



# COMFOCUS

Community on Food Consumer Science



# Communication and Dissemination Plan

Deliverable 2.1



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# CHAPTER 1

## Introduction

### 1. Introduction

This document is developed as part of the COMFOCUS: Communities on Food Consumer Science, which has received funding from the European Union's Horizon 2020 Research and Innovation programme, under the Grant Agreement number 101005259. The Communication and Dissemination Plan represents Deliverable 2.1 of Work Package 2 (WP2) – Networking, communication, stakeholder engagement.

WP2 has one main objective: To develop a pan-European community focused on Food Consumer Science (FCS), and organized around the COMFOCUS data infrastructures and installations, strengthening, Europe's leading role in FCS. Towards this objective it's necessary to implement a clear and strong communication and dissemination strategy to guarantee that: COMFOCUS (i) creates a strong awareness and solid linkages and uptake between FCS actors and stakeholders; (ii) promotes the use of project results and the organic growth of FCS community during and beyond project duration; and (iii) identifies the best way to engage the stakeholders and the most suitable channels and tools to target each one.

This document is to be used by all of the consortium and provides a set of tools that aim to ensure an effective implementation of the COMFOCUS dissemination and communication strategy in order to reach project's different stakeholder groups.

This report is divided into six chapters, which define the project communication and dissemination plan:

- Objective and Methodology;
- Communication content;
- Target groups;
- Communication tools, channels and activities;
- Action plan;
- Evaluation.



## **CHAPTER 2**

### Objectives and Methodology

## 2. Objectives

This chapter describes the objectives and methodology of the communication and dissemination plan.

### 2.1 Objectives

The main objective of the communication and dissemination plan is to identify the key messages to be communicated by the project, the project's target audiences and potential users, the relevant tools and channels that will be used to communicate with stakeholders, and the expected impacts of the activities in order to create a strong awareness and solid linkages and uptake between FCS actors and stakeholders.

This plan will follow the project evolution and will be a guide for project partners, and will be revised according to the identification of additional messages to be communicated, identification of new and relevant stakeholders as well as other relevant communication tactics to maximizing COMFOCUS impact helping them to establish the basis for their intellectual property strategy, dissemination and exploitation activities.

The specific objectives of the COMFOCUS dissemination and communication plan are:

- (1) Create a strong awareness and solid linkages and uptake between FCS actors and stakeholders;
- (2) Promote the use of project results and the organic growth of FCS community during and beyond project duration;
- (3) Engage the stakeholders and the most suitable channels and tools to target each one

This document will ultimately provide detailed guidelines for the consortium members to be able to:

- Understand the scope and objectives of communication and dissemination within the project, as well as their responsibilities in this regard;
- Understand the updated project target groups and the different communication channels that should be used to address them;
- Understand the importance of interaction between partners to implement well-coordinated, effective and timely communication and dissemination activities;
- Have access to an organized and harmonised set of communication channels and tools that can be used for dissemination purposes;
- Have an action plan for the implementation of activities.

## 2.2 Methodology

The methodology of the communication and dissemination plan describes: (1) the process leading to the development of the present plan and (2) the steps that will be taken during the project lifetime to update the plan considering forthcoming dissemination activities to optimise outreach.

Table 1, presented below, identifies the main steps taken in the development of the plan and its future updates. Its development required the involvement of all partners.

**Table 1: Steps for the development and update of the plan**

Who	When	What
WR, WU, UoS, UA, Noldus, UTU / SPI	M5, July 2021	Discussion of plan and partner responsibilities
SPI	M5 July 2021	Revision of the plan
SPI	M6, August 2021	Communication and Dissemination Plan (submission to the EC).
SPI and all partners	M12, February 2022	Communication and Dissemination Plan - update 1
SPI and all partners	Every 3 months (M15, May 2022; M18, Aug. 2022; M11, Nov. 2022)	Individual action plans on communication activities
SPI	M24, February 2023	Communication and Dissemination Plan - update 2
SPI and all partners	Every 3 months (M27, May 2023; M30, Aug. 2023; M33, Nov. 2023)	Individual action plans on communication activities
SPI	M36, February 2024	Communication and Dissemination Plan - update 3
SPI and all partners	Every 3 months (M39, May 2024; M42, Aug. 2024; M45, Nov. 2024)	Individual action plans on communication activities

SPI

M48, February 2025

Communication and Dissemination  
Plan – final version

This methodology is intended to maximize the strengths and potentialities of COMFOCUS partners in terms of communication.



