FOLOU
D8.2 – Dissemination and exploitation plan, including communication

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Executive Summary

The Dissemination, Exploitation and Communication plan summarises all the guidelines for the activities planned in the Deliverable 8.2 'Dissemination and exploitation plan, including communication' to ensure that all the FOLOU communication, dissemination and exploitation activities are performed consistently by all project partners and that their impact is effectively monitored and assessed.

The Dissemination, Exploitation and Communication strategy (DEC) is a living document, and it will be reviewed and updated as the project progresses to effectively detect stakeholders' needs and expectations with the aim to favor their engagement. The updates of the DEC strategy, planned for M24 and M36, will assess the communication, dissemination and exploitation effort made by partners and report about the measures to finetune the plan when necessary to mitigate potential risks.

All the project partners participate in the dissemination, exploitation and communication activities in line with the guidelines and rules detailed in the present document.

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Abbreviations

Abbreviation	Meaning
BCE	Biorefine Cluster Europe
CA	Consortium Agreement
D	Deliverable
DEC	Dissemination, Exploitation and Communication
D&C	Dissemination and Communication
EC	European Commission
EU	European Union
E-FLR	European Food Loss Repository
GA	Grant Agreement
GDPR	General Data Protection Rules
HE	Horizon Europe
IPR	Intellectual Property Rights
FL	Food Loss
FW	Food Waste
KoM	Kick off Meeting
KPIs	Key Performance Indicators
M	Month
N-FLR	National Food Loss Repository
NUT	Nomenclature of Territorial Units for Statistics
WP	Work Package
T	Task
TRL	Technological Readiness Level
Y	Year

1. Project scope

Each year, a substantial amount of food loss is generated at the primary production stage. Food losses impact negatively on the society, contributing to food insecurity, depleting the environment, generating avoidable GHG emissions and creating pressure on land and water.

There are several factors hampering the reduction of food losses. At regulatory level, food losses at primary production stage are currently excluded from the EU Commission Decision (EU) 2019/1597, which sets a common method and minimum quality requirements for the uniform measurement of levels of food waste at the national level. Moreover, at technical and scientific level there is a lack of common measurement methodology to estimate food losses at the primary production stage as well as an insufficient knowledge and understanding of the drivers behind. Likewise, key stakeholders involved in the value chain also lack relevant skills to efficiently prevent and adopt solutions.

In line with the Green Deal and the Farm to Fork strategy, FOLOU is willing to contribute to unlock the systemic transition of EU food systems by setting up the necessary mechanisms to:

- measure and estimate food losses at primary production stage, encompassing agriculture, aquaculture, fisheries;
- monitor and report at Member States and European levels;
- assess the magnitude and impact of food losses.

Additionally, FOLOU will also work to assure the appropriate knowledge transfer and adoption of the project outcomes by the key targeted stakeholders: primary producers, retailers, consumers, policy makers and researchers.

FOLOU will structure its activities in a comprehensive action plan revolving around four levers of change:

- *Understanding* by working on collecting and curing food losses available data, by understanding the drivers behind food losses and by assessing the impact of these losses;
- *Measuring* by developing new cost-effective tools for the measurement/estimation of food losses and a robust and harmonized methodology for five main commodity groups;
- *Training* by providing tailored trainings to different stakeholders;
- *Adopting* by preparing recommendations and creating a twinning programme between frontrunner and follower regions.

With a duration of 4 years, FOLOU gathers 16 multidisciplinary partners from 10 countries joining forces around the common challenge of preventing and reducing the amount of food intended for human consumption that is eventually lost.

2. Structure

The present deliverable '*D8.2 Dissemination and exploitation plan, including communication*' describes the strategy underlying all promotional, informative and outreaching activities that will be performed over the course of the project and which will be also the baseline for the exploitation of the project results and knowledge transfer activities.

As defined in Horizon Europe (HE), the difference between communication, dissemination and exploitation is the following:

- **Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results.

- **Dissemination** is a set of measures to transfer knowledge and results to favor the market uptake and maximise the impact of the project. By definition dissemination starts when the project achieves its first results.

- **Exploitation** is the use of the results through different routes to turn the action in concrete value.

To maximise the impact of the project, these three elements interact together at different stages of the project, as in the diagram below (fig.1).

The FOLOU systematic and professional communication strategy will identify the best methods of interaction with the public and in particular with the project's key stakeholders. The effective communication strategy will be based on the three-step "know – like – trust" factor approach (par.9), which will ensure that stakeholders get progressively aware of the project and its outcomes.
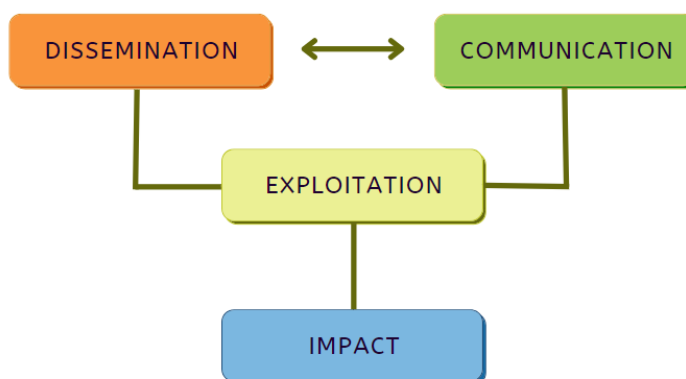
Figure 1. Interlinkage between communication, dissemination and exploitation

Therefore, the communication plan will be also designed to support dissemination and exploitation of project results through scientific, economic, political or societal exploitation routes, aiming to turn R&I actions into concrete value and impact for society.

To this scope, the deliverable details the project communication objectives, identifies target stakeholders, defines key messages to deliver as well as tools and strategic channels to be used. In addition, the deliverable sets up the procedures for monitoring the dissemination and communication activities (D&C) carried out by each project partner with the purpose to assess their impact.

As leader of WP8, IMPACT will be responsible for providing the overall guidelines of the communication, dissemination and exploitation activities. Nevertheless, a joint effort from the consortium is required to spread effectively, and especially at country level, all the steps of the FOLOU project and maximise its outcomes.

Given its nature, the DEC strategy is conceived as a living document which will be updated, reviewed and potentially adjusted as the project progresses.

Specifically, the strategy will be aligned with WP6 '*Learning Centre – Development of training materials and organisation of courses*', which is based on the capacity building to address competencies and skills gaps, and the WP7 '*Exploitation and outreach of project results. Recommendations for reducing and preventing food losses*', which is aimed at maximizing the exploitation of project results.
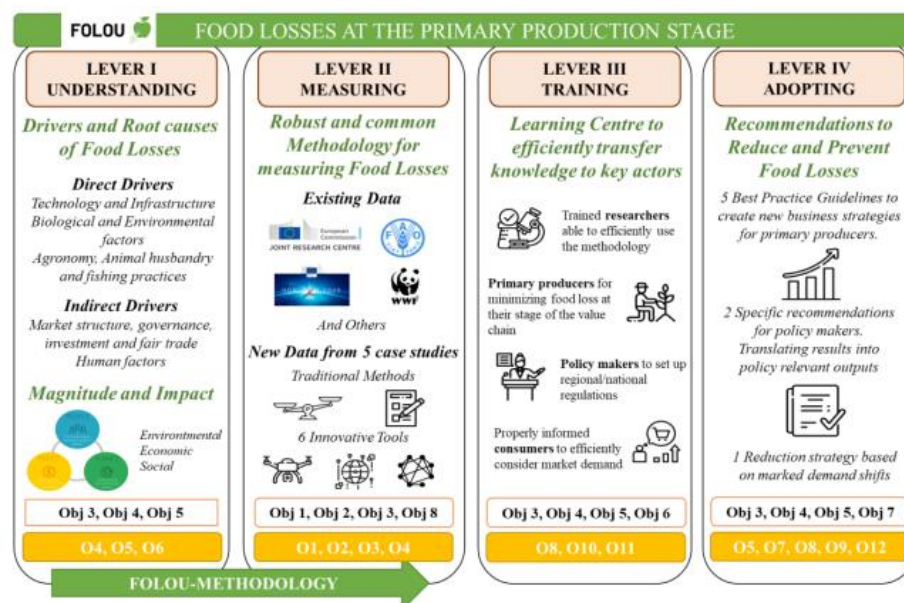
Figure 2. FOLOU methodology

All the updates and adjustments will be reported in the deliverables 'First DEC update' (D8.3) due by M24 and 'Second DEC update' (D8.4) due by M36. Both deliverables are intended to give evidence of the communication, dissemination and exploitation effort and the impact of the planned activities.

