



D5.1 Communication Strategic Plan (CMS)

November/2022

**WP5 Communication, dissemination, exploitation
and sustainability of the project results**



**Funded by
the European Union**

PROJECT SUMMARY

FOOD SENSORY SCIENCE RESEARCH.

The project aims is to improve the knowledge, skills, and competencies of the research and admin staff of UPWr in the field of the sensory evaluation of food and consumer behaviour with special attention to newly designed innovative processed food products with healthrelated properties. The project also aims to establish an international network among leading universities and centres in food sensory analysis to prepare competitive research applications/proposals within the EU and global challenges (UN SDGs).



The project aims to establish an international network of leading universities, centres in food sensory analysis and innovation consultants (SDU, UMH, BCC, REDINN) to step up in science and research, improving managerial and administrative capacities, networking skills and strategies to engage society and citizens as well as public authorities and private businesses, and regional and European institutions. SEASONED will enable FBFS and its partners, leading research institutions from Spain, Denmark, and Italy, to co-develop a capacity building programme to share and integrate expertise and skills to access new research avenues and develop new approaches to prepare competitive research applications within the EU and global challenges (Green Deal, UN SDGs). Implementing Gender Balance Monitoring, Open

Science, Citizen's Engagement, FAIR data research principles, and monitoring of Key Performance Indicators project will create short-to long-term societal, scientific, and economic impacts. Ultimately, UPWr's ambition is to develop and reach the top of the sensory evaluation centres' competencies and become the leading centre of excellence in Central and Eastern Europe (CEE). As a result, at the end of the project and far beyond the project duration, UPWr wants to establish a Consumer Behaviour Centre (CBC). SEASONED CBC will be a unique platform dedicated to scientists (ESRs including the MSc and PhD students, ERs, other scientists from national and international units), business partners and consumers from this part of Europe.

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List of Abbreviations and Acronyms	
FBFS	Faculty of Biotechnology and Food Sciences
UPWr	Wroclaw University of Environmental and Life Sciences
CEE	Central and Eastern Europe
CMS	Communication Strategic Plan
CO	Communication Objectives
EC	European Commission
CSA	Coordination and Support Actions
IPR	Intellectual Property Rights
GDPR	General Data Protection Regulation
GA	Grant Agreement
CA	Consortium Agreement

Introduction

SEASONED aims to improve the knowledge, skills and competencies of the research and administrative staff of the Faculty of Biotechnology and Food Sciences (FBFS) of Wrocław University of Environmental and Life Sciences (UPWr) in the fields of sensory evaluation of food and consumer behaviour with attention to newly designed processed food products with health-related properties. Ultimately become the leading centre of excellence in Central and Eastern Europe (CEE). To achieve that, a comprehensive communication and visibility plan must be included in the work plan, highlighting the external communication activities that need to take place at key stages in the life of the action.

This deliverable is a comprehensive living document outlining the tools, channels, and activities to be put in place throughout the project to ensure a successful and consistent visual representation of the SEASONED project and its activities for successful communication of results. It defines the strategy, activities and tools that SEASONED will use to communicate with its stakeholders and the timing of the various activities throughout the project's lifetime. This deliverable represents the linkage between dissemination and exploitation activities and activities in other WPs and is essential in terms of the marketing success of the project.

More precisely, the presented set of rules and standards within the document will govern SEASONED partners through effective communication with target audiences from the project's starting point.

SEASONED Communication Strategy

SEASONED communication strategy aims to reach out to society and show the project's impact and benefits. The strategy adopts a funnelled approach, similar to a marketing funnel, to ensure comprehensive but targeted communication within the target audiences, enable active engagement and achieve efficient communication of the project outcomes. A mixture of communication means (i.e., media and activities) is envisioned to reach distinct target audience groups. A coherent approach, including a common visual identity, is adopted to synchronise communication activities by the whole consortium. This ensures that fitting media and formats with a custom audience-tailored message are used, maximising impact with available resources during the project.

Easy-to-understand visual content renders ideas and benefits practically recognisable to a broad audience. It helps to increase the curiosity of future end-users, who would be guided to more comprehensive knowledge and resources on solutions and services.

Customised material will be communicated to different target audience groups to build and sustain the community of engaged stakeholders. Throughout the same manner, useful knowledge will be collected from project deliverables, interactions with partners and other target audiences, case studies and partner publications, which will be conveyed via SEASONED communication networks to help promote the project achievements.

Objectives of the Communication Strategic Plan (CMS)

SEASONED communication efforts are deeply rooted in the project objective and the respective KPIs. To ensure compliance with the project objectives and the KPIs, mainly those relating to the engagement of SEASONED stakeholders and communication activities, the CMS aims to promote the SEASONED project and its achievements as well as to engage a wide audience and potential future customers while addressing the main points that are relevant to them. The specific communication objectives (CO) are presented in Table 1.

Table 1: List of Communication Objectives

CO1	Raise awareness among stakeholders and key food sector actors about the SEASONED project for both capacity building and as a first step to creating FBFS's reputation as the Centre of Excellence in the food sector in the CEE region (M1-M34 and beyond).
CO2	Ensure that all stakeholders, including all formal and informal decision-makers, are engaged in SEASONED co-creation, validation, and capacity building. (M1-M34).
CO3	Create high-performing communities of actors to shape the future market of the sustainable food sector in Poland (M1-M34).

These specific communication objectives have been defined to influence behaviour, develop an opinion and raise awareness of specific target groups, following these steps: **Why** – the purpose of the communication action; **What** – the message/content that will be communicated; **To whom** – the target audience; **How** – the method of communication; **When** – the timing of the communication activities.

Communication and dissemination activities represent horizontal actions and transfer the results of the SEASONED project to a wide range of existing and potential new audiences. The practical experience and guidance that will emerge from the project work will be relevant to an array of stakeholders within the EC and beyond and will be of value across different sectors and internationally.

Clear channels of communication between the project partners themselves, as well as with a broader community, will play a crucial role in the success of the project.

In SEASONED, three types of communication are identified (A, B and C), under which the following goals are pre-defined:

A. Internal communication among project partners

1. Optimise the flow of the general communication between partners according to the management structure,
2. Maximise synergies and communication within Work Packages,
3. Provide documentation nimbly to the Communication Team to effectively and widely spread the project results,
4. Actively Engage Administrative Staff in the project life and its activities.

B. Communication between SEASONED and the European Commission

1. Facilitate communication with the European Commission on the progress and project results,
2. Communicate with the Commission on potential new ways of communication identified during the project duration.

C. External communication.

1. Inform the target audiences about the scope and objectives of the project, the reason for its creation, partners and expected results and expected impacts,
2. Disclose progress and partial results obtained along the project,
3. Promote participation in spreading the project through corporative and personal profiles on social networks,
4. Communicate the project results and conclusions once the project is finished,
5. Facilitate an Innovation environment at the FBFS for Early-Stage Researchers beyond the project scope.

