUTRIS)
- Socio-economic and environmental performance of small-scale and mild fruit and vegetable processing technologies. Zicari, A., Mathijs, E., Avermaete, T. & Vranken, L.
- The influence of ultrasound treatment on structure and electrical properties of plant tissue. Nowacka, M., Wiktor, A., Dadan, M., Rybak, K. & Witrowa-Rajchert, D. Warsaw University of Life Sciences - SGGW



5. Monitoring and evaluation

Key performance indicators

The main objective of the monitoring and evaluation is to ensure that the dissemination and 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
Multi-stakeholder conference	1	Planned M42-54
Information factsheet to reach scientific community	At least 1 per FOX model region	Planned M36-M54
Workshops at scientific conferences to reach scientific community	At least 3, depending on results	First workshop planned at 35 th EFFoST International Conference, 1-4 November 2021, Lausanne, Switzerland. This workshop will be organized together with the EU project Shealthy.
Attendance of scientific conferences to reach scientific community	At least 2 per year	7, see 4.7