All project partners will contribute to disseminate and communicate the project within their networks and will provide their feedback in order to ensure the impact assessment of the communication and dissemination activities. An efficient internal communication (par.7) will also ensure the smooth running of all the dissemination and communication activities.

3. Objectives

FOLOU aims to contribute to unlock the systemic transition of EU food systems towards sustainable, resilient, healthy and inclusive ones by supporting a solid knowledge and evidence-based prevention and reduction of food losses at the primary production stage, thus transforming the current challenges related to food losses at the primary production stage into valuable opportunities for all those relevant stakeholders along the food chain. To do so, a structured Dissemination, Exploitation and Communication plan is crucial to communicate the project outside correctly and consistently and ensure that stakeholders, acting at the different stage of the value chain, are engaged since the very beginning of the project.

Therefore, the DEC activities will be tailored to ensure an innovative and structured process of stakeholder engagement. Based on the specific expertise and network of the partners the DEC strategy will provide major guidelines to reach the following outcomes:

- 100 relevant operators implementing the measurement and estimation methodology and the FOLOU business strategies;
- 100 Trained researchers to know how to use the innovative measurement tools and to act as experts for the implementation of the methodology;
- 5 FOLOU-EU regions implementing the methodology and recommendations
- High use of the FOLOU repository on food losses, available in the EU Platform on Food Losses and Food Waste

The objectives that WP8 aims to achieve are conceived as a joint effort of the entire consortium, which will implement several and different actions at international, national and local level, to unlock the envisaged systemic transition of EU food systems towards sustainable, resilient, healthy and inclusive ones.

The overview of the planned communication activities and related target groups as described in the present document are reported in Annex 1.

4. FOLOU actionable steps and target groups

To support the reduction and the prevention of food losses in the primary stage production, a multi-stakeholder engagement and collaboration is essential. Therefore, the FOLOU concept revolves into the idea of three interlinked FOLOU actionable steps, the so-called (i) **FOLOU-ME**, (ii) **FOLOU-ERS** and (iii) **FOLOU-EU**, where key stakeholders are involved to different extents as from the picture below:

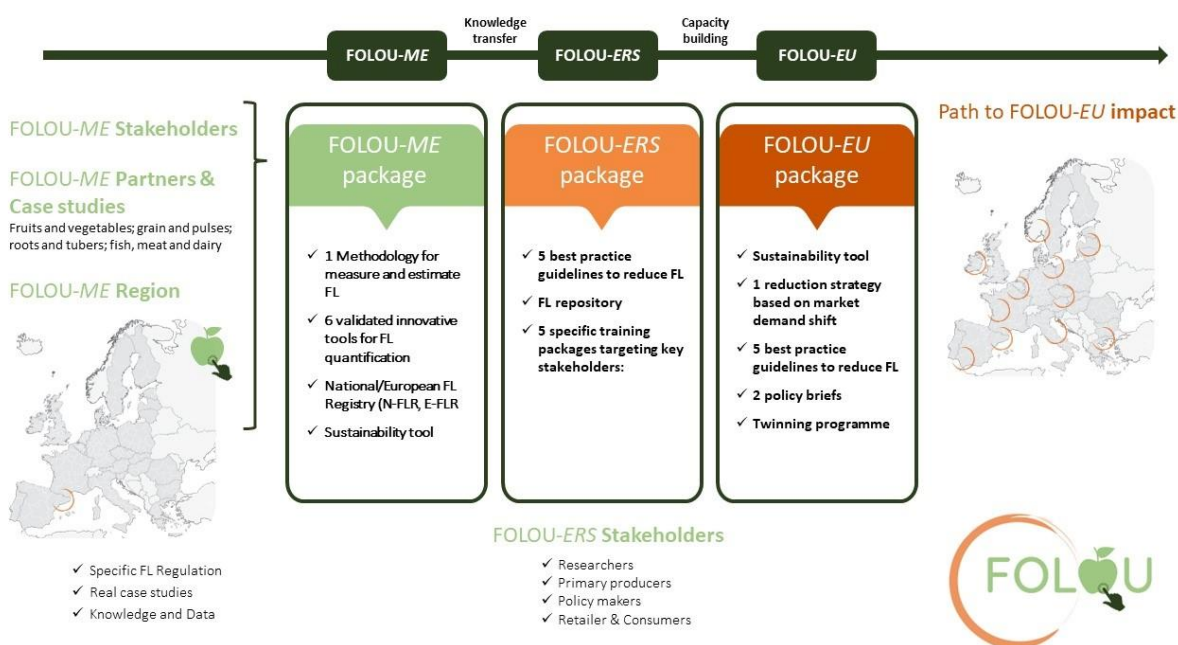*Figure 3. Overview on FOLOU stakeholders*

Starting from the best practice implemented by the Catalonia region, the FOLOU project identified **FOLOU-ME** institutions, such as regional/local stakeholders (waste/agriculture ministry's/agencies, municipalities, etc.) and high-level stakeholders such as JRC and other institutions such as WWF, FAO, UfM or H2020/HE projects, which can provide their expertise

to improve and harmonise the existing knowledge. FOLOU-ME step will create the knowledge, the tools and the methods to measure and estimate food losses at the primary production stage, including storage of products originating from agriculture, fisheries and aquaculture.

As second step, FOLOU has identified a pool of *FOLOU-ERS* actors able to effectively adopt and apply the concepts, methods and tools developed during FOLOU-ME step and to pave the way for a future implementation of N-FLR and E-FLR including the needed regulations. FOLOU has identified four FOLOU-ERS key stakeholders which are:

(i)   **farmers and primary producers**, covering different commodity types targeted in the project and with specific care to engage young professionals. This will facilitate the understanding of how, when, what and where to measure and estimate food losses as well as learning best practices to avoid these losses;

(ii)   **researchers**, mainly in the fields of agricultural sciences, engineering, software, that could work on the good development of the innovative measurement and estimation tools and also can learn on how to apply the developed methodology. They will be able to use the method and directly measure and estimate the food losses at the primary production stage;

(iii)   **policy makers and public administrations**, such as national and sub-national ministerial advisors and civil servants in relevant ministries, EU officials, think-tanks and intergovernmental organisations, able to design and implement plans, strategies and regulations at different regional scales;

(iv)   **retailers and consumers** (i.e., citizen organisations, environmental NGOs) who, with their contractual arrangements (e.g., fair trades), market structure and their individual purchasing decisions, have a strong impact on what happens upstream in the value chain.

FOLOU will develop specific tools called FOLOU-ERS package which will include the most relevant information. Specifically, FOLOU has envisaged two tools that will provide easily accessible key food losses data from primary production stage in European Union Member States. These two tools are the **FOLOU food losses repository** and the **national and EU food losses registry**. FOLOU aims that the food losses repository will be freely available at the end of the project at the EU Platform on Food Losses and Food Waste. It will include all available data, not only quantitative data (e.g., magnitude) but also qualitative (e.g., drivers, best practices, etc.). This will be of special interest to researchers to gain new insights from up-to-date data and to prepare new strategies, tools to prevent and reduce food losses.

At the same time, FOLOU will create a training framework with **training courses and training material** (in different national languages), specifically targeting the drivers (root causes) of food losses at the primary production stage. Training material for policy makers and public administrations as well as for primary producers will be prepared. Best practices guidelines, reduction strategies, policy recommendations as well as other relevant outputs will be widely communicated during the project and will be available at the end of the project at the EU Platform on Food Losses and Food Waste under the format of current "recommendations for action".

Recommendations for farmers and primary producers will include **guidance on farming practices that minimise FL** and improve overall farmers' income and resources use, and on effective and cost-efficient application of the innovative tools developed in WP3. Strategies to cope with short-term changes in market demand, alternative marketing of foods that are currently unmarketable and opportunities to engage in policy development beyond the scope of FOLOU will also be covered.

Retailers will be targeted in their role as business partners of upstream suppliers and ambassadors of educational campaigns. Consumers will be addressed directly and via civil society organisations regarding their consumption choices. Recommendations will link marketing, purchasing and/or consumption choices that contribute to FL reduction at primary production stage to sustainable business practices, healthy diet and climate action.