Methodology and Approach

The CMS is designed and elaborated through close interaction among all consortium members, and it seeks to create a multiplier effect on identified and engaged relevant stakeholders. The core principles underpinning SEASONED's CMS are simplicity and consistency of interactions tailored to the right person – at the right time – in the right environment. A clear understanding of the user requirements and the usual features of the target stakeholders is a crucial component of both the Dissemination and Communication strategies, which ensure that used channels are adequate for the target audiences and the types of messages delivered.

The SEASONED overall strategy for communication and dissemination will be a setup of activities classified on three different levels, depending on the type of action:

- **Communication and Dissemination for awareness** are aimed at the general public and at those stakeholders that should be aware of the work of SEASONED but do not require detailed knowledge of the project.
- **Communication and Dissemination for understanding** target specific audiences and those stakeholders that may benefit from SEASONED results but are not directly involved in the project, such as universities and research institutes, corporations, as well as small- and medium-sized enterprises (SME).
- **Communication and Dissemination for action** refer to a change of practice resulting from adopting new technologies and methods. The specific audience here will be stakeholders to be identified among the food industry communities as well as policymakers and institutions in a position to influence and bring about change within their organisations and relevant sectors as well as to advocate for the exploitation of the SEASONED outcomes.

Our approach to communication, relevant community building and engagement starts with outlining key activities and dependencies that should be considered to increase the effectiveness of the CMS. The following table (Table 2) lists activities and associated questions to be discussed and determined within this document.

To achieve more meaningful and worthwhile interactions with different target audiences, a set of general principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building raises confidence and trust.** SEASONED will build respect and recognition and cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to market – the SEASONED offerings to the target audiences.
- **Individualised and multi-channel communication.** SEASONED will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages across various topics important to identified ecosystem stakeholders.

The CMS gives special attention to adequately addressing gender issues and language accessibility since it meets established standards on gender and generation inclusiveness. For example, the language used in the communication materials and activities of SEASONED avoids gender stereotypes by being proactive and gender-inclusive in selecting images to be used across the project website and other communication channels (including women in active roles). SEASONED will also aim to avoid technical language and terminology to make SEASONED results available to a wider audience.

Table 2: Key Activities & Critical Questions

Activity	Critical questions
Targeting	Who is our target audience? What is our message?
Methods	How are we going to reach that audience?
Content Development	What types of content does our audience find engaging? What outputs, results, and activities can SEASONED offer?
Timing	When is the right time to reach our target audience?
Evaluation	How effective are our public outreach efforts?

Target Groups and Key Messages

The SEASONED communication plan will be a practical tool for efficiently developing and implementing communication and dissemination activities with the overall objective of contributing to the achievement of the project's expected capacity-building actions, networking, policy-related and potential commercial impacts.

Table 3: Concepts of SEASONED key messages to defined target groups and tools and channels for communication and dissemination objectives

Objective	Preliminary Key Message (WHAT)	Targeted Audience (WHO)	Tools and Channels (HOW)
Communication	The EC is promoting enhancing the scientific and technological capacity in the Widening Countries. Through programmes like Twinning, the EC is helping raise the institution's and its staff's research profile. It brings together all actors necessary to solve global challenges and shape a better world through science to society.	(1) Civil society benefiting from the sustainable food value chain. (2) people interested in science and food technologies. (3) public initiatives and non-governmental organisations linked to food topics; and (4) policymakers not strictly related to target sectors	Website, citizen science, newsletter, brochures, social media channels, factsheets, videos, project website, press release, open events and other projects and channels.
Dissemination	FBFS will become a Centre of Excellence in the food sector, offering high-quality research consulting services to all actors in the value chain. The SEASONED model is based on the Open Innovation ecosystem rooted in a Quintuple Helix innovation model. SEASONED stakeholders' engagement activities involve all value chain actors within food communities, placing citizens at the centre of innovation.	(1) Municipal and regional authorities and agencies. (2) All-level policymakers directly involved in the food sector. (3) food companies and managers not directly involved in the project. (4) innovation development-related institutions, consultancy companies and industry. (5) environmental agencies/associations and policy planning educational institutions. (6) Community organisations; (7) media (scientific communicators); and (8) members of the other past or ongoing food-related projects.	Scientific publications, news briefs, video clips and learning videos, policy briefs and roadmaps; social media channels project deliverables; project website, infographics; and explainer videos, blogs, conferences, TV and radio, podcasts, transnational short-term visits, professional magazines, European Open Science Cloud and Open Research Europe publishing platform.

SEASONED communication activities aim to create a high-performing community and public awareness of the project and increase the visibility and impact of the consortium and CSA programme in the EU. It will consist of a mixture of communication means, media and activities envisioned to reach distinct stakeholder groups; A coherent approach including a common visual identity will be adopted to synchronise communication activities by the whole consortium (T6.1); To streamline the communication activities and efforts, the communication strategy will be set up as a part of the dissemination, exploitation and communication plan; Key messages to be communicated (beyond the benefits of our solutions and the specific project results) comprise the collaborative and international nature of the project, its added value in terms of policy, scientific and innovation outputs and its funding, as well as its joint, integrative focus on societal, ecological, and economic aspects central to multiple Sustainable Developments Goals.

Table 4: Proposed specific communication and dissemination performance indicators

Communication	Dissemination	Interactive C&D actions
10000 visits to the project website (Source: Google Analytics), 1000 Social Media followers (Source: Accounts' data), 500 e-newsletter recipients (Source: Mailing and subscriber list record), 10 Videos or animations released (Source: YouTube channel)	1000 distributed printed/digital promotional materials, 10 publications in peer-reviewed journals, 10 publications in utility-business printed magazines, 1 Policy White paper	20 non-project events where SEASONED is present (conferences, symposiums, forums and workshops), 7 Academia2Business events, 4 workshops related to the food sector in Science Cafes with all stakeholder's involvement, 1000 participants at all events (subject to pandemic-related restrictions) (Source for all: regular reporting on dissemination activities)

Communication Procedures

The involvement of any partner in organised internal or external events or any dissemination activities related to the SEASONED project must be internally reviewed and approved by the SEASONED Project Coordinator (UPWr). If dissemination activities include the project results protected through Intellectual Property Rights (IPR), review and approval of the SEASONED IPR manager will be required.

Specific communication and dissemination procedures have been set up to:

- Produce high-quality SEASONED publications and presentations,
- Avoid overlaps and possible disclosure of restricted or confidential information, and
- Monitor and record the dissemination activities of the project appropriately.

Communication activities report (after activity/event)

Within 10 working days after the realisation of the communication activity, the partner should provide the WP5 Leader (REDINN) with the filled-in Event Report and the presented dissemination material (final paper, presentation, poster etc.). The Event Report form can be found [here](#).

- If partners wish to present or release material approved as public presentation, no formal approval is required. If that is not the case, then the WP6 Leader has to be informed about the material to be presented. If there are no objections, then the WP6 Leader notifies the authors to proceed with the dissemination activity.
- Suppose a partner wishes to organise a workshop or special event related to SEASONED. In that case, approval by the WP5 Leader and the Project Coordinator is also needed 2 months before the realisation of this dissemination activity.

