



COMFOCUS

Community on Food Consumer Science



D2.2 Dissemination materials such as brochures, videos, fact sheets



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Index

1. Introduction	6
2. Objectives of the Task.....	7
3. Dissemination materials, such as brochures, flyers, roll-ups	8
3.1.1 General brochure about COMFOCUS.....	8
3.1.2 Flyers and brochures on Open Calls.....	9
3.1.3 Brochure “Advancing Food Consumer Science across Europe”	11
3.1.4 Brochures about the three main Key Exploitable Results (KERs) of the project.....	12
3.1.5 Joint technical flyer to disseminate harmonized protocols and guidelines of COMFOCUS.....	14
3.1.6 Roll-up	15
4. Merchandising materials such as bags, notebooks, pens, backpacks, power banks 16	
4.1 Bags, notebooks and pens.....	16
4.2 Backpacks and power banks	16
5. Videos developed within COMFOCUS	18
5.1 Introduction video of COMFOCUS	18
5.2 Videos about the project research infrastructures.....	18
5.3 Project Meeting in Ljubljana	19
5.4 Academic Training in Ljubljana.....	20
5.5 Presentations of IAB members Prof. Dr. Laurette Dube and Damion Dooley, Academic Training Ljubljana	20
5.6 Final project video.....	21
5.7 Short videos about the main KERs of the project	22
5.8 Podcasts of COMFOCUS	23
5.9 The Toolbox video manual of COMFOCUS.....	24
5.10 Final COMFOCUS Conference video.....	24
6. Newsletters.....	25
7. Social media posts	26

8. Press release	26
9. Conclusions	27

Table of Figures

Figure 1 General Brochure about COMFOCUS.....	8
Figure 2 Flyer on Open Call 1	9
Figure 3 Flyer on Open Call 2	10
Figure 4 General brochure on Open Calls	11
Figure 5 Brochure “Advancing Food Consumer Science across Europe”	12
Figure 6 Brochure “Institutional Community of New Way of Working”	12
Figure 7 Brochure “The COMFOCUS Toolbox”	13
Figure 8 Brochure “Harmonised Measures and Protocols”	13
Figure 9 COMFOCUS Roll-up	15
Figure 10 Bags, notebooks and pens.....	16
Figure 11 Backpacks and power banks	17
Figure 12 Introduction video of COMFOCUS	18
Figure 13 TNA videos screenshots	19
Figure 14 Project Meeting Ljubljana	19
Figure 15 Academic Training Ljubljana	20
Figure 16 Final COMFOCUS video	22
Figure 17 Newsletter banner	25
Figure 18 Social media posts.....	26

1. Introduction

This document has been developed as part of the COMFOCUS – Communities on Food Consumer Science - project, which has been granted funding from the European Union’s Horizon 2020 Research and Innovation programme, under the Grant Agreement no. 101005259. The contents pertaining to the list of dissemination materials, such as brochures, flyers, videos and newsletters, which corresponds to Deliverable 2.2 which is part of Work Package 2 (WP2) – Networking, communication, stakeholder engagement.

As part of the COMFOCUS main promotional strategy and positioning within the food consumer science community and also outside the community, WP2 aims to “foster networking, communication and dissemination, ensuring that the COMFOCUS new way of working will be known internally within the consortium, but mainly also outside the consortium”. The work package envisions the development of a set of dissemination materials to ensure sharing information about the COMFOCUS activities, workshops, Open Calls, and also about the developments within the project. This foresees the development of brochures, flyers, roll ups, videos about the project Open Calls and general videos about the project, technical flyers describing protocols on emerging technologies and brochures on three main Key Exploitable Results. Deliverable 2.2 is titled “Dissemination materials such as brochures, videos, fact sheets”, and pertains directly to the activities and actions carried out in Task 2.4, but also activities carried out within the tasks 2.1, 2.2 and 2.3.

This document outlines all the dissemination materials developed within the project. These include flyers, brochures, roll-ups, notebooks, bags, backpacks, power banks, and pens, as well as videos created to promote the COMFOCUS way of working, and digital newsletters we issued. These materials cover information about Open Calls, workshops, conferences, seminars, but also COMFOCUS developments, such as the Knowledge Platform and Harmonised Measures and Protocols. Additionally, the document provides descriptions of each material and the intended purpose behind the development of each item.