## **CHAPTER 3**

Communication content

### 3. Communication content

This chapter identifies the key outputs provided in each WP of the project that are considered relevant to disseminate to stakeholders. It is essential that internal communication between partners is well implemented in the project, so that activities and results of all relevant WPs are communicated to the public, namely through WP2.

COMFOCUS includes several WPs that will contribute with relevant information to be shared with the project’s target groups that are defined in the next chapter. Table 2 presents the main results produced, which are translated into key messages that should be communicated.

**Table 2: Key messages to be communicated by the project**

Work package	Outputs of the WP	Key messages
<b>WP2</b>	COMFOCUS Website and Knowledge platform	<ul style="list-style-type: none"> <li>• Communication and networking activities developed</li> <li>• Detailed information about consumer science infrastructures, related activities, expertise of the respective institutional infrastructure, and the procedures for obtaining subsidized access</li> <li>• Social, ethical and legal concerns and barriers to the sustainable FCS community</li> <li>• Harmonised measurements, protocols, datasets and to study best practices in the field of FCS.</li> <li>• Practical training to potential users</li> </ul>
<b>WP3</b>	Clear TNA/VA access procedure; TNA call promotion	<ul style="list-style-type: none"> <li>• Procedures and protocols for COMFOCUS Open Calls to apply for VA/TNA process:                             <ul style="list-style-type: none"> <li>- VA/TNA Programme Guidelines</li> <li>- VA/TNA Programme Data Protection and Responsible Research Infrastructure (RRI) Policy,</li> <li>- VA/TNA Programme Application Form</li> </ul> </li> <li>• Information on the expertise, virtual and experimental infrastructures offered</li> </ul>

		<ul style="list-style-type: none"> <li>• Selection process and results</li> </ul>
<b>WP4</b>	Harmonised self-reported measures protocols	<ul style="list-style-type: none"> <li>• Socio-Demographics measures linking to other infrastructures and databases</li> <li>• Consumer characteristics for harmonisation and develop guidelines at least for 20 most used psycho-social constructs and their measurement</li> <li>• Most relevant measures related to product/food experience and expectations for harmonisation and develop guidelines</li> <li>• Most relevant measures related to consumer behaviour as an outcome for harmonisation and develop guidelines</li> <li>• Most relevant measures related to consumers as agents in food system consumer behaviour as an outcome for harmonisation and develop guidelines</li> <li>• Process of compiling harmonisation and guidelines self-report FCS approaches</li> </ul>
<b>WP5</b>	Logical Framework on food consumer science Data models and ontologies	<ul style="list-style-type: none"> <li>• Logical framework on FCS (to identify relevant concepts, their relations and interactions)</li> <li>• FAIR use of data within the community</li> <li>• Basic ontologies in the FCS domain for search and knowledge representation</li> <li>• Ontology in FCS with new scientific insights</li> <li>• Criteria for acceptance and disclosure of datasets to guarantee the FAIR and responsible use of data</li> <li>• Curricula for the validation workshops</li> </ul>
<b>WP6</b>	Harmonised protocols using new technologies in food consumer science	<ul style="list-style-type: none"> <li>• Guidelines for measuring psychophysiological responses</li> </ul>