SEASONED Visual Identity

SEASONED will create and use main communication tools and channels, including online, offline and interactive (face-to-face) ones that the SEASONED partners will implement to achieve an efficient and effective interaction with the different stakeholders. Some resources are of general intent, whereas some are geared to particular target groups. Based on SEASONED partners' knowledge and diverse engagement with their audiences, SEASONED will use unique communication channels that project partners successfully utilise for their day-to-day interactions with different audiences.

An integrated and consistent visual identity underpins all communication products and tools and forms the basis for a commercial brand. The visual identification (logo and style) of the project will enable external audiences to perceive SEASONED and contribute to the awareness of the project by having a coherent identity from the very beginning of the project. All the communication channels (project website, Twitter account, Facebook page and LinkedIn page), materials (presentations, posters, roll-up, documents, letters, etc.) and deliverables will employ the visual identity developed for the project, guaranteeing a professional and consistent look.

Logo

Developing a visual identity and a project logo ensures project outputs are consistent and easily recognisable. REDINN prepared the project logo, which includes the entire logo concept and a colour palette. The new logo is based on the same principles as during the initial logo design at the proposal stage.



Figure 1: SEASONED Logo

This logo is meant to be simple, clear and relatable to the project. The visual strength and effectiveness of the logo were monitored and evaluated during M1 and M2 with project partners, and the conclusion and final logo were presented and used.