2. Objectives of the Task

Task 2.4 aims to create materials for communication and dissemination which follows Task 2.1, 2.2 and 2.3. These materials include general brochures and flyers, technical flyers, roll-ups, and newsletters for disseminating the project and its results. Dissemination materials aim to be shared by project partners at internal and external meetings, conferences, and workshops. Some materials, such as newsletters aim to provide digital dissemination through sharing them by email and posting on the project website and social media.

The specific objectives for the development of dissemination materials were:

- To provide clear, concise information about the project and to educate the audience on the key details within the project.
- To raise awareness about Open Calls, Knowledge Platform, Harmonised Measures, Guidelines and Protocols developed.
- To captivate attention and encourage different target groups to learn more about the project.
- To encourage the audience to participate in different project events, such as online and offline project meetings, workshops and conferences, Academic Trainings and seminars organised within the project.
- To build credibility with the audience through sharing relevant details in a professional and appealing way.
- To ensure a lasting reminder of the project after its end.

To fulfil the task properly, we also initiated the development of specific in-hand dissemination and merchandising materials, such as pens, notebooks, bags, backpacks, and power banks. These materials offer significant benefit, as they ensure that the message is spread directly and immediately through the COMFOCUS visual identification (logo).

The task also aims to provide a clear visual representation of the project through a set of videos, including general videos about the project, videos about the research infrastructures of COMFOCUS (TNAs), video tutorials for the tools developed within the project, video-presentations of advisory boards' members, short videos disseminating different project events and gatherings. To provide a better understanding of the project's outcomes, we also launched the development of a set of short videos about the Key Exploitable Results (KERs) of the project, proposing to the audience the main developments to be sustained after the project end.

3. Dissemination materials, such as brochures, flyers, roll-ups

With the development of brochures and flyers, we aimed to communicate about COMFOCUS to different target groups in a visually appealing and concise way. Brochures and flyers provide a concise, easily digestible summary of a project, its goals, findings, or upcoming events. They help to spread information about the project to a broad audience.

These materials are designed to engage the public and stakeholders, ensuring that a broader community stays informed and potentially interested in our work. Throughout the project, we developed various flyers and brochures, which are presented below.

3.1.1 General brochure about COMFOCUS

We developed a general brochure about the project to share information about the COMFOCUS mission – to integrate key European research infrastructures in the inherently multidisciplinary field of food consumer science, in order to promote their optimal use and joint development.

This brochure also aimed to introduce the project to the audience outside COMFOCUS and share the project's approach to (re-)organize the food consumer science community to become more united, harmonized and scientifically advanced and to work according to FAIR & RRI principles.

The brochure was disseminated in face-to-face events, such as internal and external workshops and conferences, and also, project meetings, and was shared with consortium members for further dissemination.

In total, 150 general brochures were developed and disseminated in the first years of the project.



Figure 1 General Brochure about COMFOCUS

3.1.2 Flyers and brochures on Open Calls

To disseminate information about the project's Open Calls, we developed flyers and brochures. Specifically, we created:

- The Open Call 1 flyer to share general information about the call and the main opportunities offered including what was granted by becoming a “COMFOCUS fellow”. It was requested to be disseminated in the events with partners’ participation. In total, 250 flyers on Open Call 1 were developed and disseminated in the project.



Figure 2 Flyer on Open Call 1

- To share information about the project’s Open Call 2, flyers were developed and shared in all internal and external events. The flyer included general information about the call including QR-code to proceed to website portal. We created and disseminated 250 flyers on Open Call 2.

D2.2 Dissemination materials such as brochures, videos, fact sheets

COMFOCUS
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COMFOCUS OPEN CALL #2

The aim of **Open Call #2** is to provide an opportunity for early career researchers to gain access to European consumer science institutes specializing in psychophysiological measurements, virtual and augmented reality research, and conduct collaborative research on important food consumer science questions.

COMFOCUS offers nine EU key Infrastructures and 67 positions

COMFOCUS is offering **67 positions** for early career researchers to conduct research in one of the participating institutions across Europe. These positions are designed to accommodate research projects that align with the expertise and research priorities of the various institutes. Research topics covered in these positions are diverse and may involve similar stimuli or experimental contexts, such as images, product types, labels, or virtual environments, which facilitate data linkage in later stages. Each position offers a unique opportunity to conduct a study that allows researchers to gather data for their dissertations or articles.