		<ul style="list-style-type: none"> <li>• Software prototypes for integration and analysis of multi-modal psychophysiological data</li> <li>• Guidelines for measuring food choice behaviour in reconstructed and virtual environments</li> <li>• Harmonised text mining procedures in relation to food choice decision making</li> <li>• Harmonised methods of longitudinal consumer data and protocol for integration of different types of data</li> <li>• Process of compiling harmonisation and guidelines emerging FCS approaches</li> </ul>
<b>WP7</b>	COMFOCUS Toolbox	<ul style="list-style-type: none"> <li>• Data-driven research of scientific insights for food consumer science:             <ul style="list-style-type: none"> <li>- Harmonised dataset search tool</li> <li>- Harmonised protocol search tool</li> <li>- Scientific analysis and visualisation tool</li> <li>- Representational learning tool</li> <li>- Evaluation of each user needs and validation process, workshop, with minutes on progress and with agreed process improvements</li> </ul> </li> </ul>
<b>WP8</b>	Guidelines RRI as leading principle in study designs on food consumer science	<ul style="list-style-type: none"> <li>• Framework on ethical and socio-legal issues relevant to COMFOCUS</li> <li>• Key ethical and social concerns for COMFOCUS</li> <li>• Engagement of the COMFOCUS community with and apply RRI in practice</li> <li>• Responsible (ethically, socially acceptable and legally compliant) practical governance and data use of COMFOCUS</li> </ul>
<b>WP9</b>	Access to Key Research Infrastructures	<ul style="list-style-type: none"> <li>• Availability of Research Infrastructures on FCS and services provided for researchers</li> </ul>



## **CHAPTER 4**

### Target groups

## 4. Target groups

To better promote and maximize the project's results and main outcomes, the results of the project must be communicated to the adequate target audience. The project consortium has thus defined several target groups that will be the COMFOCUS audience.

COMFOCUS will produce a variety of technical reports, guidelines, recommendations and tools. However, these resources are only of interest to selected target groups and should also be shared with them through proper channels.

Table 3 details the major target groups, their profile, needs and expectations and the suitable communication channels that the project is going to use to reach them.

### Communication channels:

- Brochures/Flyers/Posters;
- Project website;
- Promotional video;
- COMFOCUS Knowledge Platform;
- Social media;
- E-Newsletters;
- Conferences;
- Expertise workshops;
- Stakeholder Forum Meetings;
- Training courses/summer schools;
- Scientific publications

Table 3: Most relevant target groups of COMFOCUS

Target Groups	Profile	Needs & Expectations	Suitable Communication Channels
<b>Policy Makers</b>	Policy makers are those that will be able to collect the proposed policy recommendations and assess how they can be put into practice	Provide recommendations and harmonization for data-driven policy making	Brochure and leaflets; Policy Recommendations; Project website; Social media; technical reports; Workshops; conferences.
<b>Scientists</b>	Scientists (including young researchers) within the Consumer Science community	Inform the scientific community about the project progress, findings, and promote the services offered by the COMFOCUS research infrastructures	Brochures/Flyers/Posters; Project website; Social networks; E-Newsletters; Training courses; conferences; summer schools; scientific publications
<b>Visiting researchers</b>	Includes Higher education, Academia, Research Institutes	Use of services provided by the COMFOCUS research infrastructures; Development of new studies and data on consumer food choices	Project website; Stakeholder Forum meetings; scientific publications; expertise workshops; training courses; COMFOCUS Knowledge Platform
<b>Technology developers</b>	Technology developers (social, computer and data sciences areas)	Technologies that are not yet utilised in the institutional infrastructures of consumer science; understanding of the new and emerging technologies	Knowledge Platform; Workshops; Stakeholder Forum meetings; Project website
<b>Industry Groups</b>	Food Industries and retail	Understanding global health problems; resolutions related to consumer food choices	COMFOCUS Knowledge Platform; Stakeholder meetings; Project Conferences;

			website; Workshops; social media
<b>Consumer Organizations</b>	Includes groups and individuals whose activity consists of providing an objective coverage of the importance and value of	Raise awareness about research and experiments and FAIR and RRI issues in food consumer science	Project website; Stakeholder Forum meetings; scientific publications; workshops; social media
<b>General Public</b>	Includes those that are interested in global health problems and food consumer choices topics	Raise awareness about global health problems and food choices; and food consumer science research	Brochure and leaflets; Project website; social media; Workshops and conferences; E-newsletters



## CHAPTER 5

Communication channels, tools and activities

## 5. Communication Channels, tools and activities

This chapter addresses different communication channels, tools, and activities that are used by COMFOCUS partners for dissemination and communication activities. These will be developed throughout the project lifetime, taking into account the COMFOCUS Visual Identity, and will be further adapted to the different specific needs, and taught carefully to address the different target groups identified in chapter 4.

