



## **D 5.2 Communication Guide**

**December/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 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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Project Coordinator	Wrocław University of Environmental and Life Sciences (UPWr) Prof. Agnieszka Kita, <a href="mailto:agnieszka.kita@upwr.edu.pl">agnieszka.kita@upwr.edu.pl</a>		
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SEASONED Consortium			
Participant Number	Participant Organisation Name	Short Name	Country
1	UNIwersytet Przyrodniczy we Wrocławiu	UPWr	PL
2	Syddansk Universitet	SDU	DK
3	Universidad Miguel Hernandez de Elche	UMH	ES
4	Basque Culinary Center Fundazioa	BCC	ES
5	REDINN - SRL	REDINN	IT

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<sup>1</sup> PU – Public, fully open (Deliverables flagged as public will be automatically published in CORDIS project's page),  
SEN – Sensitive (limited under the conditions of the Grant Agreement, Consortium and the EC)



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List of Abbreviations and Acronyms	
PMI	Project Management Institute
CEO	Chief Executive Officer
GA	General Assembly
EB	Executive Board
CO2	Carbon Dioxide
EU	European Union



## 1. Introduction

A Project Management Institute (PMI) study revealed that ineffective communication negatively impacted successful project execution. Once a comprehensive communications plan has been created and agreed upon, project managers need to determine how they can ensure all parties involved in the project adhere to: "Use standardised project communications practices and use them effectively" for the project.

Communications are impacted when different stakeholder groups use different jargon and language. This communication issue can also lead to different expectations for a project, impacting the bottom line. As the study shows, poor communications contribute to project failure. The Forbes Insights 2010 Strategic Initiatives Study "Adapting Corporate Strategy to the Changing Economy" found that nine out of ten CEOs believe that communication is critical to the success of their strategic initiatives, and nearly half of respondents cite communication as an integral and active component of their strategic planning and execution process. And project managers see it similarly from their side; according to PMI's Pulse research, 55 per cent of project managers agree that effective communication with all stakeholders is the most critical success factor in project management. The European Commission also underlines this fact in many publicly available communication guidelines.

One way to move forward with effective communication is to create standards and tools. The Pulse reports that high performers are almost three times more likely than low-performing organisations to use standardised practices throughout the organisation and have better project outcomes.

One form of standardised project management practice is a formal communications plan (see D5.1 Communication Strategic Plan (CMS)), which must be adaptable and suitable to all stakeholders. Findings show that high performers use formal project communication plans more frequently and effectively, allowing them to operate successfully in a complex and competitive business climate.

This deliverable serves partners of the SEASONED project as an official guide to effectively use communication tools in the project.

## 2. Internal Communication

### e-mail

An e-mail will be the primary communication channel for the SEASONED consortium. Through e-mail service, all relevant information will be registered and traceable. In this project, all partners should use e-mails under the official domain registered for the participating institution. The use of private e-mail addresses is not recommended but allowed in cases where, for technical reasons, the use of corporate e-mail is not possible.

### Contact Lists

The following contact lists will be used to help with internal and external communication. This list can be expanded in the course of the project.

- Consortium Partners: the list consists of all e-mails used in the daily project communication to all consortium partners. This list will be constantly monitored and updated. Each partner is responsible for keeping this list up to date and informing the Project Manager of any changes to their team.
- Project's Executive Board: The Executive Board of a SEASONED project consists of the Project Coordinator, Project Manager and Work Package Leaders. Regular meetings will be held to coordinate interactions between the WPs strategies, monitor progress, advice and decide on major WP revisions, intellectual property, dissemination strategies, communication, and interaction with other activities and external projects.
- External Advisory Board: This board will be formed with high-profile senior experts external to the project, who will give their advice and feedback on the main arising issues to the General Assembly or/and Executive Board.
- Newsletter contact list: This list will consist of all e-mails of registered stakeholders wishing to engage with the SEASONED project.

All e-mail lists will be managed according to the current GDPR provisions. To identify and classify e-mails, SEASONED partners shall use the following "Subject" naming format: [SEASONED-Reference Code].

Reference codes used in the official e-mail communication:

- GA: issues related to the General Assembly
- EB: issues related to the Executive Board
- DX.Y: issues associated with the deliverable DX.Y
- Doodle: e-mail consists of the link to the doodle or other voting tool – meaning that voting is required

Example: [SEASONED-GA] The Agenda of the 2<sup>nd</sup> General Assembly meeting (save the date).