The final step, *FOLOU-EU*, is intended to facilitate constructive stakeholder dialogue and a clear transition pathway towards maximizing the project impact at EU level. Within this step a FOLOU-EU package will be dedicated at assessing governance strategies, recommend policy measures, and boost awareness and action by public and private authorities to encourage the replicability of successful practices creating a multiplier effect in the adoption of FOLOU outcomes. The FOLOU-EU package will include (i) the **twinning programme** between frontrunner regions and follower regions and (ii) the **policy briefs**, (iii) the **best practice guidelines to reduce food losses**; (iv) the reduction strategy based on market demand shifts and (v) **roadmap to standardisation of the FOLOU Methodology**.

Along with that, FOLOU will ensure a higher visibility of its results through specialised media and press, which will be key partners in disseminating the outcomes of the project. Three press releases and informative articles will be published at key moments of the project to ensure an appropriate and timely promotion of its developments.

As WP8 leader, Impact will manage with international media, while project partners will be responsible to contact their local press, in order to ensure a wider coverage at international/national/local level.

5. Key Messages

FOLOU aims to position EU as a frontrunner region in food loss reduction, as essential step to mitigate climate change and keep global temperatures at safe levels as well as reduce many other environmental impacts. Therefore, for an effective and well-structured communication and dissemination strategy, the identification of key messages to deliver is essential. The FOLOU motto '*Bringing knowledge to prevent and reduce food losses*' already defines and communicates the major goal of the project. However, in order to raise awareness and engage the target groups, a first set of key messages has been developed to be spread during the course of the project to the different audiences:

- FOLOU will contribute to unlock the systemic transition of EU food systems towards sustainable, resilient, healthy and inclusive ones by supporting a solid knowledge and evidence-based prevention and reduction of food losses at the primary production stage;
- In the long-term, FOLOU trainings and capacity building actions should strengthen the position of food producers in the food supply chain helping to effectively implement the Unfair Trading Practices Directive to protect primary producers from unfair practices;
- FOLOU will work on deeply understanding market drivers and consumers behaviors and attitudes towards food, improving farmers' access to data/information on market outlooks that will help them to better align supply with market needs and avoid over-supply and its concomitant food losses;
- FOLOU will work on sustainable and healthy nutrition, specially working towards reducing food losses in organic farming. FOLOU's vision, that improving the amount of food put into market (reduced food losses) from organic origin will also help to reach the Farm to Fork goal of having 25% of the agricultural area under organic

farming management or supporting the goal of a 50% reduction of chemical pesticides;

🍃 FOLOU validation activities will include farmers which is expected to further improve uptake of innovative solutions and technologies and, in the long-term, will foster a wider adoption of FOLOU business strategies and best practices within the sector.

6. Timing

FOLOU aims to ensure effective communication, dissemination and exploitation activities in order to support the project's achievements timely. To this aim, Impact will coordinate and schedule key messages in different key moments, such as:

🍃 An important milestone is completed;
🍃 A public project deliverable or dissemination item (journal, paper, etc.) is published;
🍃 A communication or dissemination activity undertaken should be advertised (e.g., presentation at a conference or workshop);
🍃 A general project meeting is taking or took place;
🍃 There are noteworthy news/results to communicate;
🍃 Re-broadcasting appropriate messages from any activity the project may participate in.

7. Internal communication

To facilitate the file exchange and enable a common repository, a Teams shared folder has been set up by UVIC at M1 to share documents and work online. Teams is used as common communication and document sharing space throughout the project lifecycle and it will help project partners to have immediate access to the main information and material related to the project and to work on the same file in an efficient manner. The Teams shared folder is divided in different sections where all the project information is duly stored. Along with the major official documents related to the project management, such as the Grant Agreement and the Consortium Agreement, Teams hosts specific folders dedicated to each Work Package (WP), where all the relevant documents related to the WP activities are updated in order to allow project partners to consult them at their earliest convenience. On the shared platform are also stored the list of deliverables, as well as the documents related to reporting and project meetings to have a comprehensive overview of the upcoming deadlines and activities to report.

To ensure a smooth running of the communication and dissemination activities, the Teams folder also includes templates and visuals that can be used by partners when promoting the project outside. In addition, a specific folder for monitoring communication and dissemination activities has been created by Impact and uploaded in the Teams shared folder. Each project partner has access to its own monitoring tool that can be updated any time with information on performed dissemination and communication activities.

At WP8 level, updates on the performed activities as well as forthcoming tasks will be discussed on monthly basis in the FOLOU Management Committee Meeting, where all the WP leaders will report about the development of their tasks.

8. Visual identity

The development of the project visual identity is the very first essential step of the FOLOU DEC strategy, as it allows to brand the project thus make it easily recognisable to the key audience and the broader public. This will also ensure that the communication and dissemination activities are consistently promoted by project partners. As WP8 leader, Impact will be responsible for the development of all the promotional material related to the visual identity of the project.

8.1 Project logo

A first version of the FOLOU logo was designed by UVIC during the proposal phase. After the project approval, Impact designed an updated version of the FOLOU logo, as shown below to allow project partners to communicate more effectively with the target audience and the general public.

The logo was designed to be easily recognisable by the broader public and it represents the visual element to be used for all the communications, as it acts as the trademark of the project.

The logo is composed by three elements:

- A visual item composed by an orange circle, which recalls the idea of the circular economy, and where it is also embedded the motto of the project '*bringing knowledge to prevent food losses*';
- The name of the project where the 'O' is replaced by a green apple recalling the food loss and waste;
- A visual element representing a green hand which is pointing on the apple to indicate the knowledge activation on food losses and waste that FOLOU aims to.

Figure 4. FOLOU logo

Besides the official logo, as described above, another version is also available without the motto. This latter will be used mainly on promotional material where the motto would be too small to be correctly and clearly displayed.

The logo is available in the Teams shared folder of the project. Additional information on the colour codes of the logo, the fonts and their correct usage can be found in Annex 2.

8.2 Project templates

In order to ensure consistency in the communication and dissemination activities, Impact designed seven different templates that partners can use when promoting the project outside. All the templates have pre-determined graphic elements such as the font, the logo, bullet points that should be strictly respected by all project partners when communicating the project to third parties. All the templates are uploaded in the Teams shared folder and can be downloaded by partners at any time.

8.2.1 Power point template

To facilitate the project recognition, Impact designed a PowerPoint template for presentations. The layout of the template is consistent with the style of the logo, the used fonts and the colour palette.

The template will be used in all the external events (i.e., conferences, seminars, workshops, webinars) organised and attended by project partners where FOLOU activities and results are presented. It will be also used in the project meetings.

The description of the PPT template is provided below as part of Annex 2.

8.2.2 Other templates

Other templates were also designed for different purposes, which can be divided in the three following categories:

- Internal document templates (agenda, project minutes, reporting, deliverables and monitoring);
- Template for letters to reach and possibly engage third parties;
- Template for newsletter.

The templates are available for downloading in the Teams shared folder.

9. Communication channels

The FOLOU systematic and professional communication strategy will identify the best methods of interaction with the public and in particular with the project's key stakeholders. The effective communication strategy will be designed to support dissemination and exploitation by increasing the outreach and visibility of the project.

The communication strategy is governed by two principles:

- Communicate a story: communication requires tangible, attractive messaging and;
- Reach out stakeholders from the beginning, being visible and known by the target audience.

The '*know – like – trust*" factor approach will be the baseline of the communication activities over the project duration to align internal and external communication in engaging the various audiences. These three interconnected steps will ensure that first people will get to know the project, then they will learn about its added value, and finally, they will trust the project's outcomes enough to engage and favor the uptake of FOLOU's proposed innovations in the business and policy sectors.

Following this approach, the progress and results of the FOLOU project will be communicated through traditional and digital channels with the aim to inform a variety of key stakeholders and engage them in the different steps of the project. Online communication (such as project website, social media, newsletters) will play a key role to ensure the widespread of project activities and results.

9.1 Project website

The project website, which is already online at www.folou.eu is the most powerful tool to widespread the project and raise awareness on its objectives, activities, results.

The website is designed in order to allow users to easily navigate through the different sections and find the relevant information on the project. The website features:

- Project scope, objectives and expected results;

- Partnership;

- Collaborations;

- News;

- Events, with a dedicated section for Twinning of regions programme;

- Resources, including publications, articles on specialized press, public deliverables, newsletters, etc..;

- Case studies with a section dedicated to regional activities;

- Library where upload all the relevant documents that stakeholders might be interested in (such as EU Directives, etc..), as well as the FOLOU tool and the Learning center;

- Contact.

A section to collect first information from stakeholders will be embedded in the frontpage to facilitate the interaction with them when project activities will require the stakeholders' involvement (i.e., surveys). The link to social media channels, namely Twitter and LinkedIN, will be also part of the frontpage of the FOLOU website together with the link to subscribe to the project newsletter. The frontpage will also include the logo of the Biorefine Cluster Europe, which is one of the platforms supporting FOLOU.