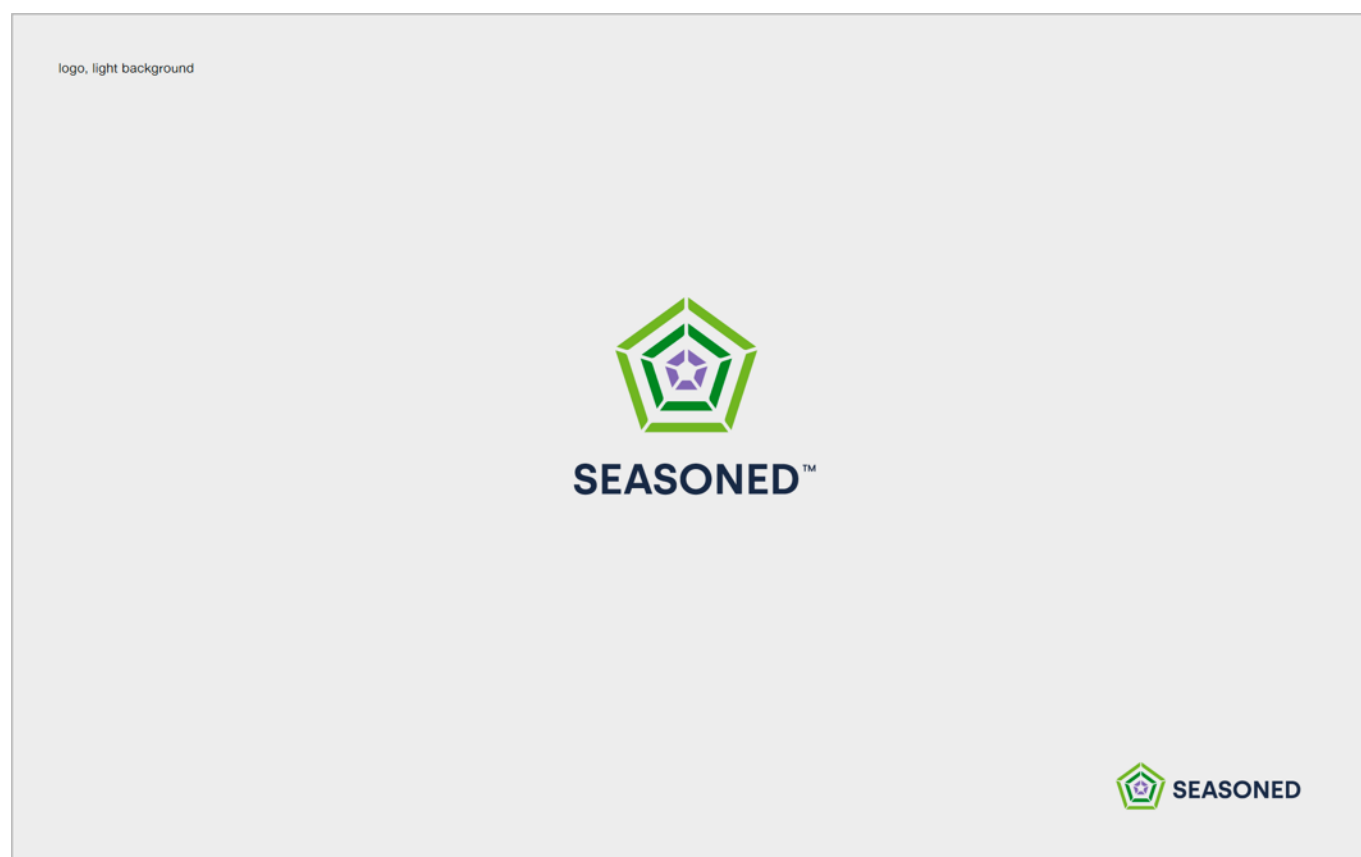


Figure 2: SEASONED Logo on light background

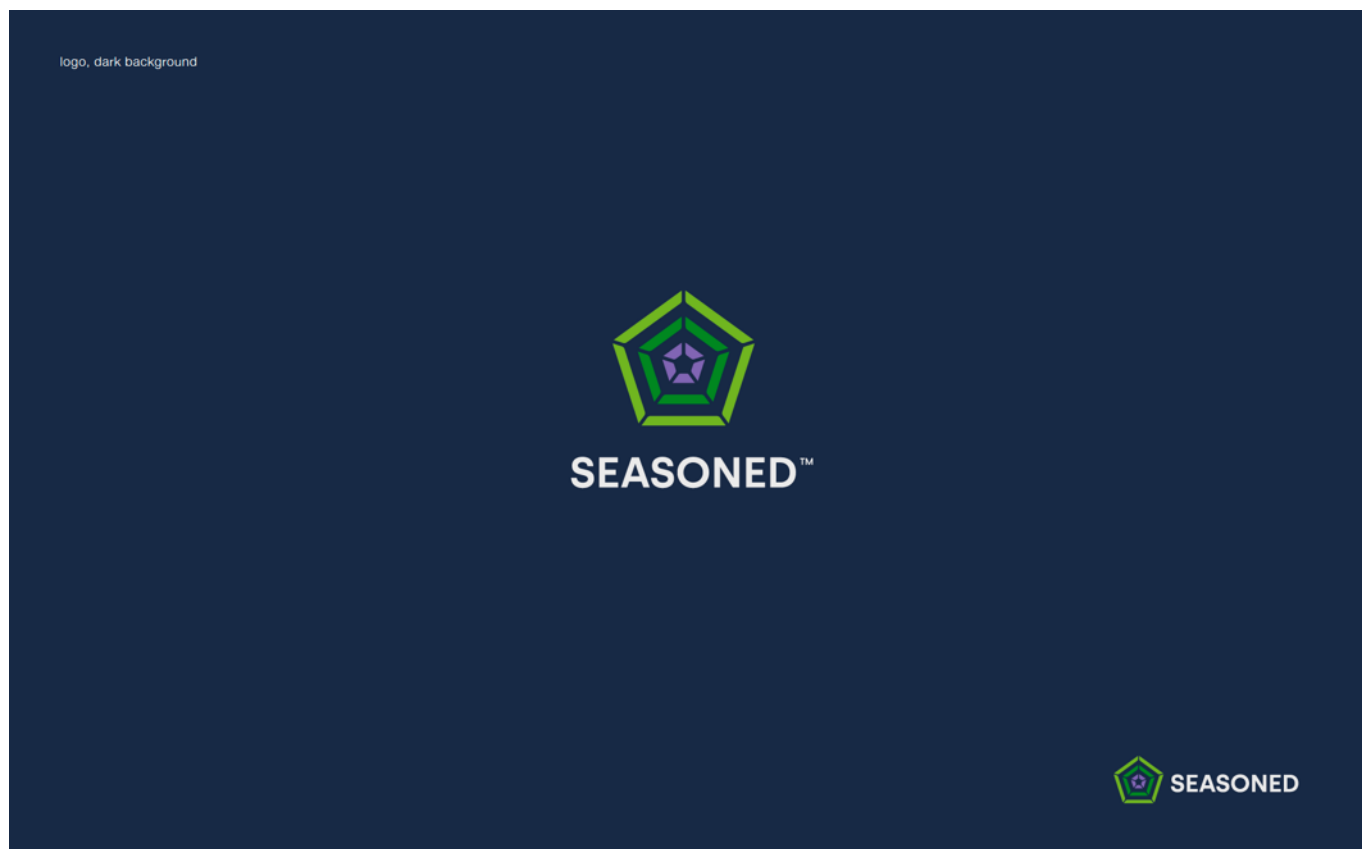


Figure 3: SEASONED Logo on dark background

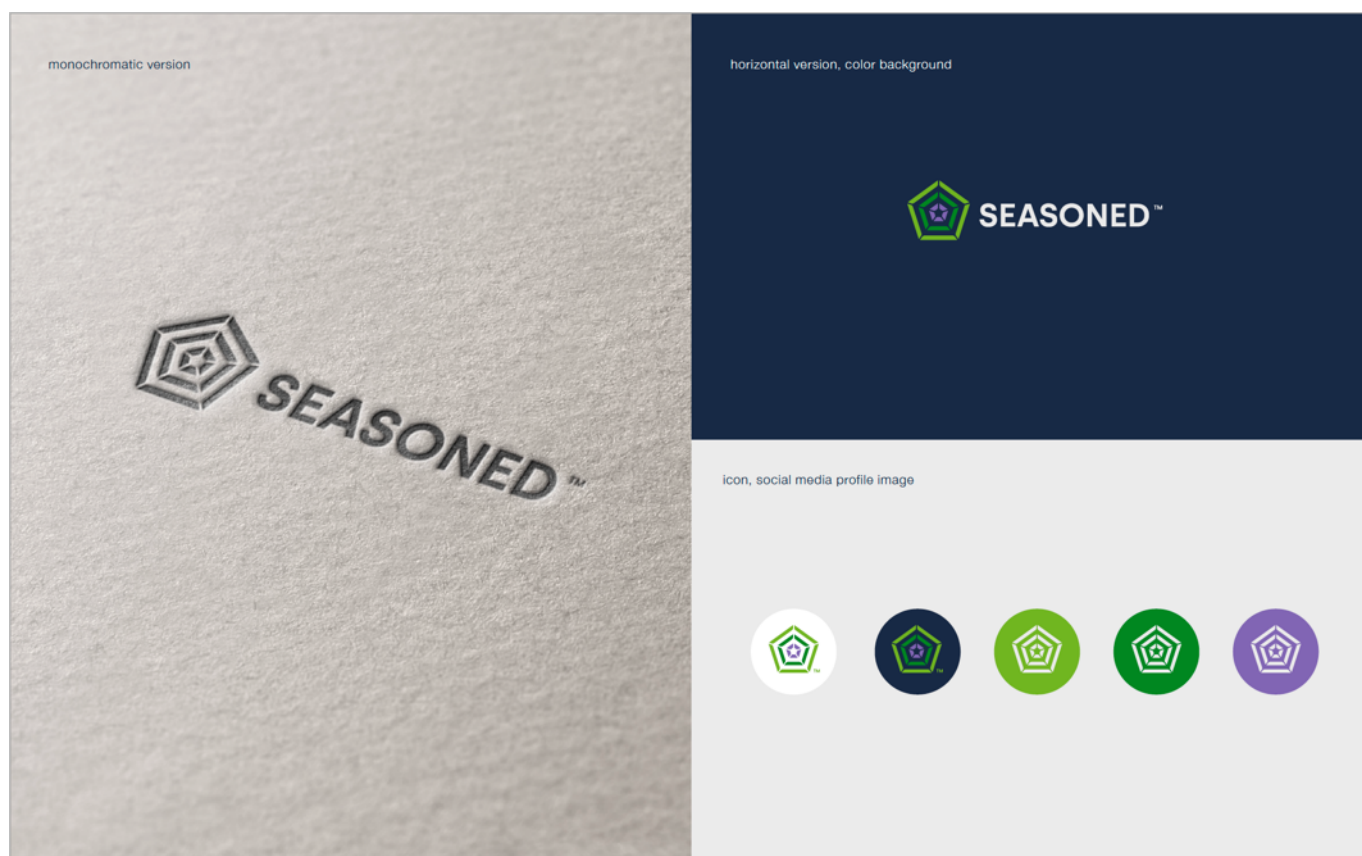


Figure 4: Use of SEASONED Logo in monochromatic version, horizontal, and social media icons