Additionally, e-mails subjects may consist of the following additional remarks:

- (urgent) – meaning there is an urgency to reply to this e-mail or take a specific action,
- (action needed) – there is specific activity stated in the e-mail that requires your immediate action,
- (save the date) – the date for a project meeting or other project-related event has been selected, and it is your responsibility to book this date in your calendar.

## Project meetings organisation

Official project General Assembly meetings are organised by the Project Coordinator and the partner hosting the meeting. Partners are official members of the project using video-conference tools whenever possible. The partners ensure that the meeting date is chosen well in advance, giving the partners time to book the arrangement on their calendars and enabling them to plan their trip well in advance.

Lower-level project meetings should be held using video conferencing tools to minimise travel costs and carbon footprint.

The partners responsible for the tasks containing the trips should consult the WP leaders about the organisation of the meetings.

## Event Report

REDINN have prepared a google form (SEASONED Event Report) to facilitate the transfer of information about current, ongoing or just concluded events. This form will help facilitate communication between project partners, the Communication Manager and external stakeholders.

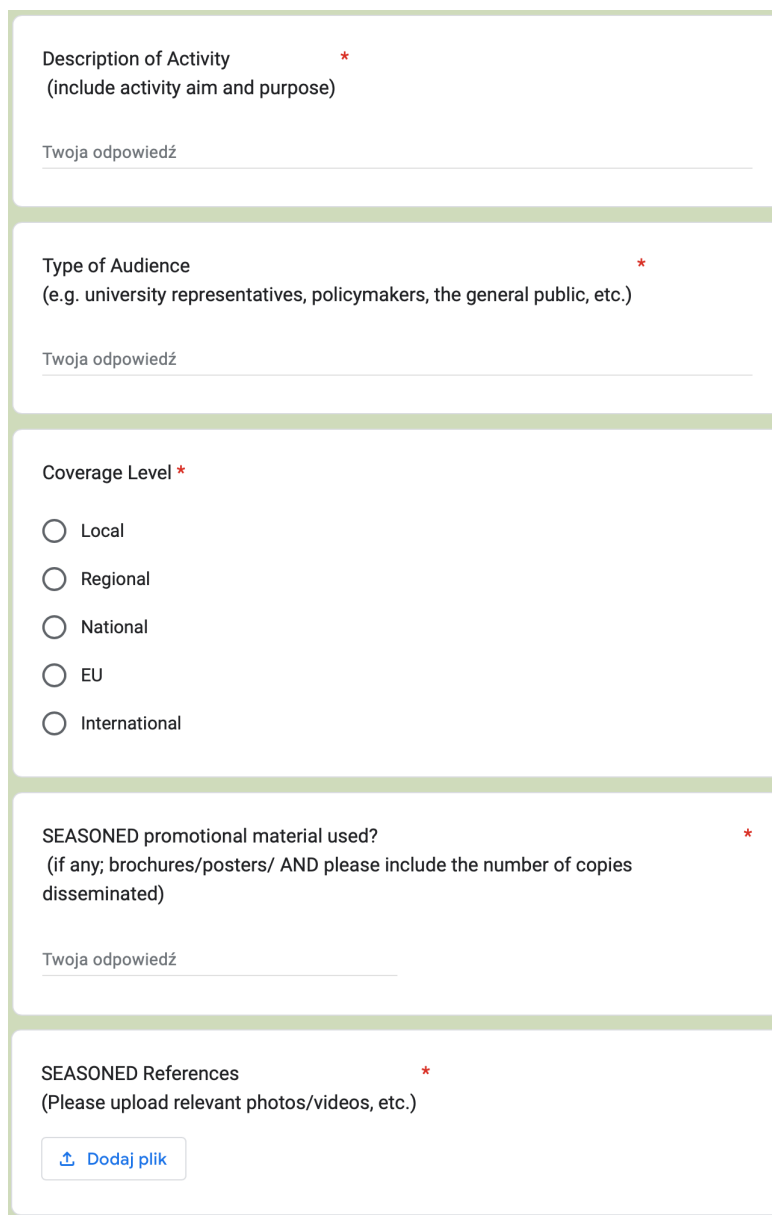
How to use it?

This form<sup>2</sup> is to be used only by project partners. Every time a SEASONED partner is attending an event related directly or thematically to the scope of the SEASONED project, they should fill in the form and report action to the Communication Team. The Team will prepare and distribute the news through relevant media channels.