The communication channels and activities of COMFOCUS are detailed below.

### 5.1 Internal communication activities

To ensure an efficient flow of information during the project this section presents several platforms and project management tools that partners can use. The tools and procedures are identified in the next table.

**Table 4: Tools for internal communication within COMFOCUS**

Tools	Procedure
<b>Mailing list</b>	A project mailing list ensure that all project staff members are included in all internal communications
<b>Documents storing and sharing platform</b>	Basecamp platform will support this functionality providing COMFOCUS internal announcements such as project related messages, documents and files sharing, set important dates on a shared schedule, and many other functionalities.
<b>Teleconference meetings</b>	COMFOCUS partners are organizing PMT meetings and MC meetings on a regular basis to discuss the ongoing project management issues and progress of the different work package activities

### 5.2 External communication activities

In order to guarantee that the project reaches the targeted groups, several external tools are being developed, as presented below.

#### 5.2.1 Project branding and promotional materials

This set of tools comprises printable communication and promotion related materials (e.g.; leaflets, flyer, posters, brochures, etc.).

These materials are a representation of the project's graphical identity and are developed for the project as a whole and for presenting the results achieved.

##### 5.2.1.1 Project branding

A common visual identity has been created, composed by a logo, a set of templates and commonly used documents (Word document, Power Point Presentation) where same fonts, colors and designs are included. These templates allow consortium partners to have an uniform way of presenting and reporting the results of COMFOCUS.

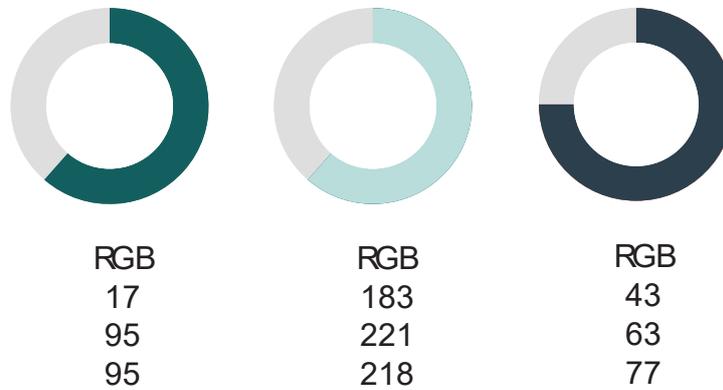
Project logo and graphic design have been developed by SPI and agreed with the whole consortium. The main logo has been made available and, if necessary, will also be created in different formats, in a black & white version and with a different background, together with the logo colour palette.

- **Project LOGO**



Figure 1: Project Logo

- **Colour Palette**



**Figure 2: Colour Palette**

- **Documentation Templates**

In order to create uniformity of project publications/reports, the below templates have been developed to document project activity:

1. Word template for project deliverables
2. Power point template for presentations
3. Other (several templates will be developed as needs occur)

All dissemination materials to be developed and used in the project will be based on this project branding. The goal is to make the project instantly recognizable.

### 5.2.1.2 Promotional materials

All COMFOCUS will develop a set of print and digital promotional materials aimed at promoting the overall initiative.

COMFOCUS will design attractive brochures/flyers/posters that could be easily distributed during the project events and workshops as well as COMFOCUS's project partners' participation in third party events. Posters will be prepared by all project partners to disseminate the project outcomes to the scientific community and stakeholders.

These materials will be written mainly in English, but partners can customize them so to present essential information in other languages.