What can you benefit from?

- ✓ **Access to top-notch research infrastructures/installations in the field of psycho-physiological measures and virtual and augmented reality, state-of-the-art equipment to enhance their studies and develop their research.**
 - Technical and scientific support from experts to ensure a successful research project.
 - Free access to the harmonised protocols and measures for self-reports.
- ✓ **The Applicant retains ownership of collected data, but also aligns this data with other COMFOCUS data since the data collection is based on FAIR principles and harmonized measures.**
- ✓ **Becoming a "COMFOCUS fellow" and getting access to the following benefits:**
 - Connect to other COMFOCUS fellows who have used the COMFOCUS tooling's and search for potential collaborations, linkages of data sharing and publish together.
 - Access to different datasets and create larger datasets using and sharing stimulus material and connecting variables (similarly measured variables across studies).
 - Access to the COMFOCUS Knowledge Platform: discussion forum, library (with harmonized measures and protocols), as well as tools and services developed in the coming years, as well as access to consortium expertise and mentoring.
 - Making use of the Easy Questionnaire Tool part of the COMFOCUS toolbox (an easy way for researchers to make questionnaires with harmonized measures on self-report).

More info and applications:
www.comfocus.eu

Partners: WAGENINGEN, AARHUS UNIVERSITY, UNIVERSITY OF SURREY, Institut für Ernährungswissenschaften, GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN, Nofima, spj, UNIVERSITÀ DI TRIESTE, IRTA, UNIVERSITY OF TURKU, Noldus, UNIVERSITÀ DI TRIESTE.

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Figure 3 Flyer on Open Call 2

- A general brochure about the project was updated to include information on Open Calls, aiming to spread awareness about virtual and transnational access to European research infrastructures. This renewed brochure was shared with the consortium members and was disseminated in the project meetings and external conferences. In total, 250 updated brochures were developed and disseminated.

About

COMFOCUS brings together, integrates on European scale, and opens up key national and regional research infrastructures in the inherently interdisciplinary field of food consumer science to all European researchers, from both academia and industry, ensuring their optimal use and joint development.

Why?

Food consumer behaviour is too complex, to:

- be adequately addressed from single studies
- be fully understood by isolated researchers/groups
- leave it to 'dispersed' / 'haphazard' data

How?

- Offering transnational and virtual access to the most advanced research facilities
- Harmonisation of measures and research procedures
- Promotion of use of advanced measurement techniques
- Providing access to advanced data analytics
- Networking the research infrastructures and stakeholders

COMFOCUS Partners

WAGENINGEN, AARHUS UNIVERSITY, UNIVERSITY OF SURREY, Institut für Ernährungswissenschaften, GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN, Nofima, spj, UNIVERSITÀ DI TRIESTE, IRTA, UNIVERSITY OF TURKU, Noldus, UNIVERSITÀ DI TRIESTE.

Website

Visit our website at www.comfocus.eu and stay updated with the latest project news.

Contact

info@comfocus.eu

To progress the EU food consumer science community

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D2.2 Dissemination materials such as brochures, videos, fact sheets



Figure 4 General brochure on Open Calls

3.1.3 Brochure “Advancing Food Consumer Science across Europe”

A brochure was created to showcase the key results of the project and highlight its major outcomes and developments. It features key points of the project, including its mission and main achievements. Notably, it provides details about the Knowledge Platform, including its key features – The Toolbox and Library. The brochure also covers the Open Calls of COMFOCUS, which offer virtual and transnational access to nine European research infrastructures for early career researchers in FCS. Additionally, it highlights the community of fellows we've built and the learning opportunities we've provided to researchers both within and beyond Europe.

This brochure was produced in a quantity of 100 pieces and was distributed at the Final COMFOCUS Conference on February 13th, 2025, to receive strong engagement.