Figure 5: Example of Logo use #1



Figure 6: Example of Logo use #2

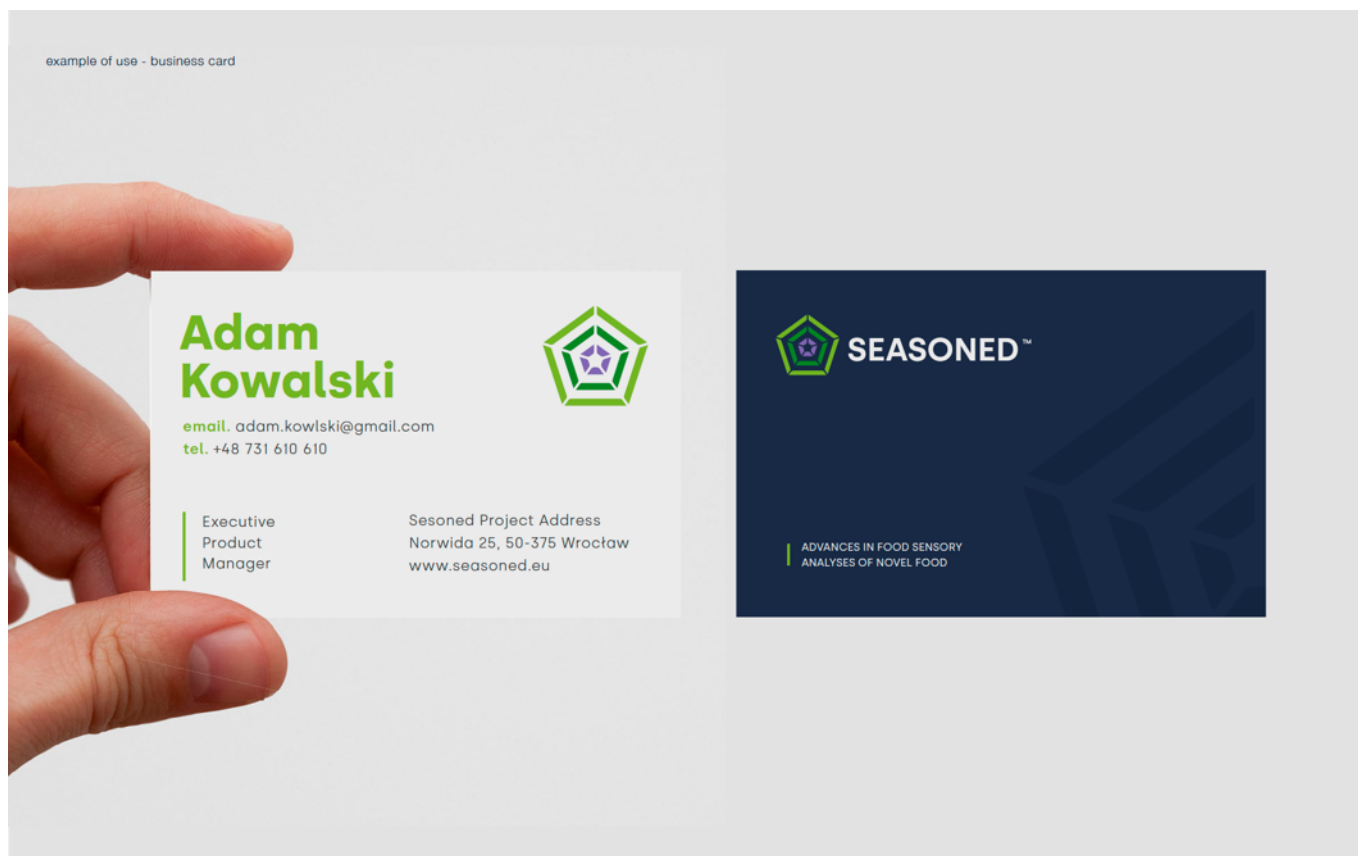


Figure 7: Example of use on a Business Card



Figure 8: Example of use on marketing materials

Colour Palette and Font

Besides the logo, colour is the most effective visual clue to communicate and represent the SEASONED brand. Colours (Figure 9) were selected to inspire the growth and innovative nature of the SEASONED ecosystem. They represent SEASONED at the highest level and should be present in all communications to ensure our materials reflect a cohesive image or visual story. The palette consists of the following colours:



Figure 9: SEASONED Colour Palette

SEASONED brand typography is consistent with the rest of the visual identification. The selected font is fresh and modern. "Silka" font is REDINN's recommendation for the SEASONED project.



Figure 10: Font selected for SEASONED project

Atipo® is an independent digital typeface foundry and graphic design studio based in Gijón (Spain) established in 2009 by Raúl García del Pomar & Ismael González. The atipo studio created the font Silka. The SEASONED project will be using desktop and webfont licences.

Templates

A set of templates for all SEASONED documentation has been developed using the colour palette shown above and circulated to the beneficiaries. As stated above, all templates carry the SEASONED logo, the EU flag, and the wording acknowledging EU funding and disclaimers.

The SEASONED consortium partners are provided with a Word template which serves as the deliverable and minutes template, a Letterhead template, and a PowerPoint presentation template. Word deliverables and PowerPoint templates to ensure standardisation of the project documentation and representation with a unique visual identity throughout the project's lifetime. Partners should use the SEASONED PowerPoint template when presenting the project and its outcomes at internal and external events. Additional designs will be available on demand in the frame of project activities.

EU Acknowledgement

European Commission provides online manuals for the correct EU funding acknowledgement ([it can be found here](#)). Across all outputs of the SEASONED project and accompanying the logo, a text concerning the source of the project's funding will be provided along with the European flag accordingly. All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. This requirement is specified under Article 17 of the model grant agreement for projects funded under Horizon Europe.



Figure 11: Correct example of the EU funding acknowledgement

Timeline of Activities

Communication and dissemination activities are planned to follow the project's development stage. Although some communication actions will take place during the first half of the project, the most significant dissemination activities will occur as intermediate and final project results are available. The communication will follow the **AIDA model**:

- Awareness building to attract the attention of the target audience,
- Interest of the targeted audience,
- Desire for the target audience to know more about the project, and
- Action to lead the target audience towards getting involved in the project.

According to this principle, three phases are considered:

- **The initial phase (Awareness):** focused on increasing the visibility of the project and mobilising stakeholders. At this phase, the main activities will be implementing communication tools (website, social networks and visual identity) and general presentations of the SEASONED project.
- **Intermediate phase (Interest/Desire):** The project results will be presented in journals and conferences to a specialised audience to stimulate interaction with the scientific and industrial community.
- **The final phase (Action):** focused on encouraging further exploitation of the SEASONED outcomes (transfer to identified industries, markets and replicability). At this phase, the results of validating the SEASONED approach and the transferability analysis will be presented in journals, conferences and relevant events.

The general timeframe of the SEASONED CMS concerning the project objectives, impacts, implementation, and exploitation activities is presented in Figure 12.

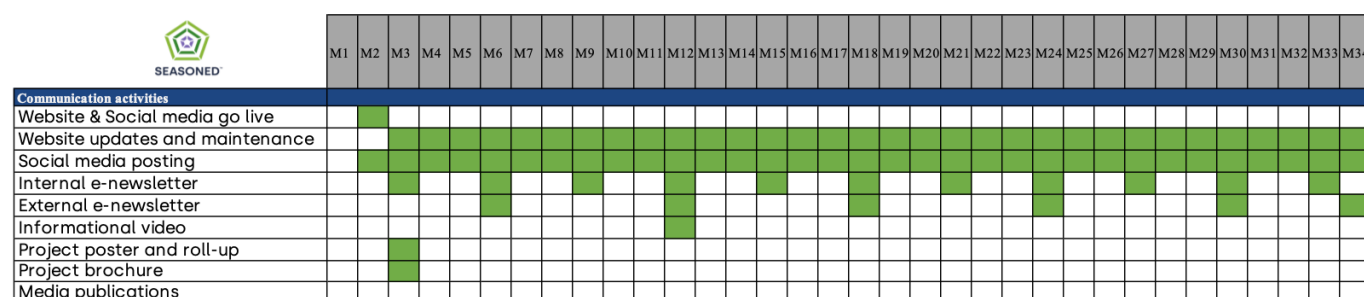


Figure 12: Schedule of communication activities

SEASONED Online Presence

SEASONED Website

A dedicated SEASONED website will be designed and built by REDINN (www.seasonedproject.eu). The website will be managed by REDINN throughout the project, with regular updates on project progress in the form of news items, articles, information on events, updates from related projects and initiatives, and an annual newsletter. The website adheres to the official SEASONED colour scheme and uses all branding. It will be subsequently modified based on the feedback received.