<sup>2</sup> As the following document has the PU-Public dissemination level, the exact e-mail addresses and links used in the Communication Guide to the reference documents will be known only to the consortium members. The version used in Annex I is the mockup version.



<b>Main Partner involved: *</b>  <input type="radio"/> UPWr <input type="radio"/> SDU <input type="radio"/> UMH <input type="radio"/> BCC <input type="radio"/> REDINN
<b>Other partners involved? *</b>  <input type="checkbox"/> UPWr <input type="checkbox"/> SDU <input type="checkbox"/> UMH <input type="checkbox"/> BCC <input type="checkbox"/> REDINN
<b>Type of activity? *</b>  <input type="checkbox"/> Conference / Symposium <input type="checkbox"/> Workshops <input type="checkbox"/> Lecture / Course <input type="checkbox"/> Webinar <input type="checkbox"/> Study visit <input type="checkbox"/> Open day <input type="checkbox"/> Summer School <input type="checkbox"/> Industry event <input type="checkbox"/> Other
<b>Name and place of the event *</b>  <div>Twoja odpowiedź</div>
<b>Date of the event *</b>  DD MM RRRR <div>- -</div>



The form is divided into five sections, each with a title, a description, and a response area. The first four sections have a red asterisk indicating they are required. The fifth section has a red asterisk and a file upload button.

**Description of Activity \***  
(include activity aim and purpose)

Twoja odpowiedź

**Type of Audience \***  
(e.g. university representatives, policymakers, the general public, etc.)

Twoja odpowiedź

**Coverage Level \***

☐ Local

☐ Regional

☐ National

☐ EU

☐ International

**SEASONED promotional material used? \***  
(if any; brochures/posters/ AND please include the number of copies disseminated)

Twoja odpowiedź

**SEASONED References \***  
(Please upload relevant photos/videos, etc.)

[Dodaj plik](#)

Figure 1: SEASONED Event Report form

### 3. External Communication

#### Webpage

The website, [www.seasonedproject.eu](http://www.seasonedproject.eu), will be the main interface for all stakeholders interested in the SEASONED project and Food Sensory Science, especially in Central and Eastern Europe. It will be the one-stop-shop for all the information, registrations to Summer Schools, registration to events, workshops and other activities arranged by the project partners. It will be a place for sharing results, public deliverables and Open Access publications.

The website's layout will be based on an easy-to-use structure and integrated with the project's brand identity (logo and colours).

The website will be fully functional in M5 at the latest.

## E-newsletter

The SEASONED e-newsletter will be produced in two versions. The internal e-newsletter will be addressed to the project partners. It will contain information relevant to the partners for the running of the project, internal meetings and arrangements, and the exchange of information between partners. Its purpose is to inform all project partners of its current status and upcoming events. An external e-newsletter will be targeted at stakeholders external to the project. It will serve as a source of information about the project and interesting news from the world of Food Sensory Science. It aims to maintain the relationship with the project in a non-committal way and to build the image of the future Centre of Excellence.

## Social Media

SEASONED uses social media to increase project impact and reach a wider audience. To disseminate to General Public and other targeted audiences, we will use the following social media channels: LinkedIn (for longer form information and discussion with professionals on the topic), Twitter (for short communication with professionals, European Commission, and the General Public), Facebook (for promoting events, and reach younger generations and the General Public), YouTube (for project's videos, animations, and interviews).

Using the right mix of social media channels in the suitable form and moment is crucial to multiplying the communication effects due to the Half-life<sup>3</sup> of social media posts.

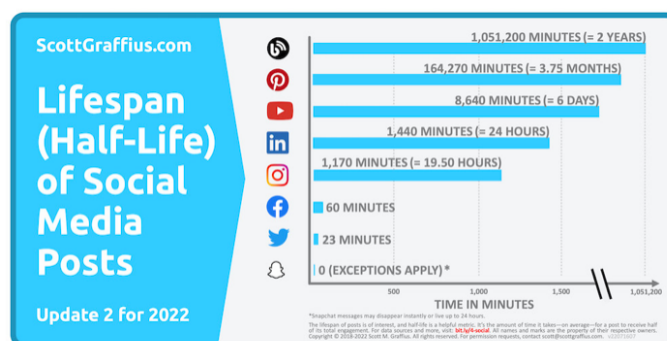


Figure 2: Metrics for the half-life of different social media platforms<sup>4</sup>

For managing social media, the Communication Manager uses the Hootsuite software.