Figure 5 Brochure “Advancing Food Consumer Science across Europe”

3.1.4 Brochures about the three main Key Exploitable Results (KERs) of the project

The main KERs represent the key achievements COMFOCUS aims to sustain after the project concludes. To this end, we have developed three separate brochures to provide detailed information about these main results, specifically:

- A brochure on Institutional Community of New Way of Working - aimed to share information about the COMFOCUS initiative that helped to strengthen collaboration at the institutional level, bringing together leading institutions across Europe. This initiative fostered partnerships among Europe’s institutions, while time and resources were invested to make research facilities accessible to external researchers. It also empowered sixty-seven early career researchers to access these facilities and conduct research working upon harmonized and FAIR data principles. This brochure aims to provide information about the 'new way of working,' which enables researchers from different countries to collaborate effectively based on a foundation of cooperation.



Figure 6 Brochure “Institutional Community of New Way of Working”

D2.2 Dissemination materials such as brochures, videos, fact sheets

- A brochure on the COMFOCUS Toolbox - aimed to share information about a set of digital tools designed to support the COMFOCUS Platform, enabling easy access to harmonised data and research protocols. The Toolbox included services for data validation, protocol and dataset searches, scientific analysis and data visualization, improving FCS research and ensuring a more interconnected and efficient approach to studying consumer behaviour. The brochure provided brief information about each tool developed during the project timeline, encouraging researchers to explore the tools with a harmonized approach to their usage.



Figure 7 Brochure “The COMFOCUS Toolbox”

- A brochure on Harmonised Measures and Protocols - aimed to disseminate information about harmonised measures and protocols to facilitate data interoperability and reuse. Using these protocols, measures and guidelines, a researcher ensures data alignment with FAIR (Findable, Accessible, Interoperable and Reusable) data principles enabling sharing, aggregating and analysis of data across time and scales.



Figure 8 Brochure “Harmonised Measures and Protocols”

In total, 300 brochures about KERs were developed and distributed at the Final COMFOCUS Conference to participants, including consortium members, stakeholders, IAB members, COMFOCUS research fellows, and other researchers in FCS. The brochures received positive outreach and feedback, allowing us to conclude that the project's main results were successfully delivered.

3.1.5 Joint technical flyer to disseminate harmonized protocols and guidelines of COMFOCUS

A technical flyer promoting harmonized measures, protocols, and guidelines was planned for development at the end of the project. This flyer aims to share and disseminate the COMFOCUS protocols and guidelines on emerging technologies with a wider audience.

In particular, this brochure aims to disseminate eight protocols of COMFOCUS, such as:

- General Guideline for Measuring Psychophysiological Responses - details harmonized protocols and standards for studies that use psychophysiological responses. In particular, it provides general information that applies to all research projects using any of the following emerging technologies: heart rate, eye tracking, electrodermal activity, facial expression recognition.
- Guideline for Electrodermal Activity - presents harmonized protocols for studies that use electrodermal activity (EDA) as an implicit measure in food consumer science (FCS) context.
- Guideline for Electroencephalography - describes main factors to consider when designing a protocol for a study involving EEG.
- Guideline for eye tracking - presents harmonized protocols for studies that use eye tracking (ET) for implicit measures in food consumer science (FCS) context.
- Guideline for Facial Expression Recognition - presents harmonized protocols for studies that use facial expression recognition (FER) for implicit measures in food consumer science context.
- Guideline for heart rate measures - presents harmonized protocols for studies that use cardioactive activity as an implicit measure in food consumer science (FCS) context.
- Guideline for measuring food choice behaviour in reconstructed and virtual environments – exploring the existing methods based on reconstructed and virtual environments and their relevant applications, and to harmonise the conditions under which they can be efficiently implemented.
- Guideline for harmonising longitudinal consumer data – exploring the alternative and behavioural measures and approaches coming from emerging technologies to explain and predict consumer behaviour.

D2.2 Dissemination materials such as brochures, videos, fact sheets

This joint flyer is under development now and will be digitally disseminated among consortium members, fellows, stakeholders, IAB members and the research community outside the project. It will also be digitally shared with stakeholders and IAB members of COMFOCUS.

3.1.6 Roll-up

A roll-up was developed in the beginning of the project to be used in face-to-face events for promotion of the main principles of COMFOCUS, namely:

- To provide the academic and private research community with easy virtual and transnational access to high quality services and resources;
- To harmonize and professionalize the European food consumer science community;
- To increase the business and policy relevance of food consumer science insights, by building on FAIR (Findable, Accessible, Inter-operable & Re-usable) and Responsible Research & Innovation (RRI) data principles.