### 5.3 Media & Online tools

This set of tools includes the project official website, a COMFOCUS knowledge platform, E-Newsletters, Press releases, and other social media actions taken by the partnership to promote the project activities and calls.

These tools and channels will mostly be targeting the outreach, awareness raising and stakeholder mobilization. Media and online tools, namely the website and social media, will also be used for disseminating the project's activities and results.

#### 5.3.1 Project Website

The COMFOCUS public website is considered a central dissemination tool and will reach a wide range of stakeholders, through different interfaces. The dissemination materials will be available on the COMFOCUS website and all of the activities, achievements, deliverables, news and events will be published continuously, and in particular this website will promote the COMFOCUS Open Calls on VA/TNA.

Two rounds of Open Calls are organized to provide such access to researchers from outside the consortium, supervised by experts within the COMFOCUS consortium. This will enable researchers to identify installations that are most suitable to their research needs.

The website is hosted on the domain – [www.comfocus.eu](http://www.comfocus.eu) and its appearance is shown in the figure below.

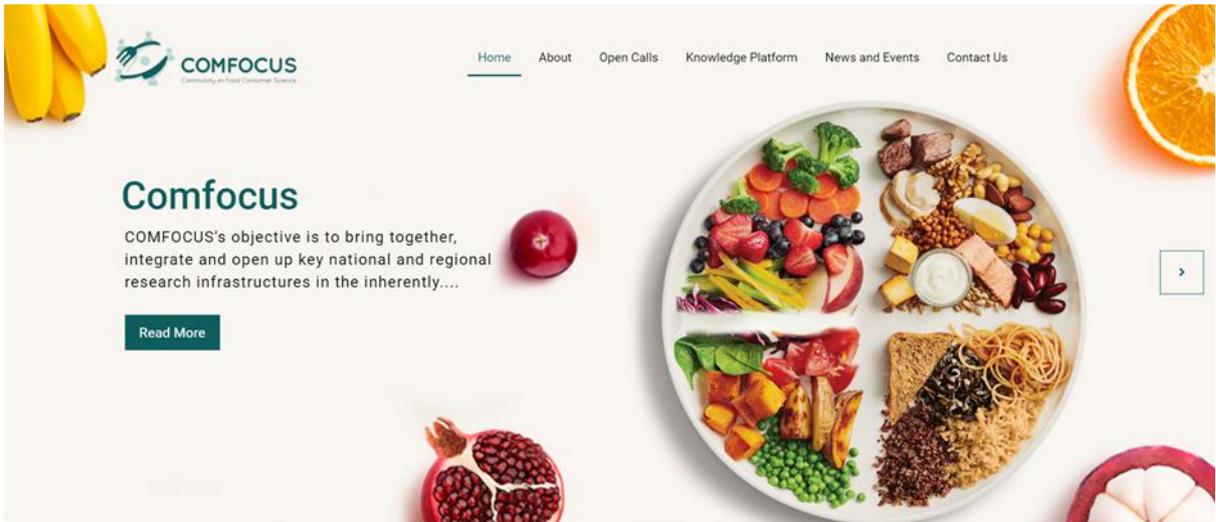


Figure 3: Project website homepage

The website is subject to updates organized in a timely manner. These updates will be introduced in line with the progress of the project’s activities, and can be requested to the SPI team.

The overall structure of the project website homepage is detailed below and is being developed accordingly.