The website has been developed by Alys and it will be maintained by Impact over the course of the project. Therefore, Impact will take care of updating it with all the produced contents and relevant information provided by project partners. The project website was due by M6

(June 2023) but a preliminary landing page has been created to start attracting potential stakeholders and allow them to subscribe to the FOLOU newsletter.

The website has been conceived to be user-friendly adopting responsive design allowing a good browsing experience from different devices. This will ensure that the content of the website is correctly displayed by interested stakeholders at any time, ensuring an effective promotion of the project.
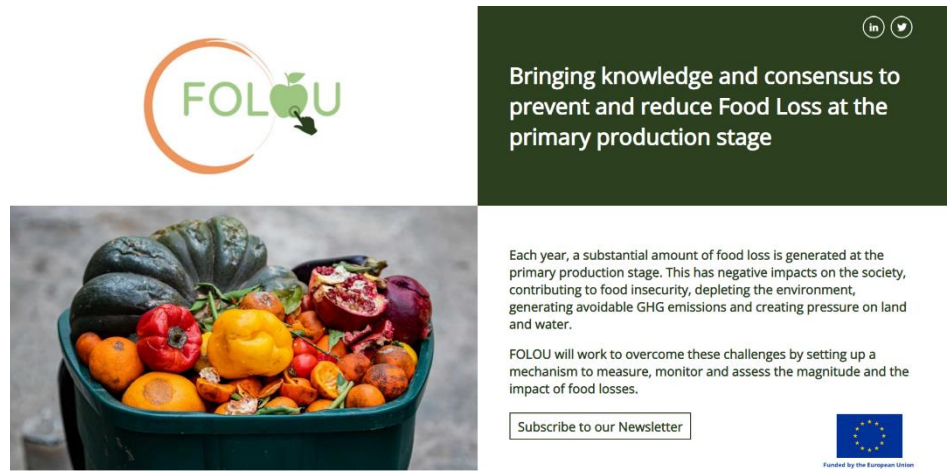
Figure 5. Project website - preliminary landing webpage

To monitor the website outreach and engagement, the website activities will be tracked with MATOMO, which will provide all the analytics related to users, downloads and visits to the webpages of the FOLOU website.

Along with the project website, project partners will also set up a project webpage on their own websites to ensure the widespread of the project.

In addition, since May 2023, when it became member of the Biorefine Cluster Europe, FOLOU enjoys a wider visibility, thanks to a dedicated webpage (https://www.biorefine.eu/projects/folou-bringing-knowledge-and-consensus-to-prevent-and-reduce-food-loss-at-the-primary-production-stage/) that has been set up on the BCE website to promote the project in the BCE network. More than this, the BCE will be the platform where all the deliverables from the project will be stored and downloadable to ensure a long-lasting impact after the project end.

Table 1. FOLOU - website and target value

Communication tool	Goal	Target Value	Target audience
Project website	Share general project information, main public deliverables and also promote events, workshops and all other activities	>200 visits/months, time-on-page and/or scroll-depth measures, comments from visitors	All stakeholders
Project partners webpages	Promote the project at local level	17 webpages	All stakeholders

9.2 Social media

Digital communication will play a relevant role in setting up a FOLOU community and widespread project activities and results. To this end, in M3 (March 2023) two social media channels have been created, respectively on Twitter and LinkedIN and customized according to the project's visual identity. Both accounts will be used to raise awareness on the existing bottlenecks in preventing food loss and waste and how FOLOU is tackling them. Tangible results, such as articles, short videos, interviews, will be spread via social media to attract interested stakeholders and make them aware of the solutions proposed by FOLOU, with the aim to start an open dialogue on the measures to prevent and reduce the food loss and waste.

Over the course of the project, a YouTube channel will be also set up to collect all the interviews and videos produced by the consortium.

9.2.1 Twitter account

The Twitter Account has been set up by Impact in M3 (March 2023) and it will be fed with project news, participation in events and project results.

All partners will contribute to keep the account alive by providing regular inputs to promote the project activities. Project partners will also promote the project through their own social media accounts, by tagging the FOLOU project in relevant posts and retweeting or sharing posts from the FOLOU Twitter page.

The activity of the FOLOU Twitter account will be monitored through Twitter analytics.

Twitter account: @FOLOU_eu

Twitter hashtag: #FOLOU

Figure 6. FOLOU Twitter account

9.2.2 LinkedIN account

A LinkedIn account has been also created to reach a wide range of professionals interested in reducing and preventing food losses and waste with the aim to engage them. LinkedIn activities will be assessed via LinkedIn analytics.

LinkedIN account: [(3) FOLOU: Amministratore pagina aziendale | LinkedIn](#)
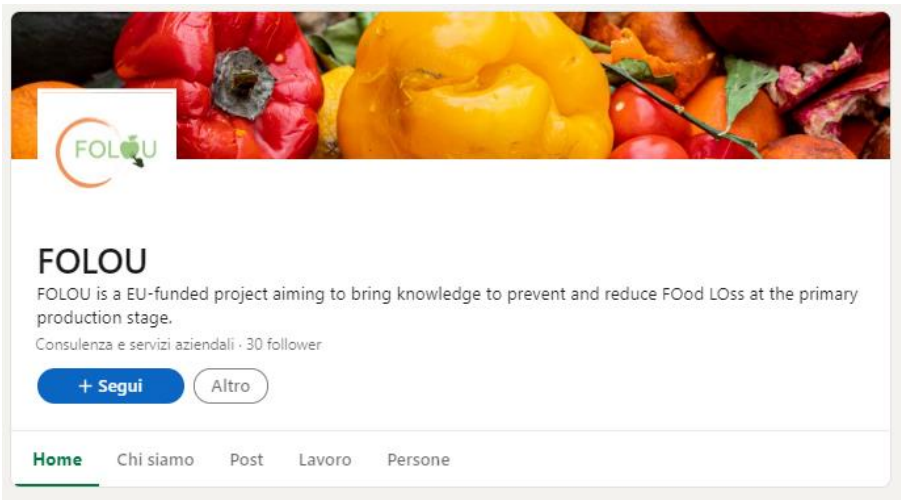
Figure 7. FOLOU LinkedIN account

9.2.3 YouTube account

Over the course of the project, FOLOU will produce video content explaining project activities and results. To this scope, Impact will set up a YouTube account, where all the interviews, virtual tours of the demonstration sites, animated infographics will be shared to attract stakeholders and the general public. All the videos will be uploaded on the project website and available for downloads.

Table 2. FOLOU - Social media and target value

Communication tool	Goal	Target Value	Target audience
Social media	Create Twitter, LinkedIn and YouTube accounts to share posts and FOLOU information.	>500 Followers, >500 visits/reads per month	All stakeholders

9.3 Promotional material

As WP8 leader, Impact will produce promotional material to strengthen the visual identity of the project, give it more visibility and maximise its impact. The online and the ready-to-

print English version of these materials will be available for partners in the shared folder to be used and displayed at any event or meeting where FOLOU is presented.

In order to provide comprehensive and updated information and regularly engage more stakeholders active in the field of food losses and waste at the primary stage production, the promotional material will be revised and updated to promote the latest news and achieved results from the project.

With the aim to reach the target audience at regional level, all the promotional materials will be translated in partners languages and uploaded on the project website in the 'Resources' to be downloadable at any time.

9.3.1 Leaflets

A leaflet has been designed by Impact in M6 to provide a short overview on the project and the key information on its goals, activities and expected results. The flyer has the scope of generating interest in the target audiences and it will be disseminated by partners at conferences and workshops and other events they are organising or attending on behalf of FOLOU.

The leaflet is designed in a three-fold format.

Figure 8. FOLOU leaflet

A ready-to-print English version will be available for download in the 'Resources' section of the FOLOU website. As the project progresses, the leaflet will be updated with tangible results and experiences.

All the leaflets produced by the project will be translated in partners languages.

Table 3. FOLOU – Leaflet and target value

Communication tool	Goal	Target Value	Target audience
Leaflet	Share general project information and give visibility to FOLOU project	Distribution > 1000	All stakeholders

9.3.2 Poster

The FOLOU poster has been designed by Impact in May 2023 (M5). Its English version is uploaded in the project shared folder and available for downloading. The poster will be used in the different events either organised by project partners or in which project partners participated and presented the project.

Figure 9. FOLOU - project poster

Throughout the project, the poster will be updated, highlighting project activities and achieved results. All the project posters will be translated in partners languages and will be used by project partners in regional/ local events.