This roll-up was presented at project meetings and external conferences of COMFOCUS to encourage participants to explore more about the project and delve deeper into its details. Throughout the project existence, one roll-up was developed.

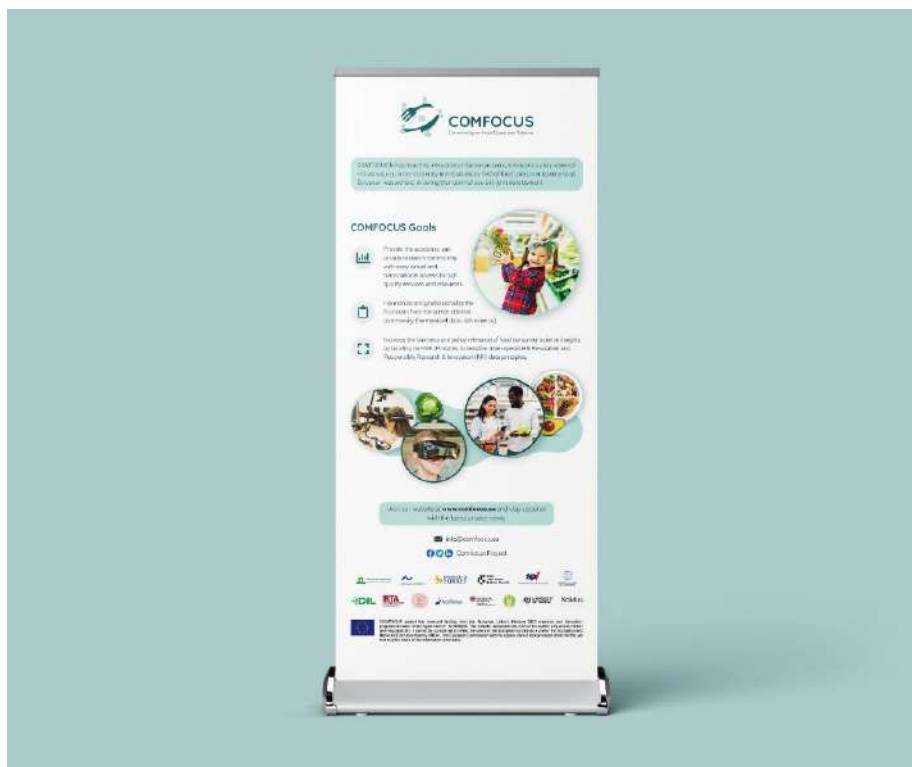


Figure 9 COMFOCUS Roll-up

4. Merchandising materials such as bags, notebooks, pens, backpacks, power banks

4.1 Bags, notebooks and pens

Bags, pens and notebooks were developed for promotional purposes at events and workshops. These materials were disseminated in project meetings, Academic Trainings, internal and external workshops. Throughout the duration of the project, we developed two types of bags, as well as notebooks and pens, with a total of 250 pieces of each item (see figure 10).



Figure 10 Bags, notebooks and pens

4.2 Backpacks and power banks

Backpacks and power banks were created for the final Academic Training of COMFOCUS held in Wageningen, the Netherlands on February 13th, 2025. These items were designed specifically for the project's research fellows to provide a lasting memory about the project and increase the project's outreach after its conclusion, featuring the project's logo. In total, we created and disseminated seventy backpacks and power banks among the fellows, but also consortium members (see figure 11).

D2.2 Dissemination materials such as brochures, videos, fact sheets



Figure 11 Backpacks and power banks

5. Videos developed within COMFOCUS

5.1 Introduction video of COMFOCUS

An introductory video for COMFOCUS was created to share information about the project in a simple and engaging way, aimed at an audience who may not have prior knowledge of COMFOCUS and its main goal – to (re-)organize the food consumer science (FCS) community to become more united, harmonised and scientifically advanced and to work according to FAIR (Findable, Accessible, Inter-operable & Re-usable) and RRI (Responsible Research & Innovation) principles.

The video also had an educative role in the project to make the FCS community familiar with the project principles. It was disseminated through social media, such as LinkedIn, Facebook, posted on the [project website](#) and [Youtube channel](#). The introduction video of COMFOCUS was sent to the consortium members to share it among their institutions.