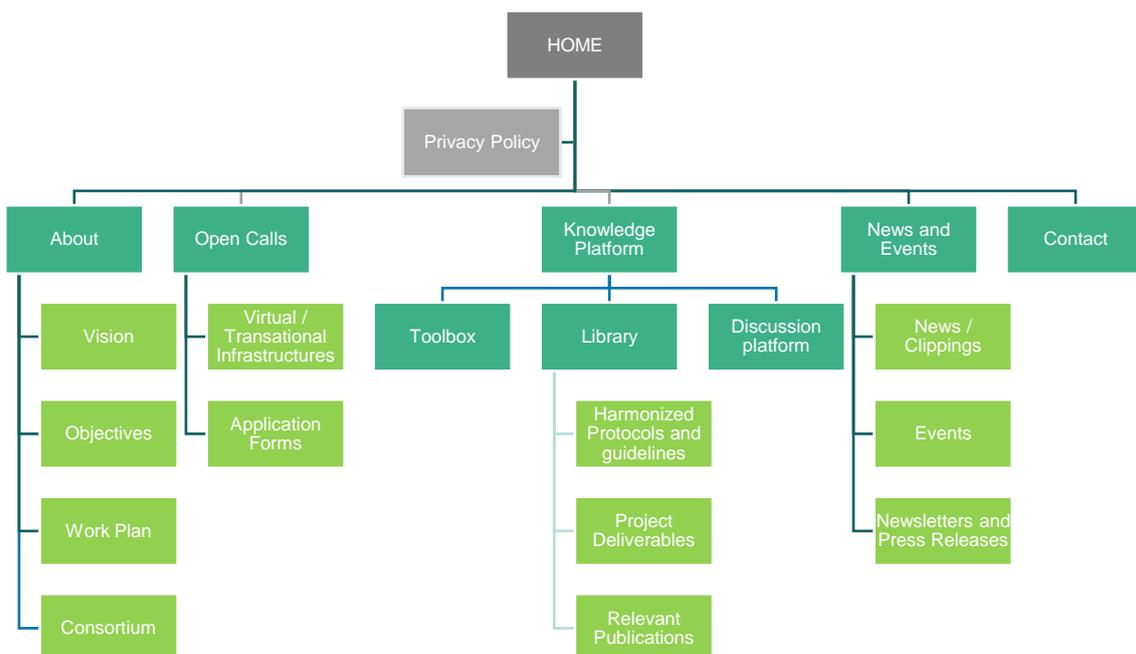


Figure 4: Project website structure

### 5.3.2 Promotional video

COMFOCUS will have an attractive and informative short video to convey challenges, project objectives, partners involved and main expected outputs. This video will be disseminated in the COMFOCUS website and social media channels, as well as shown in the COMFOCUS events and third-party events, where possible.

### 5.3.3 COMFOCUS Knowledge Platform

COMFOCUS operates the website homepage which provides a COMFOCUS Knowledge platform to share information and being accessible to user communities (academia and industry) and technology developers. This platform is an essential part of the networking and will include a discussion platform, the COMFOCUS Toolbox and a library to share harmonised protocols and guidelines (WP 4, 5, 6 and 8).

The platform is developed as an easily accessible focal point for all European researchers for information on the expertise, virtual and experimental infrastructures, examples of results, new possibilities, all its activities and the procedures for obtaining subsidized access, and the application forms. It will show an interactive map of FCS RIs across Europe, describe the services provided by COMFOCUS. The COMFOCUS Knowledge platform will maintain for three years after the closing of the project.

COMFOCUS Toolbox is an important part of this platform and will be based on advanced computational techniques to perform a data-driven research of scientific insights for food consumer science.

The first version of the COMFOCUS Knowledge platform will be ready soon and its content will be specified in the next version of this plan.

### 5.3.4 Social media

In addition to the project website, the consortium will establish a Facebook, LinkedIn, Twitter, and YouTube accounts, which is associated with the strategy of facilitating knowledge sharing and connectivity between relevant stakeholders.

Social media channels will share information about the project's advancements and results as well as to foster engagement and interaction with broad public/citizens and consumer organisations.

Project updates will be presented, at least twice a month, in an interactive way to increase engagement. The partnership will promote the active use of audio-visual material on social media posts, facilitating contact to a wider number of multipliers and potential clients.

### 5.3.5 E-Newsletters

COMFOCUS foresees the publication of e-newsletters every 3 months. These e-newsletters will describe the evolution of the impact achieved by COMFOCUS and projects and reporting on relevant news during the project's duration.

Seeking to inform on the project's main news and upcoming activities to all involved parties of COMFOCUS, it will be disseminated by email to a contact list of various stakeholders as industry, retail, policy makers and consumer organisations.