The different versions of the posters will be uploaded in the 'Resources' section of the FOLOU website and available for download.

9.3.3 Roll up

The FOLOU roll up has been designed by Impact in May 2023 (M5). The roll up will be used in conferences, workshops to promote the project as well as in project meetings. The roll-up is in a standard format of 80*200 cm and it consists of the following:

- FOLOU logo
- FOLOU motto
- Key expected achievements
- Reference to the project website and to the social media
- Partners logos
- EU Statement

Figure 10. FOLOU roll up

Over the course of the project, an updated version of the FOLOU roll up will be designed to provide key information on project achievements. To ensure that the project is effectively communicated to a wider audience, and specifically at regional level, the roll-ups will be translated in partners languages and used in regional/local events.

The roll-ups will be available for download in the 'Resources' section of the project website.

Table 4. FOLOU - Poster and roll up and target value

Communication tool	Goal	Target Value	Target audience
Poster and roll up	Give visibility of FOLOU to internal and external events, conferences and other activities	Presentations in >20 events	Primary producers, academia and research, policy makers, consumers.

9.3.4 Infographics

FOLOU will produce 2 animated infographics to illustrate the methodology that the project is adopting to reduce and prevent food loss and waste. A first infographic will be designed by Impact in M10 with the collaboration of project partners to help the target audience to better understand the FOLOU approach. The infographic will give an insight on the four leverages adopted to favour the knowledge transfer and the adoption of the project outcomes by the key targeted stakeholders. As the project progresses, an updated version of the infographic will be designed by Impact to highlight the results achieved by the project. In order to reach a wider audience at local level, the infographics will be translated in all partners' languages. All the infographics will be uploaded on the FOLOU website and available for downloads.

9.3.5 Project Newsletters

The FOLOU newsletter is one of the main communication tools that will keep the target audience informed about the project developments. Over the course of the project, bi-annual digital newsletters will be drafted by Impact and disseminated through the consortium network.

Each newsletter will feature concise articles and updates from across the WPs. The content will be based on deliverables, key updates, publications as well as attended and upcoming events.

The newsletter template has been already designed by Impact in January 2023 (M1). Based on the template, the newsletter will consist of the following sections:

- News about food losses and food waste (gathering relevant information on EU legislation, EU consultations, relevant papers and studies);
- News on the project;
- Country news (major focus on regional working groups);
- Publications;
- Save the date (major events on the topic);
- Meet the team with logos of all the partners;
- Reference to the EU funding.

As WP8 leader, Impact will be responsible for drafting the English version of the newsletters and to deliver them. The tool chosen to deliver the newsletter is Mailchimp and all data collected from subscribers will be handled in accordance with the General Data Protection Rules (GDPR).

Project partners will be committed to report timely on project activities and results in their respective Work Packages so to provide a comprehensive update of the project developments to the target audience.

All the newsletters will be translated in partners languages to effectively reach key stakeholders in the different involved regions. Impact will provide the editable newsletter template to all the project partners with the aim to keep the consistency of the FOLOU visual identity.

The project newsletter will be promoted via social media to reach a wider audience. All the newsletters will be uploaded on the 'Resources' section of the FOLOU project.

Table 5. FOLOU - Newsletters and target value

Communication tool	Goal	Target Value	Target audience
Newsletters	Promote and keep the stakeholders updated on the project activities and results	8 Distribution > 5000	All stakeholders

10. Dissemination

The main objective of FOLOU's dissemination strategy is to ensure that the project's outcomes are disclosed to appropriate target stakeholder groups. A multi-step and multi-channel approach will be used in FOLOU dissemination strategy to reach and engage different stakeholders and target groups with adjusted information for needs and interests, which will have the following scope:

- To make stakeholders understand the aim of the project and appreciate its significance for their own organization, clients, and collaborators.
- To disseminate project findings and to support partners in communicating and disseminating their work.
- To support the capacity-building and knowledge transfer between the various target groups.
- To facilitate a regular flow of information between project partners and to ensure a constant exchange of information between the work done in the project and target groups.

Also, the FOLOU Dissemination Plan will be based on a stakeholder preliminary analysis (D8.1), which will identify the needs and characteristics of the different stakeholder groups and will facilitate the dissemination process by using relevant and integrated communication tools.

To achieve this, the dissemination activities will take place at two levels of analysis:

- Regional/national level, mainly in those countries represented by partners of the consortium, to replicate the project's approach. In these countries, FOLOU's partners will engage with stakeholders to promote the project's approach and results, fostering the replication of successful innovations.
- EU level, outreaching stakeholders in other EU regions to pave the path towards major replication of project commercial and non-commercial results.

Targeted activities have been planned to achieve the above-mentioned engagement as described below.

10.1 Targeted training to efficiently transfer FOLOU knowledge

As part of the WP6 led by UREAD, FOLOU aims at creating the Learning Center for Food Losses at primary production stage which will provide a range of training courses and training material aimed at different stakeholders:

(i)   Researchers from different EU countries will be trained to use the method and directly measure the food losses at the primary production stage;

(ii) Policy makers and public administrations will be trained on how to set up regional/national quantification programs and successful prevention and reduction strategies;

(iii) Businesses and farmers of the primary production sector will be trained in recommendations for minimizing food loss at their stage of the value chain among others.

Overarching learning objectives will be defined through a comprehensive stakeholder engagement and sector analysis for sector specificities. Internal and external analysis will be undertaken to understand the expertise which exists within the sector to allow the creation of "Expert Groups" who will form a consultative body to work with the project team to propose courses, content, resources, educators, assessment and delivery mechanisms to ensure the needs of the sector are met, and where suitable, to provide assessors for certification purposes.

Training materials will be developed as appropriate for the learners using a blend of synchronous and asynchronous teaching and face to face workshops which will ensure communities of practice are nurtured and knowledge sharing is fostered. Self-directed and peer-to-peer learning will be supported where appropriate with courses being grounded in the needs of the agri-food value chain actors and the impact that enhanced competencies will enable.

FOLOU will create training courses and training material in different national languages specifically targeting the measurement of food losses. To maximize FOLOU short-term adoption, during the project period, FOLOU will train, at different EU countries, a minimum of 100 researchers and 100 primary producers to be able to implement FOLOU outputs. However, to maximize the number of trainees after the project ends, all training courses/materials will be made available online to the widely used EIT Food Professional Education Framework and EIT Food Assessment, which will offer certified training and credit recognition in environmental courses delivered by accredited providers. This will maximize the number of trainees able to widely implement FOLOU outcomes at EU level within a few months after the end of the project.

To support these activities, WP6 leading partner will closely cooperate with WP8 for a comprehensive dissemination strategy plan within the project's general Dissemination plan, to recruit learners, raise awareness and engagement with the Learning Centre and to support the broader stakeholder engagement in FOLOU and its association with other initiatives which will provide mutual benefit.

10.2   National stakeholders' workshops

With the aim to maximise the project visibility and impact at local level, FOLOU will organise at least one national stakeholder workshop in each of the countries of the consortium members held in national languages and, if possible, in physical form. These will be used to disseminate preliminary project results to as many stakeholders as possible and to collect feedback from a broad perspective, which will be integrated in the final formulation of policy recommendations and guidelines (T7.3).

Specifically, PROMAN in collaboration with other partners from M18 to M46 will synthesise the outcomes of the technical work and will prepare "recommendation documents" for each one of the identified key stakeholders with a clear role in preventing food losses at the primary sector. These recommendation documents (policy briefs, best practices, etc.) will be used in the #Training lever of change and will be made available to any interested party in the EU Platform on Food Losses and Food Waste.

IMPACT, as coordinator of the DEC activities, PROMAN as leader of WP7 and ACR+ in charge of activating public sector authorities will guide and assist project partners responsible for the workshop organisation in their respective countries. A total of 9 workshops will be organised to disseminate project results, collect feedback from participants and stimulate discussion on the role of economic drivers in FL generation.

10.3   Twinning of regions programme

As part of the *'Adopting'* lever of change, FOLOU will dedicate specific resources for the assessment of bottlenecks and drivers of successful strategies to implement an ambitious plan aimed at mainstreaming the best practices and fostering the connection with public authorities.
To create a supportive environment that enables the smooth implementation of strong FOLOU outputs, the project will engage with key territorial players and policymakers in a twinning programme and advocacy activities to facilitate the exchange of effective governance instruments and potential funding schemes, as well as to promote realistic and easily applicable innovations overcoming current gaps.