Figure 12 Introduction video of COMFOCUS

5.2 Videos about the project research infrastructures

To spread information about the transnational research infrastructures of COMFOCUS and encourage potential applicants to submit their proposals, nine videos of each of the opened infrastructures were developed and shared on the website and social media channels. They had a good outreach with an average of 1354 impressions per video including all social media channels.

These videos show the different institutions and the different technologies that they offer, with an introductory and educational aim.

The TNA videos are presented on the website page: <https://www.comfocus.eu/videos/>



Figure 13 TNA videos screenshots

5.3 Project Meeting in Ljubljana

During the Consortium Project Meeting held in Ljubljana, Slovenia, on February 28th, 2024, it was decided to create a short video showcasing highlights from this gathering.

This video aimed to introduce the project activities to the wider FCS community and had an educative and entertaining character. After the project meeting, the video was shared on social media and website of COMFOCUS and received an average of 717 views.



Figure 14 Project Meeting Ljubljana

The video is presented on the website page: <https://comfocus.eu/2024/03/28/annual-meeting-2024/>

5.4 Academic Training in Ljubljana

We developed a video that outlined Academic Training, held in Ljubljana (Slovenia) on February 29th, 2024. Academic Trainings aimed to provide insightful learnings in FCS to fellows and other interested researchers and equip them with the tools and perspectives necessary to conduct consumer research that is both methodologically sound and socially responsible.

Through this video, we aimed to promote Academic Trainings and encourage researchers and fellows to apply, offering them the opportunity to gain valuable knowledge and participate in a range of theoretical and practical sessions.

The video was shared on social media and the project website, and was well-received, with an average outreach of 818 views.

The video is presented on the website page: <https://comfocus.eu/2024/03/28/academic-training/>



Figure 15 Academic Training Ljubljana

5.5 Presentations of IAB members Prof. Dr. Laurette Dube and Damion Dooley, Academic Training Ljubljana

During Academic Training in Ljubljana (Slovenia) held on February 29th, 2024, we conducted a session on community building within and across scientific fields and the role of ontologies. The aim of this session was to refer to the practice of fostering collaboration, knowledge exchange, and collective advancement among researchers, practitioners, and institutions within and across scientific disciplines. The importance of community building in science has grown over recent years, as interdisciplinary approaches become more

D2.2 Dissemination materials such as brochures, videos, fact sheets

essential in addressing complex global challenges such as climate change, public health, and technological innovation.

We also talked about ontologies that play a crucial role in various scientific fields, particularly in organizing, representing, and sharing knowledge. An ontology is a structured framework or model that defines concepts, entities, and the relationships between them within a particular domain. In scientific research, ontologies are employed to improve data interoperability, facilitate data sharing, and enhance computational reasoning.

These presentations were introduced by the members of IAB Laurette Dube and Damion Dooley and were fully recorded and shared on the project website and Youtube.

Video presentations are available on the website page: <https://comfocus.eu/library/>.

5.6 Final project video

The final video of the project was developed to showcase the achievements and developments of the project throughout the four years of its existence. During its existence, COMFOCUS has been able to nurture collaboration between research institutions in Europe building stronger collaborations.

In the video, we talked about COMFOCUS Open Calls – giving access to virtual and transnational facilities. Virtual facilities offered access to the Easy Questionnaire Tool, a platform for creating pan-European questionnaires. The COMFOCUS transnational facilities granted early career researchers in the FCS field the opportunity to work at nine European institutions, with a harmonized approach, supporting sixty-seven researchers.

This video also aimed to showcase the Knowledge Platform of COMFOCUS with its key features: The Toolbox, Library with harmonized measures and protocols and the Discussion Platform.

With this final video, we also wanted to share information about the established “Institutional community of New Way of Working” based on a collaborative basis and allowing researchers to share data.

The video was shown in the Final COMFOCUS Conference and posted on the project website and social media.