The newsletters will likely include a 'highlight' story and other relevant information about the project (available results, upcoming events, etc.). One month before, partners will be asked to fill a form with all the information.

## 5.4 Promotional events

COMFOCUS will organise several conferences, workshops, roundtables, training courses and forum meetings to disseminate the project outcomes.

These events will be used to present information about the project, to present and discuss results, and identify opportunities for COMFOCUS.

Three months before each event, SPI will get in touch with the local organiser responsible for the event to operationalize the logistical issues. The partners will be asked to fill a form before the event with the information necessary for the dissemination and after the event, providing a brief report.

### 5.4.1 Conferences

A one-day COMFOCUS conference will be preferably held in Year 2 (M20), Year 3 (M30) and Year 4 (Final Conference – M45) of the project.

Each of the conferences will focus on a specific theme. If possible, each of the COMFOCUS conferences can be organized back-to-back with other conferences as FENS, JPI HDHL or EIT Food.

### 5.4.2 Expertise workshops

COMFOCUS will discuss, set and distribute COMFOCUS best practices on consumer science, including harmonised measurements, guidelines and protocols among the pan-European consumer science community.

Besides, COMFOCUS will discuss technologies that are not yet utilised in the institutional infrastructures of consumer science and develop joint understanding of these new and emerging technologies, the effect on harmonisation of measurements and protocols and guidelines on FAIR and RRI design and data management.

The COMFOCUS results are discussed among peers in 6 workshops in three dedicated and regionally representing countries. Those expertise workshops address consumer scientists as well as technology developers. In total 9 of those workshops will be organised.

Since all consumer scientists in COMFOCUS are experts, the potential for transfer of knowledge between them and technology developers will be maximised and yield new integrated harmonised measurements and protocols.

### 5.4.3 Stakeholder Forum (SF) meetings

These meetings will allow interactions with stakeholders to discuss harmonised measures and protocols, to identify and prioritise gaps and needs and technology developments and disseminate project outputs throughout stakeholders.

Promotion of transnational and virtual access and dissemination of COMFOCUS outcomes and innovations for maximum impact will be supported by a Stakeholder Forum from relevant bodies

such as consumer organizations, food industry, retail, NGOs, and policy makers at national and EU levels.

The SF will advise in implementation of guidelines and protocols to industrial applications (e.g., facilities, sensors, data collections, protocols).

A yearly meeting with Stakeholder Forum (representatives) will be organised, alternately by conference call or face2face in the annual project meeting.

### 5.4.4 Training courses/Summer schools

The training courses will be organized by scientists and Research Institution's representatives involved in COMFOCUS, to foster the summer schools to demonstrate and disseminate harmonised measurements, protocols, datasets and to study best practices in the field of food consumer science.

Four summer schools-type training courses (e.g. face-to-face training events (2 days each) and six e-learning training events (2 hours each)), will be held in the summer of year 3 and 4 of COMFOCUS and for groups of potential users, targeting around 40-80 trainees.

The summer schools will be held at the university partners (WU, UNIBO, AU, UoS, UNITN, SUA) or if possible, joining external events when appropriate.

## 5.5 Scientific publications

Scientific publications in this research project represent an important mean for the dissemination and exploitation of project results. COMFOCUS research will be publishing articles of projects results in peer-reviewed scientific journals and will be published in Open-Access journals.

This means free online access to all scientific publications developed in the scope of the project for any user, and the right to access and reuse digital research data. The COMFOCUS outcomes are of relevance to different end users, and can be easily downloaded in the Knowledge Platform section of the website. The section is updated regularly so that project stakeholders can have free access to the results.

Several journals were identified at the outset of the project as relevant for COMFOCUS publications:

- FQP
- Appetite
- Food Research International
- others (to be defined)

Relevant online platforms will also disseminate the scientific results.



## CHAPTER 6

### Action Plan

## 6. Action Plan

In order to ensure that the implementation of activities and actions in each WP is performed accurately and timely, an action plan is developed to serve as a guideline for the execution of actions over time.