FOLOU will identify at least 5 twinning regions as a sub-set of the 50+ NUT-1 level regions identified in T7.3. Twinning regions will be territories where the need for FL monitoring system is much needed based on the relevance and prevalence of food activities within the same regions. ACR+ with support from MIO-ECSDE will activate its 100+ members network of EU local and regional authorities to identify regions and actors interested in replicating the experience of FOLOU beyond the partners' territorial coverage. This includes development of the testing (WP3 and WP4) and the set-up of a replication plan during the second semester of Y3 and the whole of Y4, in collaboration with ACR+ and DACC, who will share its experience as frontrunner region.

Recruited regions will then be involved in the activities of WP6 *'Learning Centre – Development of training materials and organisation of courses'* and WP7 *' Exploitation and outreach of project results. Recommendations for reducing and preventing food losses'* for the enhancement of human and technical capacity in replication territories and collaborate with partners in WP3 and WP4 for the testing of the monitoring and quantification tools. Capacity building actions will be carried out during the project to ensure key public administrations and policymakers gain the knowledge and capacities to

exploit them after the project ends. The twinning of regions programme and the National Stakeholders Workshops will pave the way to at least 5 FOLOU-ERS regions to implement FOLOU outcomes after the project ends and at least 50 EU regions (NUTS-1 level) in the ACR+ international network will receive relevant information for future uptake of FOLOU outputs. This can be the seed for a wider adoption in the short/mid-term to other EU Member States.

10.4 Participation in targeted events

Part of the dissemination strategy of the FOLOU project relies also on the participation to targeted events, such as conferences, seminars, workshops. By participating in such events, project partners will promote the project scope, activities and results to different key stakeholders, also beyond the involved countries.

At the time being, FOLOU's objectives have been already promoted in a workshop organised by UNIVPM on sustainability and circular economy in the processes of processing of fish products. Also, on 8 June 2023, ACR+ presented the project in the *'Sustainable and Fair Food Systems: reducing the climate footprint'* and discussed representatives of DACC on the FOLOU activities in Food Losses quantification. This in relation to the PAS (Sustainable Agricultural Production) tool being tested/adopted by some farmers in Catalunya in primary production.

Figure 11. Promotion of the FOLOU project - ACR+ and UNIVPM

Simultaneously, some of the major international events where FOLOU can be promoted has been identified and listed below:

Table 6. FOLOU – Events

Name of the event	Date and location	Partner	Link to the webpage
18th International RAMIRAN conference	12-14 September 2023	PROMAN	https://ramiran2023.org/
European Sustainable Nutrient Initiative (ESNI) Conference 2023	20 September 2023	PROMAN	https://www.biorefine.eu/events/european-sustainable-nutrient-initiative-esni-conference-2023/
Aquaculture Europe	September 19-21, Vienna, Austria Presentation of a poster related to WP3 DEVELOPMENT, TESTING AND VALIDATION OF MULTI-SPECTRAL CAMERAS (VIS+NIR) TECHNOLOGY TOOL FOR EGG QUALITY ESTIMATION.	UNIVPM	https://aquaeas.org/
RETASTE: Rethink Food Resources, Losses, and Waste Third International Conference	September 27-29, 2023 Athens, Greece Presentation of the work done in task 4.1 "Definition of FL definition and FL quantification methodology", which will include our Food Loss Definitional framework.	Fundació Espigoladors	https://retaste.gr/
FOOD 2030 Conference: Green and Resilient Food Systems	December 4-5, 2023, Brussels, Belgium	BETA CT - UVIC	https://research-and-innovation.ec.europa.eu/news/all-research-and-innovation-news/food-2030-conference-green-and-resilient-food-systems-2023-06-06_en
Biorefine Conference	TBD	UGENT/IMPACT	Not available yet
Food 2030 Networks Conference	March 5-7, 2024, Brussels, Belgium (provisionally planned)	BETA CT - UVIC	https://food2030.eu/
NERM – Nutrients in Europe Research Meeting	17-18 April 2024	PROMAN	Not available yet

Project partners planning to attend an event where FOLOU will be promoted either through poster or oral contribution will inform Impact on due time in order to ensure that the attendance is effectively promoted on the different communication channels of the project.

10.5 Press and media campaign

In order to favour the knowledge transfer and to maximise the visibility of the project, a press and media campaign will be implemented, ensuring the coverage from the outset of the project.

Three press releases (M12, M24, M48) and several articles will be produced at key moments of the project and spread through written and digital press. As WP8 leader, Impact will propose a structured strategy for the media campaign that revolves around the relevant milestones and deliverables foreseen in the project. Partners will work with the press at local, national and international level to raise awareness on FOLOU and present its objectives to their respective target groups. In order to ensure a consistency in promoting the FOLOU key messages, press releases will be translated in partners' languages and adapted to attract and inform stakeholders with key updates in the different case studies of the project.

Press releases and articles will also contribute to enhance networking and communication with them and ensure a broad dissemination of the project.

Table 7. FOLOU - Press release and target value

Dissemination tool	Goal	Target Value	Target audience
Press release	Share relevant project information	300 recipients for English press release and 100 recipients in local language	All stakeholders

10.6 Scientific knowledge dissemination

Publications on specialised press will be the privileged tool to disclose scientific results achieved by the project. Throughout the project, results and findings will be regularly shared in internationally recognised scientific and academic journals as well as in conference proceedings.

All the scientific publications will be in open access and peer reviewed. This will contribute to disseminate the results of the project and easily reach the research community as well as farmers, primary producers and policy makers. The complete information on the open access publications is detailed below in section 14.1.3.

10.7   Practice abstracts

The resulting innovative knowledge from FOLOU will feed into the EIP-AGRI (The agricultural European Innovation Partnership) website for broad dissemination to practitioners. The EIP-AGRI common format facilitates knowledge flows on innovative and practice-oriented projects from the start till the end of the project. The use of this format also enables farmers, advisers, researchers and all other actors across the EU to contact each other. End-user material will be produced in the form of several summaries for practitioners in the EIP common format ("practice abstracts"). The format consists of an Excel document including different sheets with information about the project and a number of "practice abstracts": a short summary of max 1500 characters which describes a main information/recommendation/practice that can serve the end-users in their daily practice. The project details will also be submitted to the platform with the first deliverable submission. A total target number of 10 practice abstracts is foreseen for the project.

10.8   Final event

A final cross-border dissemination activity will be organised at the end of the project to disseminate all the achieved results. It will be an interactive event aimed at gathering stakeholders from different sectors to inform them of the project outcomes and recommendations. Impact will work in close collaboration with UVIC-UCC to organise the final event. Project partners will present the results of their activities and will rely on their network to promote the conference and ensure a high attendance.

10.9   Active cooperation and knowledge exchange with other EU initiatives

FOLOU envisages the opportunity to create and establish synergies with existing projects and international and national platform / initiatives tackling food losses to expand its community.

These collaborations will be based on reciprocal benefits in terms of:

- Knowledge exchange among projects;
- Maximising the projects impacts;
- Avoiding overlapping.

The collaboration will consist in co-organising joint events; mutual participation to each other's events; bilateral promotion of events and news via respective websites, newsletters and social media; project logo insertion on project communication material.

FOLOU also relies on a strong interlinkage with running initiatives and projects. The FOLOU consortium already enjoys a deep-rooted involvement in relevant EU projects, such as FOODRUS, REFRESH, CROPDIVA, RENU2FARM, as well as platforms such as EIT-Food Professional Education Framework, FoodWasteNet, European Sustainable Phosphorus Platform (ESPP) and the Biorefine Cluster Europe (BCE). To ensure a structured and effective cooperation with these projects and initiatives, FOLOU will develop a joint cooperation plan to:

(i)   enhance complementarity, cooperation and uniform reporting in data collection,

(ii)   share preliminary, unpublished results;

(iii) aligning task planning to avoid doubling work;

(iv)   potentials for joint publications, e.g., regarding the database uploaded at the EU Platform on Food Losses and Food Waste (T1.4.);

(v)   mutual aid in expanding networks, including potential secondments, and cooperation in the recruitment of twinning regions (T7.2.);

(vi)   cooperation in communication and dissemination activities such as joint training courses (WP6), organisation of national stakeholder workshops (T7.4.), alignment and coherent communication of policy recommendations.

The joint cooperation plan will be evaluated and updated annually by UVIC-UCC and PROMAN in accordance with all project partners and participants in network.