The video is presented on the project website: <https://comfocus.eu/>

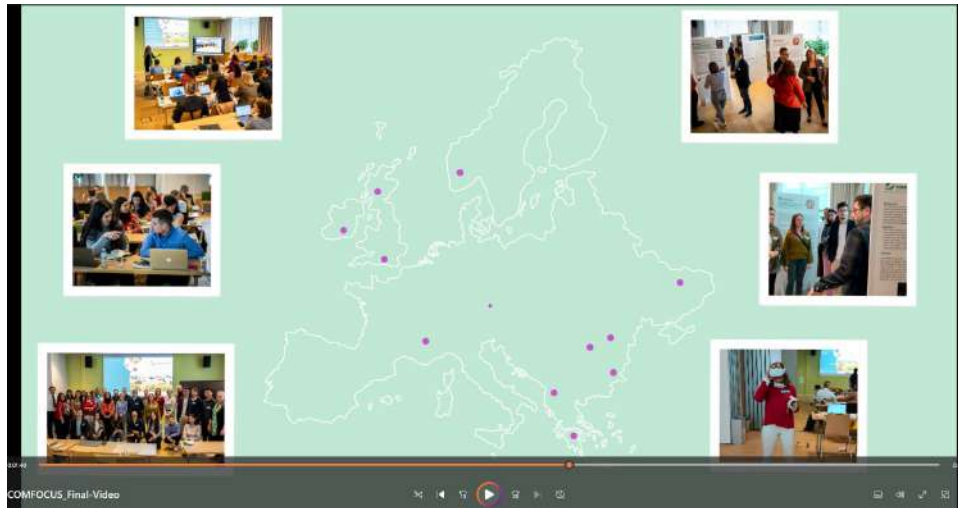


Figure 16 Final COMFOCUS video

5.7 Short videos about the main KERs of the project

To share information about the main KERs of the project, we launched the development of three videos explaining the main exploitable results of the project, such as Institutional Community of New Way of Working, The COMFOCUS Toolbox and Harmonised Measures and Protocols.

These videos, along with the brochures on KERs, aimed to provide visualisation of the main project results to sustain after the project end, namely:

- A short video titled “Institutional Community of New Way of Working” aims to introduce a new way of cooperation, making the field more collaborative rather than competitive, with the potential for shared research facilities and working according to aligned principles.
- A short video titled “The COMFOCUS Toolbox” aims to present a set of digital tools, developed within the project, facilitating easy access and optimal use, but also the community towards higher levels of collaboration between key research infrastructures.
- A short video titled “Harmonised Measures, Protocols and Guidelines” – aims to share one of the most valuable outcomes of the project, representing a novel initiative within the FCS community. Harmonised measures are particularly useful for researchers in FCS, as they help in selecting the most suitable, valid, and reproducible methods for research.

These videos are now under development and will be disseminated among the COMFOCUS community and shared on social media and project website soon.

5.8 Podcasts of COMFOCUS

To provide an overview of the project and share it more widely within FCS, we initiated the development of podcasts with the project members. The following three episodes were created:

Episode 1: The COMFOCUS journey

This episode covers three key themes: the origins of COMFOCUS, its achievements, and its future vision. It aimed to provide insights into the following important questions:

- What is COMFOCUS and why was it necessary to have this project started?
- What milestones has COMFOCUS achieved since its inception?
- Where do we envision COMFOCUS's impact in the community in the coming years?

Episode 2: Trends and a New Way of Working in FCS

In this episode, we aim discuss current trends in FCS, with a particular focus on the 'New Way of Working' developed in COMFOCUS and its potential impact on the field.

With this episode, we aim to address the following questions:

- What are the key trends shaping FCS today?
- What new tools or methodologies have been introduced through COMFOCUS?
- Sharing examples of how these “new ways of working” are improving research quality and/or outcomes.
- What challenges come across the development of this project?
- What opportunities lie ahead for further innovation in FCS?

Episode 3: Guidelines and emerging technologies in FCS

This episode aims to share insights into emerging technologies used in the FCS field for measuring consumer reaction on different products.

With this episode, we aim to address the following questions:

- What key guidelines were developed within the COMFOCUS project?
- What emerging technologies were used in the project?
- How do these tools enhance our understanding of consumer behaviour and food choices?
- What challenges come with integrating these technologies into research?