The dissemination and communication action plan is divided into the “General action plan” and the “Individual action plan”. Many of the activities described under this Action Plan have been defined under this strategy plan.

### 6.1 General action plan

The general action plan includes the major actions which are to be implemented during the project. A responsible partner is assigned to every task but all the partners play an active role in the dissemination and communication activities. Within this context, the Table 5 shows the summary action plan of all activities.

**Table 5: General action plan**

Instrument	Action	When
Brochures/flyers/Posters	Distribution of brochures/flyers	During project events
COMFOCUS Website	First version	M6
COMFOCUS Knowledge Platform	First version	M12 (and will maintain for three years after the project closing)
Social media	Posts on Twitter, Facebook, LinkedIn and Youtube	Project lifetime
Stakeholder Forum meetings	Held back to back with the General Assembly of COMFOCUS	M9 (and a yearly meeting with the representatives)
Expertise workshops	Total of 9 workshops will be organised (3 dedicated	Dedicated Workshops:

	workshops “Measuring Food Consumer Science”; 6 pan-European workshops)	The Netherlands (M7), Finland (M21) and Spain (M35)  Pan-European Workshops: Denmark (M12, M24,) Spain (M18, M30) and Slovakia (M24, M36)
Public engagement events	Public engagement events in 6 European countries: Denmark, Spain, Slovakia, Germany, Italy and the UK	Will be organised before the second round of expert workshops (M24)
Publications/Open-Source repositories	Relevant outputs of the project will be published	Project lifetime
E-Newsletters	Final versions of all Newsletters (every 3 months)	Start at M6
Training courses	Four summer schools-type training courses (2days each) for 40-80 participants; six e-learning training events (2 hours each)	Summer schools: July/Aug 2023 and 2024;  e-learning events: to be defined
Conferences	Three conferences will be held	M20; M30; M45

## 6.2 Individual partner action plan

To support the impact evaluation and monitoring process, partners will also be asked to prepare their individual action plan.

This plan consists of the compilation of events and actions that partners expected to implement for dissemination and communication purposes.

One month before the events, partners must send to SPI all the information necessary for the dissemination of the event. Afterwards partners should provide a brief report about the event.

SPI will provide a template to collect all the information and will disseminate through communication channels selected. For their individual plans, partners will be asked to provide the following:

- Partner name
- Type of dissemination/communication activity
- Description of activity/tool used
- Dates
- Place (City, Country)
- Target audience
- Evidence to be collected

The comparison of what is proposed and what is reported will allow the consortium to organise future dissemination and communication activities to reach the proposed indicators (see chapter 7).



## CHAPTER 7

### Evaluation

## 7. Evaluation

The success of the dissemination and communication strategy will be assessed through a set of Key Performance Indicators (KPI's).

### 7.1 Impact Measurement

The quantitative indicators below specify target values for the key performance indicators (KPI's) related to the activities. Additional indicators might be considered during the project's lifetime.

**Table 6: Impact measurement**

Tools/channels	Indicator	Target value
Project website	No. of web views	10,000
	No. of applications for VA/TNA	1000+
Social media	No. of views / shares / followers	96 posts per channel, 1,000 shares and views total, 1,000 followers total
Promotional video	No. of viewers of video	1,000+
Brochures/Flyers	No. of brochures/flyers distributed	2,000 brochures/flyers distributed online/offline
Publications	No. of articles	16 articles published
COMFOCUS events	No. of events organised, and no. of participants	25 events (training, workshops conferences), with 2000 participants total)

### 7.2 Monitoring and reporting

All of the project partners will be involved in the monitoring and reporting of dissemination and communication activities. This information, collected every six months, will feed into the updated deliverables and the mandatory reports.

Specifically, partners will be requested to:

- Contact those responsible for Dissemination and Communication (WP2) about any major dissemination and communication action to be done.
- Provide a briefing after the action.
- Collect evidence of the actions implemented.
- Provide an updated list of dissemination and communication activities carried out every six months.



**COMFOCUS**

Community on Food Consumer Science