The SEASONED website is a key management tool capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders, from experts and specialists to policy decision-makers at all levels and public funding authorities, as well as the general public and local citizens. REDINN will update the project website based on contributions from all partners. The site will host information on the aims, objectives and scope of the SEASONED partnership, key findings, activities, downloadable promotional material, deliverables, presentations and videos.

The website will also contain a sign-up area for the newsletter (and this will be enhanced to include mailshots for important updates). It will be designed to the most recent updates to GDPR regulations to ensure the data collected when it is live is handled promptly.

The website design has been aligned with the official SEASONED branding.

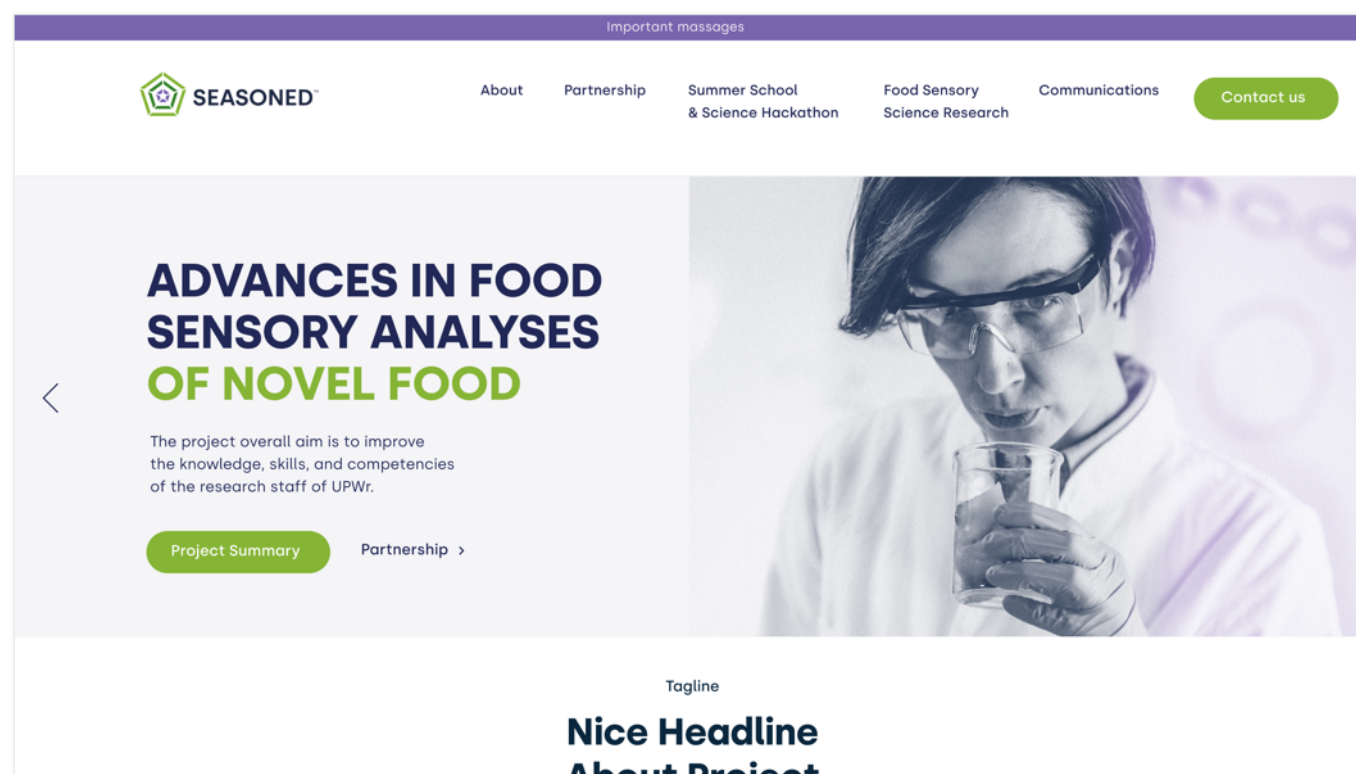


Figure 13: SEASONED website concept

Involvement of Partners' Websites and Social Media Channels

SEASONED Partners will use their websites and social media channels to promote general awareness of the SEASONED project and address their specific role in SEASONED in their networks of stakeholders.

Social Media Channels Mix and Content Types

SEASONED uses different social media channels to increase visibility, share knowledge faster, promote the results and interact with the public. The presence of the SEASONED project in social media channels will be encouraged to broaden the target audience while establishing two-way communication channels. Posts will be shared to support the news flow, and the content will be added continuously. Using social media, SEASONED meets people where they are, thereby gaining important insight. SEASONED can take advantage of networking and viral effects, making it possible to increase awareness considerably. The SEASONED project has established three social media channels: a LinkedIn page, a Twitter account, a YouTube channel and a Facebook page. Some hashtags are being used: #SEASONED; #HEU; #foodsensoryscience; #food; and #novelfoods.

LinkedIn Page

At the beginning of the project, REDINN set up a SEASONED LinkedIn account (Figure 13). Posts on LinkedIn will be aimed mainly at professional organisations (i.e., academia and industry), focussing on events, links to published results, and exploitable results.

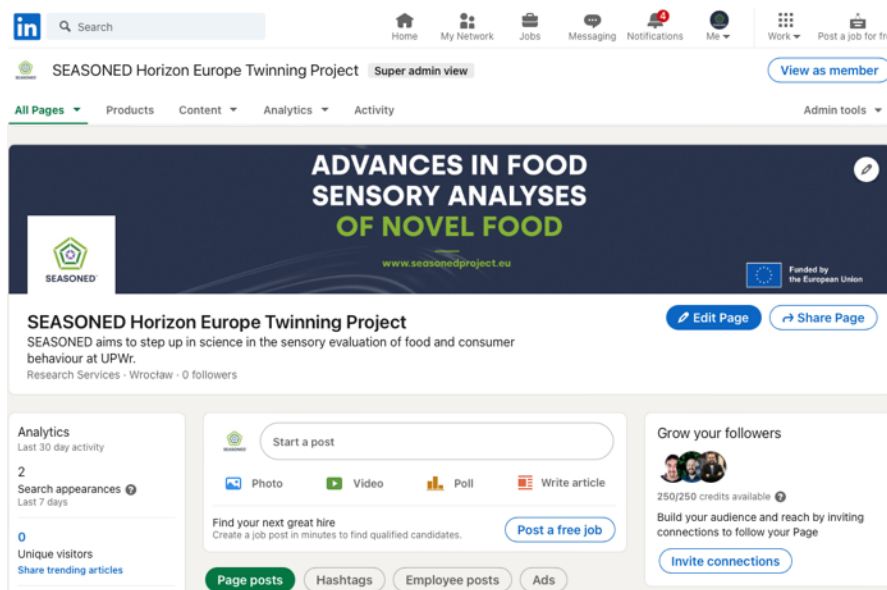


Figure 14: SEASONED LinkedIn profile

Twitter Account

A dedicated Twitter account was set up at the start of the project and is managed by REDINN (Figure 14). Twitter is good for reaching academic and industrial organisations, European Commission and policymakers. It is more appropriate for public outreach and engagement (compared to LinkedIn). Relevant hashtags and the potential use of promoted posts will help reach broader and more targeted audiences.