Through a series of podcasts, we aim to outline our understanding of current trends in FCS, to discuss the key results and emerging patterns from the project and explore its potential impact on the field. We also aim to

D2.2 Dissemination materials such as brochures, videos, fact sheets

introduce a "new way of working" of COMFOCUS. Additionally, we cover emerging technologies, both in general and those used in the project, and discuss how these technologies helped us to enhance our research.

These podcasts are currently under development and will be shared across all COMFOCUS social media platforms and the project website. They will also be distributed to consortium members and the broader community, including stakeholders, IAB members, and COMFOCUS research fellows.

5.9 The Toolbox video manual of COMFOCUS

During the project, we developed of a video manual to simplify the user experience with the tools created within COMFOCUS. These manual covers the Toolbox including the Easy Questionnaire Tool (EQT) of COMFOCUS.

- The video-manual on the Toolbox was created to provide a clear and understandable manual for users. It covers the Easy Questionnaire Tool, which is one of the tools developed within COMFOCUS, aimed to facilitate the design of questionnaires, integrated with the Harmonized Protocol Search Tool. This video-manual was developed with an educative role and was shared on the COMFOCUS website to facilitate the use of the mentioned tool. The video-manual can be found here: <https://comfocus.eu/tool-box/>

5.10 Final COMFOCUS Conference video

The final COMFOCUS Conference video has been filmed during the event held on February 13th, 2025, in Wageningen, the Netherlands. This video captured key moments of the conference and highlighted the main conclusions from the last COMFOCUS gathering. Throughout the event, we also conducted a series of interviews with project partners and fellows to gather their insights on COMFOCUS and its key achievements.

The video is currently under development and will be available soon on the project website and social media channels.

6. Newsletters

During the project duration, we developed ten newsletters to disseminate the COMFOCUS goals, principles, way of working, activities and developments within the project, which helped us to communicate directly with different target groups in a personal and tailored way. Newsletters played an essential role in the project, helping to keep the community and the public informed and engaged. The last eleventh newsletter is currently under development and will be available on the project website soon.



COMFOCUS

COMFOCUS project, funded under the European Union's Horizon 2020 Programme aims to progress the EU food consumer science community by integrate key European research infrastructures in the inherently multidisciplinary field of food consumer science, in order to promote their optimal use and joint development.

Figure 17 Newsletter banner

Newsletters of COMFOCUS are presented here: <https://comfocus.eu/newsletters-and-press-releases/>

7. Social media posts

Throughout the project existence, we developed over ninety posts, promoting the project’s activities and developments. These posts shared general information about the project and consortium, information about project meetings, workshops, conferences and developments, such as different tools developed in COMFOCUS. These posts had varying reach but generally achieved around 750 views per post.



Figure 18 Social media posts

8. Press release

A press release was developed and distributed to disseminate information about COMFOCUS and its second Open Call. The document aimed to inform the public about the call and encourage potential participants to apply to it by publishing it on the COMFOCUS website and sharing with consortium members.

The press release is available on [the project’s website page](#).

9. Conclusions

Throughout the project existence, we developed various dissemination materials to spread information about the project, its achievements, developments and activities, including participation in conferences, workshops and project meetings. These materials played an important role of visual identity of the project but also helped us to share information in a very concise and appealing way.

Dissemination materials, such as brochures, flyers, and roll-ups, included general information about the project as well as details about its initiatives, including Open Calls, workshops, and conferences. They also provided information about the project's Knowledge Platform and its features: Toolbox with a set of digital tools, Library with Harmonised Measures, Protocols, and Guidelines, and Discussion Platform – promoting communication between fellows and consortium members.

Other useful dissemination tools included videos created for various purposes: to promote the project, showcase its research facilities, and share key outcomes. These videos also aimed to convey insights and provide instructions on how to use the tools within the COMFOCUS Toolbox. Additionally, another type of video was developed to share information about project meetings and gatherings, as well as to encourage young researchers to participate in activities, such as Open Calls and Academic Trainings.

To ensure a lasting impact after the project's conclusion, we developed a variety of materials, including bags, pens, notebooks, backpacks, and power banks. These items were distributed among research fellows.

After all, we developed a set of digital materials, including a digital technical flyer, newsletters, social media posts, and a press release.

Together, these materials provided a solid foundation for promoting and disseminating the project's results and outcomes, ensuring a lasting impact and memory even after the project's conclusion.



COMFOCUS

Community on Food Consumer Science