10.9.1 FOLOU and WASTELESS

FOLOU will work in close collaboration with WASTELESS, sister project funded under the HORIZON-CL6-2022-FARM2FORK-01-08. Since the very start of the projects, dedicated contacts have been put in place to identify similarities between projects and find a common ground for collaborative efforts to maximise projects' efficiency and impact and avoid overlapping or duplication of activities. Representatives from FOLOU and WASTELESS attended each other's kick off meetings to present the respective projects and interact with WP leaders. An action plan has been discussed to structure the collaborative action between projects and some actions have been identified as follows:

- To develop a common action plan to communicate and collaborate with the JRC
- Co-organization of thematic workshops of specific topics of interest to both projects
- Joint participation in relevant events
- Joint participation in the Knowledge Sharing Platform (KSP)
- Invitation to participate in Advisory Board meetings or other type of project meetings
- Invitation to participate in trainings organized within each project
- To combine efforts in the development of outputs which may be complementary to each other
- Inclusion of each other in dissemination materials (e.g. newsletters)

At the time being, both FOLOU and WASTELESS started a cross-promotion on their respective websites and newsletters.

11. Main actions of the FOLOU Dissemination Plan and expected impact

The complete overview of the dissemination activities described in Section 10 is available in the table below.

Table 8. FOLOU - Overview on dissemination activities

Action	Targeted audience	Description	Expected impact	KPIs
Action #1 – Targeted training to efficiently transfer FOLOU knowledge	Primary Producers, Academia and Research, Policy makers	The Learning Centre (WP6) will provide full training packages tailored for the different target groups. The aim will be to efficiently transfer FOLOU Methodology and Recommendations	Easy adoption of the FOLOU Methodology	KPI-1. Number of researchers trained (Up to 500) KPI-2. Primary producers improving their current business strategies (Up to 50)
Action #2 – National stakeholders' workshops	Primary producers, retailers, regional and national policy makers, civil society organizations	9 workshops will be organised to disseminate project results, collect feedback from participants and stimulate discussion on the role of economic drivers in FL generation. This will be integrated in the final formulation of recommendations and guidelines obtained in FOLOU.	Raising awareness, collecting feedback and initiating a change in food supply and food consumption patterns	KPI-3. Involvement of stakeholders in the workshops organised (Up to 500) KPI-4. Policy feedback target: regional/national policy makers EC and COM Services (Up to 100)
Action #3 – Twinning of regions programme	Policy makers / Public administration	knowledge sharing and replication of successful practices through a twinning programme among public authorities.	Practical exchange of governance approaches for FL reduction. Policy recommendations to include Food Losses in future regulation	KPI-4. Policy feedback target: regional/national policy makers EC and COM Services (Up to 100) KPI-5. EU Regions involved in the twinning of regions programme (Up to 10)
Action #4 – Awareness strategy focused on consumers	Consumers and Society	FOLOU will specifically prepare a raise awareness strategy and dissemination materials focusing on consumers.	Consumers better informed about the Food Losses and how their choices can have an effect on them	KPI-6. Consumers/Retailers changing their preferences to reduce upstream food losses (Up to 100)
Action #5 – Scientific knowledge dissemination	Academia and Research, technical policy makers	FOLOU will assure the efficient transferring of results to the scientific community by publishing papers in open access journals and also with the active participation in scientific conferences at EU level.	Scientific knowledge adoption	KPI-7. Scientific knowledge dissemination Target: Science at large (Up to 1000)
Action #6 – Active cooperation and	Academia and Research	WP7 will specifically work on creating a	Widening the impact of R&D	KPI-8. Joint publications with other projects and

knowledge exchange with other EU initiatives	cooperation network to align FOLOU with other relevant EU initiatives. This will be key for project dissemination and efficient knowledge transfer and relevant to increase the project impact at EU level.	project results at EU Level	initiatives (Up to 4) KPI-9. Joint dissemination activities with other projects/institutions (Up to 5)

12. Exploitation

Exploitation is the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

The main goal of the FOLOU exploitation plan is to effectively use projects results through scientific, economic, political or societal exploitation routes, aiming to turn R&I actions into concrete value and impact for society.

At a first stage, WP7 will focus on maximizing exploitation and outreach of project results, through:

(i)   the development of policy recommendations and recommendations for key actors along the value chain of primary production on the prevention and reduction of food losses and waste;
(ii)   recruitment of twinning regions replicating successful innovations of pilot regions;
(iii)   alignment and cooperation with projects and initiatives targeting similar topics/challenges.

Then, the exploitation plan will deliver the steps to maximize the options of the solutions to be upscaled to TRL8 in 2029 advancing towards its marketability. A FOLOU IPR and exploitation strategies to ensure the outreach of the technologies will be implemented after the project end to reach all actors related to food losses (from primary producers to retailers and consumers) so they understand how the decisions affect food losses and can, in the medium-term, adapt their decision to this new understanding.

During the proposal phase, exploitable results from different WPs have been identified and reported below. Some of them, more directly related to the dissemination activities were already described in section 10.

12.1 Preliminary Key Exploitable Results

The complete overview of the exploitation activities described in Section 12 is available in the table below.

Table 9. FOLOU - Overview of Key Exploitable Results

Exploitable results	Value Proposition	IP strategy	Routes for exploitation	Target audience
FOLOU Methodology and NFLR/E-FLR	Robust and harmonised methodology for measuring, estimating and monitoring FL at Member State and EU level	Open access	Development of a national/EU regulatory framework for measurement, monitoring and reporting on food losses	All stakeholders
Machine learning models/AI algorithms to predict food losses from remote sensing and on-field images	Novel and efficient models/algorithms to be used with state-of-the-art tools (satellites, UAV, cameras, NIR, VIS, etc.) for measuring Food Losses	Patenting, internal knowhow	Predictive models will help farmers/aquaculture to optimize harvests organization and agrifood industrials will be able to better plan incoming flows (truck rounds, preparation of processing lines, surplus freezing, etc.)	Primary producers, food processors, Researchers
Blockchain for cold chain and its logistics	Increased shelf-life and improved logistics between primary producers and retailers	Patenting, internal knowhow	Using advanced blockchain and distributed ledger technologies will allow producers and retailers to adopt more timely and incisive measures for the reduction of food losses and the corresponding monetary losses	Retailers, Primary Producers
Big data for market demand prediction	Improved knowledge on consumer demand	Patenting, internal knowhow	Predictive models can be adapted to different agri-food processes, creating new market opportunities	Primary producers
Food Losses data repository	Complete data repository on Food Losses for the main commodity groups	Open Access	Freely available in the EU Platform on Food Losses and Food Waste	All stakeholders
FOLOU sustainability tool	Assess impacts of ongoing and future FL reduction strategies	Open Access	Freely available in the EU Platform on Food Losses and Food Waste	All stakeholders
Learning Centre	Tailored trainings to efficiently transfer knowledge and capacity building	Open Access	EIT Food courses	All stakeholders

All the data generated in FOLOU will initially be considered confidential, and access will be limited to consortium partners and officers of the European Commission (EC). Therefore, the partners will initially opt out of the 'Pilot on Open Research Data' (ORD Pilot), which "aims to improve and maximise access to and re-use of research data generated by Horizon Europe 2020 projects". However, in keeping with the EC principle that research data should be made "as open as possible, as closed as necessary", every effort will be made to provide FOLOU results to a wider audience via various dissemination and communication channels, including Open Access publishing (par.14.1.3). Preliminary and unpublished results will be shared with the projects and initiatives of the cooperation network according to the joint cooperation plan developed in the project (WP7).

13. Monitoring

As WP8 leader, Impact will accurately monitor the communication and dissemination activities, in order to evaluate their effectiveness and ensure the expected impact.

Each project partner will be in charge of tracking its own communication activities and reporting the progress to Impact. In order to make this process smoother, Impact designed 17 different monitoring templates (Annex 3) with different sheets where all the activities can be reported. This monitoring tool has been uploaded on the project shared folder to allow partners to fill it at their earliest convenience.

On regularly basis (every 9 months), Impact will ask partners to provide inputs on their communication and dissemination activities. Their effectiveness will be then assessed against the Key Performance Indicators (KPI), and the communication, dissemination and exploitation strategy will be finetuned (if necessary) to meet stakeholders' needs and expectations.