### LinkedIn

LinkedIn is a social network that focuses on professional networking and career development. The SEASONED LinkedIn account is aimed at Food Sensory Science professionals, researchers and businesses.

SEASONED LinkedIn profile can be found under the following address:

[www.linkedin.com/company/seasoned-horizon-europe-twinning-project](https://www.linkedin.com/company/seasoned-horizon-europe-twinning-project)

<sup>3</sup> Half-life: the time required for any specified property (e.g. the concentration of a substance in the body) to decrease by half.

<sup>4</sup> ScottGraffius.com (16 July 2022)



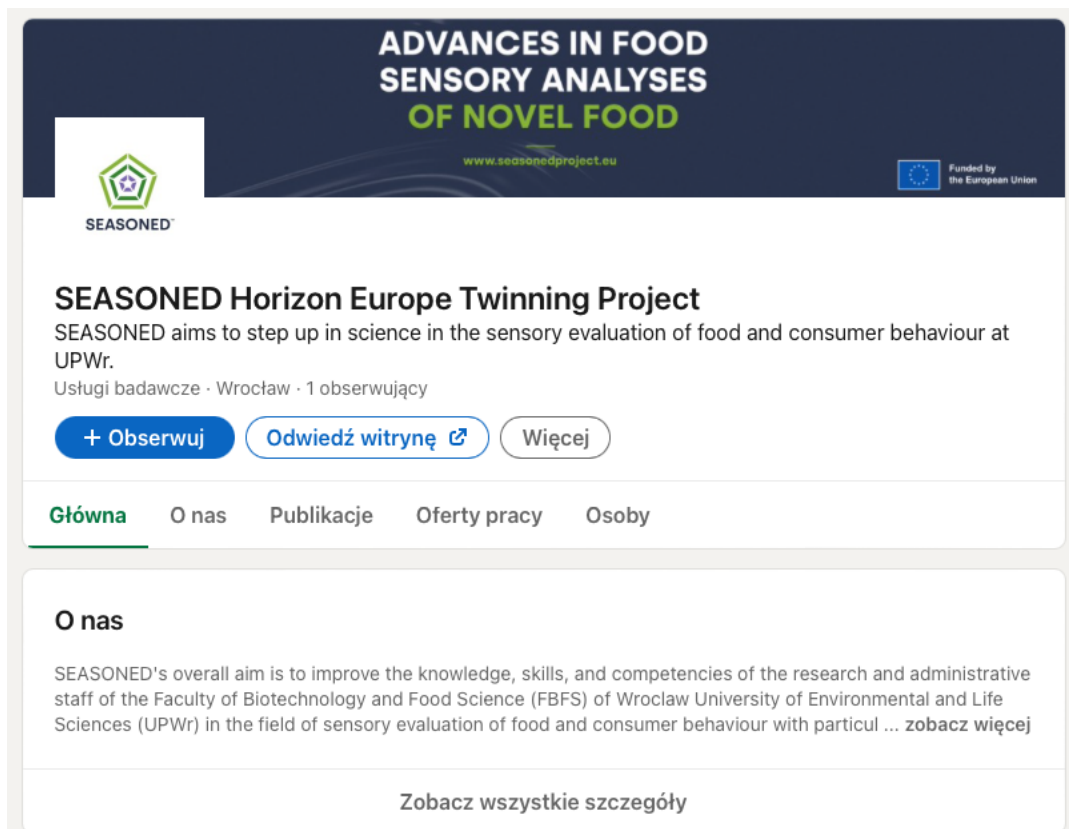


Figure 3: SEASONED LinkedIn profile page

## Twitter

Twitter is an information network that allows the posting of short messages called tweets. A tweet can be up to 280 characters long and include links to relevant websites and resources.

There are 1.3 billion Twitter accounts now, with 48 million bots and 391 million accounts with no followers. 23% of internet users are on the platform. It's the 9<sup>th</sup> most visited website globally and the 7<sup>th</sup> most popular social media platform. It generates 350,000 tweets, 9,000 retweets, and 300 replies per minute (official Twitter metrics, August 2022). 500 million tweets are being sent daily (that amounts to 10 metric tons of CO<sub>2</sub>).

Why will SEASONED use Twitter during the project?