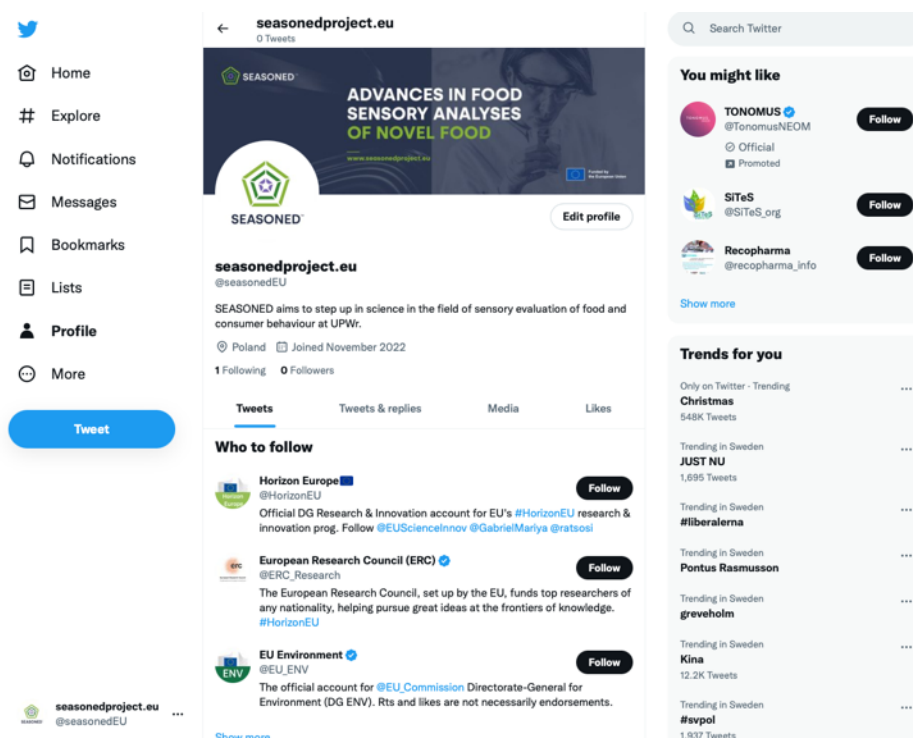


Figure 15: SEASONED Twitter account

YouTube Account

YouTube is an excellent platform for sharing longer-form content from the project, such as informational videos, recorded presentations, and vlogs.

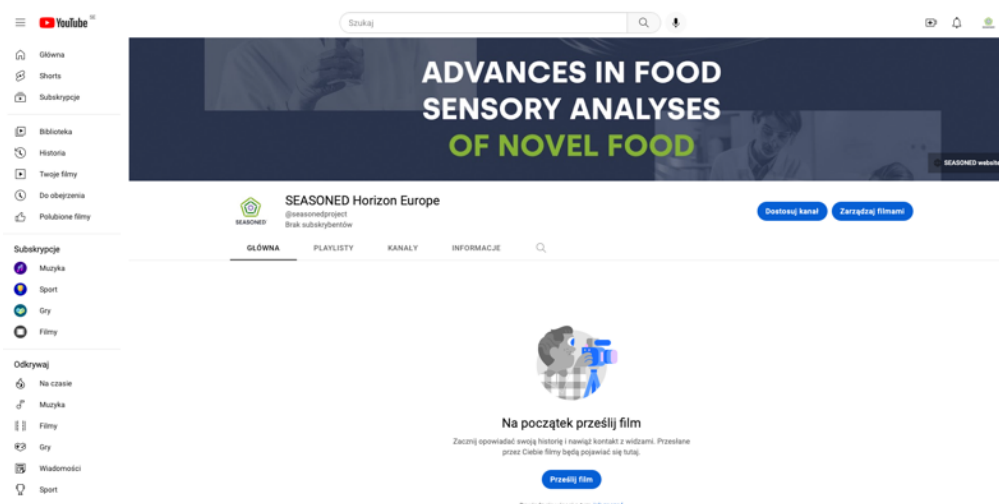


Figure 16: SEASONED YouTube channel

Facebook Page

A dedicated Facebook has been created, with the messages being both professional (i.e., speaking in the language of our target groups) and trustworthy, that is, already trusted by the industry. With its sophisticated analytics tools, Facebook represents a massive opportunity for always-on lead generation. Also, this channel is used to communicate and disseminate the project activities, upcoming and past events such as Summer Schools, as well as results, and in general, to share experiences and facilitate conversations about the project.

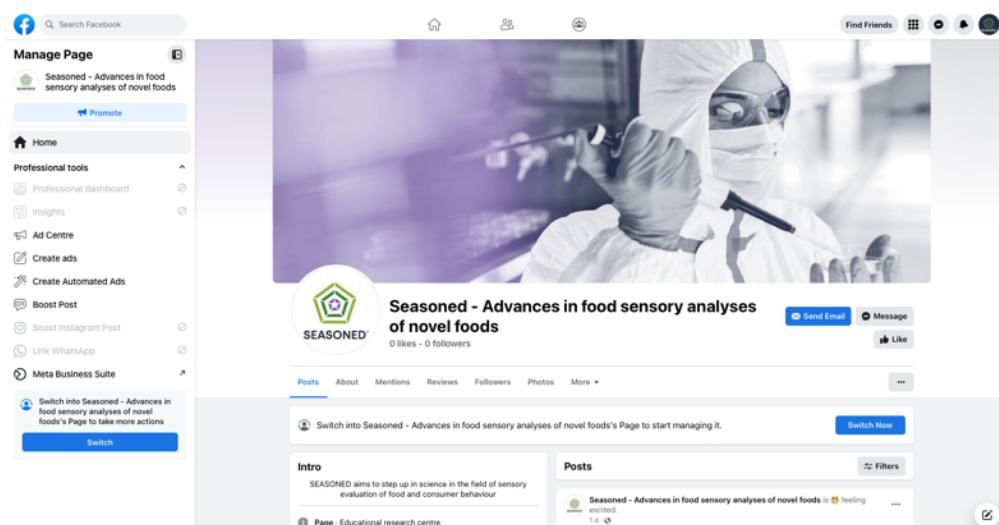


Figure 17: SEASONED Facebook page

Newsletter

Two types of newsletters will be used in the SEASONED project a) **internal e-newsletter** (every 3 months) – informing partners about recent information related to the project development, interesting conferences and events, and external opportunities, b) **external e-newsletter** (every 6 months) will be published on the SEASONED website and distributed via e-mail to subscribed recipients. Targeted at sector-specific industrial and academic organisations, the newsletter will provide information about the project, updates on results, and discussion of potentially exploitable results. It will be written in style accessible to multiple audiences in terms of technical detail and complexity.