14. EU acknowledgment

14.1 Obligation to disseminate project results
Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

14.1.1 Obligation and right to use the EU emblem

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate
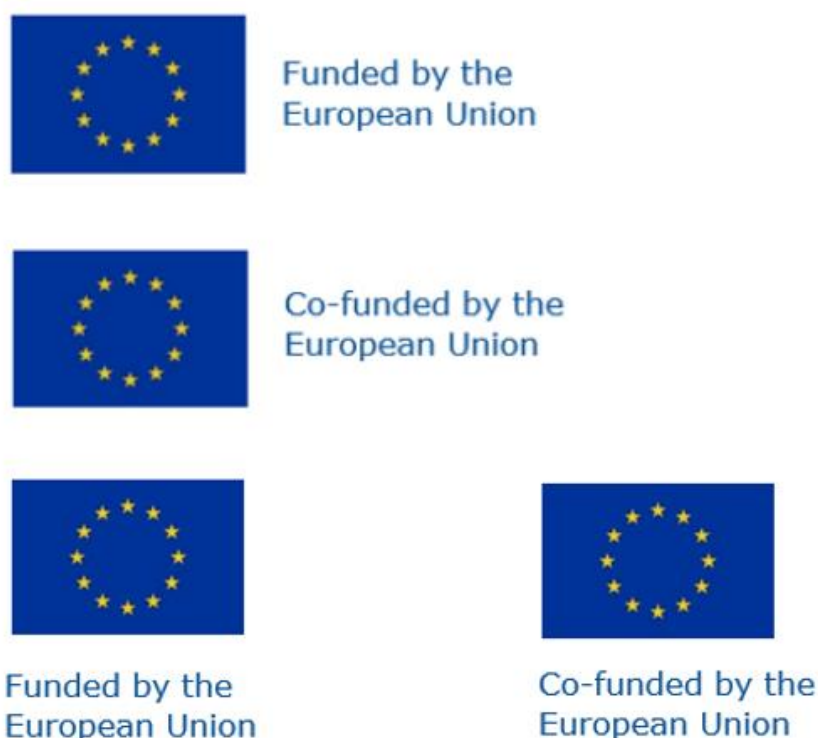
Figure 12. EU funding statement

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

14.1.2 Dissemination of results

The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

14.1.3 Open science: open access to scientific publications

The beneficiaries will ensure open access to peer-reviewed scientific publications relating to their results (Article 17 and Annex 5 of the GA). In particular, they will ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications;

- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights;
- for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and;
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) will make sure they retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following:

- publication (author(s), title, date of publication, publication venue);
- Horizon Europe or Euratom funding;
- grant project name, acronym and number;
- licensing terms;
- persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant.

Where applicable, the metadata will include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Whenever possible, articles will be published directly in Open Access journals selected from the Directory of Open Access Journals, or in Open Research Europe. In all other cases, beneficiaries will make sure they retain sufficient intellectual property rights to comply with the open access requirements.

Both institutional and appropriate scientific repositories will be used to deposit the publications.

Whenever possible, articles will be published directly in Open Access journals selected from the Directory of Open Access Journals (golden road), to make the projects results available for researchers and other stakeholders as early as possible. Budget has been foreseen to support Gold Open Access. In all other cases, articles will be made available Open Access at the latest at the time of publication via the partners' publications repositories (green road). When no appropriate scientific repository is available, and the lead authors' institution does not offer a repository, publications will be deposited in the Open Research Europe repository.

14.1.4 Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.*"

D8.2 – Dissemination and Exploitation Plan, including Communications

Annex 1
Communication Plan and Expected KPIs

Communication measures	Scope	Target Audience	Outcomes/KPIs	Impact KPIs
Visual identity	Build a strong identity for FOLOU through branding	All stakeholders	Used in all deliverables and materials	Unified FOLOU visual identity
Project website (url: www.folou.eu)	Share general project information, main public deliverables and also promote events, workshops and all other organised activities.	All stakeholders	>200 visits/months, time-on-page and/or scroll-depth measures, comments from visitors	A question on visitor profile will be placed once the visit starts
Social Media	Create Twitter, LinkedIn and YouTube accounts to share posts and FOLOU information.	All stakeholders	>500 Followers, >500 visits/reads per month	Number of followers, comments from visitors, visitors'
Posters and roll-ups	Give visibility of FOLOU to internal and external events, conferences and other activities	Primary producers, academia and research, policy makers, consumers.	Presentations in >20 events	Networking contacts and collaborations arising in the events
Flyers and Leaflets	Share general project information and give visibility to FOLOU project	Primary producers, academia and research, policy makers, consumers.	Distribution > 1000	
Biannual newsletter	Share main project information/results and update about project progress	Primary producers, academia and research, policy makers, consumers.	Distribution > 5000	Follow up and assessment of the impact (Text loyalty, number of readers, feedback received by the audience)
Press release	Share relevant project information	Society	300 and 100 recipients per press release in English & national languages	
Large vulgarised videos	Raise awareness	Society	>5000 viewers in total	A short inquiry will be done to register the type of audience

D8.2 – Dissemination and Exploitation Plan, including Communications

Annex 2
Details of the FOLOU visual identity

The FOLOU logo acts as a trademark of the project.

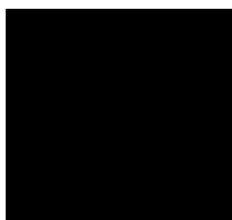The colour specifications are the following:

	CMYK	RGB	HEX
Light green	36,0,60,32	111,173,70	#6fad46

	CMYK	RGB	HEX
Dark green	43,0,71,81	28,49,14	#1c310e

	CMYK	RGB	HEX
Orange	0,56,90,9	231,102,23	#e76617

	CMYK	RGB	HEX
Black	0,0,0,100	0,0,0	#000000

The logo is developed in pixel and vector format and is available for partners in the Teams shared folder.

Position of the logo

As general rule, the logo should be placed on the left side of the main page in publications, reports; while it can be placed at the center of the page in other promotional material (such as posters, leaflets).

Incorrect usage of the logo

PowerPoint template

The PowerPoint template has a cover page in which the FOLOU logo has a prominent position together with the presentation title. On the right side of the cover page, there is the name of the presenter, the venue and the date; while on the bottom line, the EU emblem and the number of the Grant Agreement are displayed as required by the Article 17 of the Grant Agreement.

Cover page

Title: Montserrat (48)

Info related to the speaker: Montserrat (18)

Title of the presentation: Montserrat (26)

Date and Venue: Montserrat (18)

Pages

Title: Montserrat (44)

Headlines: Montserrat (24)

Main text: Montserrat (20)

Bullet Points: Montserrat (16)

Caption for pictures and graphs: Myriad Pro (14)

Closing slide

D8.2 – Dissemination and Exploitation Plan, including Communications

Annex 3
Monitoring Tool

FOLOU - monitoring tool

Type of activity
Events

	Name of the event (include link)	Date and Place	Type of contribution and description	Poster contribution	Oral contribution	EU funding	Number of reached audience									
							Scientific Community (higher education, research)	Policy Makers	Farmers/Farmers associations	Primary producers	Industry	SMEs	NGOs	Media	General audience	Total nb of participants
Organisation of an international conference	*Please add another row if needed*															
Participation to international conference	*Please add another row if needed*															
Organisation of international workshop/webinar	*Please add another row if needed*															
Participation in international workshop/webinar	*Please add another row if needed*															
Organisation of local workshop/webinar	*Please add another row if needed*															
Participation in local workshops/webinar	*Please add another row if needed*															
Organisation of Living Labs	*Please add another row if needed*															

Type of activity
Scientific Publications

	Media	Date	Title of the publication with the link	Views	Target audience	EU funding
Paper in scientific peer reviewed journals	*Please add another row if needed*					
Publication in Conference proceeding	*Please add another row if needed*					
Media outreach						
Press release	*Please add another row if needed*					
Articles in specialized agro-press	*Please add another row if needed*					
Non-scientific and non-peer reviewed publications (popularized publications)	*Please add another row if needed*					

Type of activity

Communication campaign (e.g. radio and tv)

Website	Title	Date	Outreach	Link		
Please add another row if needed						
Interview	Media	Date	Title	Views	Target audience	Link
Please add another row if needed						
Video	Media	Date	Title	Views	Target audience	Link
Please add another row if needed						
Brochure	Number of brochure distributed	Event + link	Date	Target audience		
Please add another row if needed						
Other	Media	Date	Title	Views	Target audience	Link
Please add another row if needed						

Newsletter

Number, issue	Date	Outreach	Click rate	Open rate	Target audience	Link
Please add another row if needed						

Social media

Account (twitter, Linkedin, etc..)	Date	Views	Engagement	Share	Relevant picture / Link	Link
Please add another row if needed						

Type of activity

Synergies

Project/OGs/Network	Date	Type of Activity	Outreach	Country involved	Link	
Please add another row if needed						