Data Protection Laws will be fully respected, and the newsletter recipients will be asked to consent before sending any information related to the project. At SEASONED special attention is paid to security and respect for the privacy and confidentiality of the users' data. Therefore, relevant activities and

aspects regarding personal data will be fully compliant with the applicable national, European and international legal framework and the European Union's **General Data Protection Regulation 2016/679**¹.

Interested parties can subscribe and unsubscribe at any given point from the SEASONED Newsletter (through a link in each issue of the newsletter). All the collected data will be stored and saved following the SEASONED Data Management Plan. This data will not be accessible to other third parties.

To achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the SEASONED partners will be encouraged to distribute the newsletters to their contacts who may be interested in the project.

Press Releases

Ten press releases will be created: three at the end of Year 1 and Year 2 and four before the project ends. These will be made available on the website, but appropriate magazines or online resources that could be interested in publishing the press release will be determined. This includes the EU's Horizon Magazine.

Informational Videos or Animations

A suite of informational videos will be prepared by REDINN, shared via social media, and available on the project website and YouTube channel. Animated videos and films are an invaluable means for delivering information on the project to a range of audiences, both specialists and non-specialists. Videos will also be used to present interviews and for showcasing project partners.

Brochure, Poster, Rollup and other promotional materials

Diverse promotional material will be designed for print, and when possible, this material will also be available in digital form, especially concerning the environmental impact printed material has. Partners will be invited to share this promotional material on suitable occasions, thus putting SEASONED directly in the hands of the right set target audience.

A brochure and poster will be created within the first months of the project to promote the SEASONED project and its topics of research. These will be distributed primarily electronically but will be print ready for distribution at conferences, events and open days to give an overview of the project. Both the brochure and poster will be reviewed and updated as the project progresses.

The production of communication material also includes postcards, stickers and t-shirts. These will be prepared and distributed at any (relevant) event. A roll-up banner stand will be designed for display at events hosted by SEASONED and various external events. The roll-ups and other materials will be printed by partners locally, following the recommended layout and design suggestions to ensure consistency.

Networking and liaison with other initiatives

SEASONED will establish close ties with other relevant initiatives under EU-funded international or national programmes helping to achieve higher awareness and impact on the target groups. The partners will consider participating in each other's events and organising common events. Synergies will be sought in communication and dissemination actions, exchange of materials, and establishing links between websites and cooperation will increase the efficiency of deliverables. In addition, SEASONED will use associations and other professional groups and networks connected to the project partners. This pool of organisations will also identify potential members for SEASONED's Advisory Board.

SEASONED Internal Communication

Clear internal communication is crucial to achieving strategic goals and keeping processes as effective as possible. The aim is to ensure that the objectives are met, that all activities are monitored and that all relevant data are considered available and disseminated through the channels.

All partners engage in general communication and dissemination activities at consortium and partner levels as part of work package activities and areas of expertise. Management of the communication mechanisms will be designed to ensure good quality interactions and coordination of activities between project participants and WPs and aid the timely provision of deliverables. The partnership has

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016R0679>

a history of strong links between members, either jointly working on different EU projects or collaborating on publications. Partners use e-mail and video conferencing facilities for regular contact. The most important channels for internal communication are the project's periodic meetings (both physical and online). For each meeting, Minutes of the Meeting will be created and approved by all the attendees using the templates provided. The SEASONED consortium is committed to following family-friendly project planning (e.g., avoiding meeting-related travels on weekends) as much as possible to ensure balance against practicalities and take into account cultural, seasonal and other aspects in scheduling and timing of both internal online or physical meetings and workshops and events organised for externals.

Monitoring of Communication Activities

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. To achieve the successful implementation of Communication activities and fulfilment of the relevant objectives, systematic monitoring will be carried out throughout the project duration. The impact of the SEASONED communication activities will be monitored on an ongoing basis and reported to the Project Coordinator (UPWr).

The monitoring system (Table 5) will provide evidence on whether the SEASONED Communication Strategic Plan (CMS) is being implemented as initially planned and scheduled. It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met.

Table 5: SEASONED Communication KPIs

Indicator	KPI	Source
ONLINE COMMUNICATION		
Number of visits to the project website	10000	Google Analytics
Number of social media followers	1000	Social media analytics
Number of e-newsletter recipients	500	Mailing and subscriber list record
Videos and/or animations released	10	YouTube Analytics
OFFLINE COMMUNICATION		
Number of promotional articles	10	Reporting on communication and dissemination activities
Science Café events	3	Reporting on communication and dissemination activities

Communication Impact Assessment

To assess the quality of communication and dissemination, the project uses the following methods:

- **Press coverage:** partners report on local press coverage via the form to indicate the effect of communication and measure the relation between the messages and their perceptions. The result will show what the point of interest is, and this can be used to generate more similar stories or expose a need to adjust the strategy.
- **Feedback:** input from events and new contacts established are registered by partners, and any new opportunities, which come from activities, are reported. Feedback can help evaluate the outcome's quality, reveal new or confirmed stakeholder needs, measure the impact and indicate whether the strategy works or has to be revised.
- **Website:** The Google Analytics system used for the website has a built-in statistical feature, which will provide data on the number of live viewers, the number of archived views from which countries they view and for how long. This data will be used to assess the success of the website content and its presence across the internet.

Communication efforts will be classified according to the level of impact: communicate to build an understanding of the goals and the benefits, communicate to build a deeper understanding of the benefits, and communicate for action.

Project Partners' Roles and Responsibilities

All partners engage in general communication activities at consortium and partner levels as part of Work Package activities in their areas of expertise. Partners will work together in locating and organising relevant activities and cooperate with target audiences, relevant projects and initiatives.

Partners are encouraged to integrate dissemination and communication actions into all SEASONED activities, bringing forward good stories to create synergies with other partners and channel them to a broader audience. Partners are also encouraged to welcome local and national media (press, radio, TV), offering interviews, visits and demonstrations. In addition, some organisations, such as Universities, have press offices that can assist in choosing and contacting the press.

As the Grant Agreement (GA) sets out, partners must communicate and disseminate the project and its results by disclosing them to the public. Specific provisions for dissemination (dissemination restrictions) are set out in the GA and the Consortium Agreement (CA).

All deliverables marked as public will be made available as downloads on the project website after they have been approved by SEASONED internal processes and the European Commission. Dissemination and communication of results from deliverables classified as either confidential or restricted need to be approved by the consortium or the involved partners before any release can occur.