- Communication is an inherent part of scientific work, and the greatest challenge is to reach the targeted audience,
- Today's audience" is shifting towards nonconventional information sources, especially on scientific issues and moving away from traditional online news media,
- We own this to science – call it fake news, false content, or propaganda, either way, we are in a new era of misinformation, and the general audience is worth being informed about facts simply and easily,
- Twitter is the tool for communication in the European Commission,
- Twitter can be useful for connecting with other academics, crowdsourcing, spreading the word about your research, communicating results, publicising your article, increasing downloads, citations (in time) and impact.

Official hashtags used for the project are:

**#research #phd #foodsensory #foodscience #novelfoods**  
**#HorizonEU #Widening #Twinning**  
**#STEM @EU\_Commission @REA\_Research @UPWr\_edu @SyddanskUni**  
**@UniversidadMH @bculinary @REDINNsrl**

These can also be used on other social media platforms.

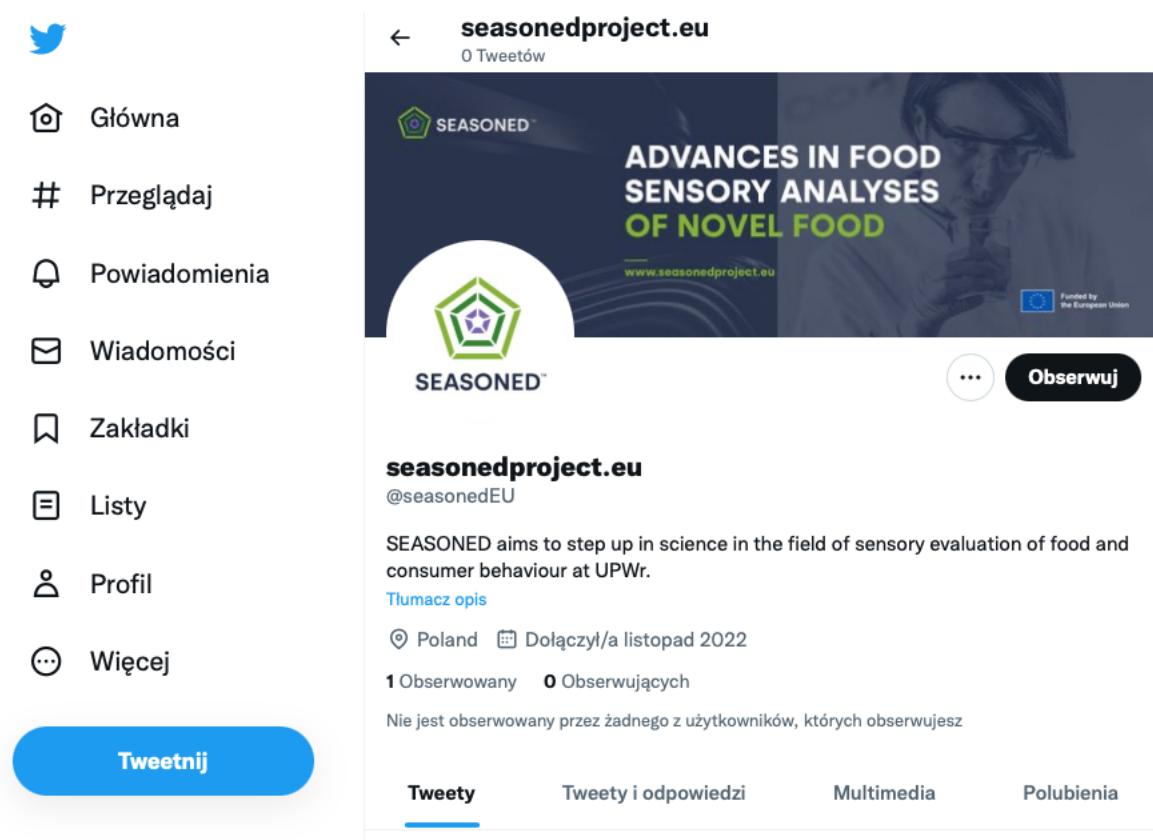


Figure 4: SEASONED Twitter profile

## Facebook

Facebook is a social networking platform which allows users to upload photos and videos, share links

and connect with their communities. A SEASONED Facebook page has been created:

<https://www.facebook.com/profile.php?id=100088242969778>

It will be supervised by the Communication Manager and mainly used for creating and promoting events (workshops, science cafés, summer schools) and informing the network about essential milestones in the project.

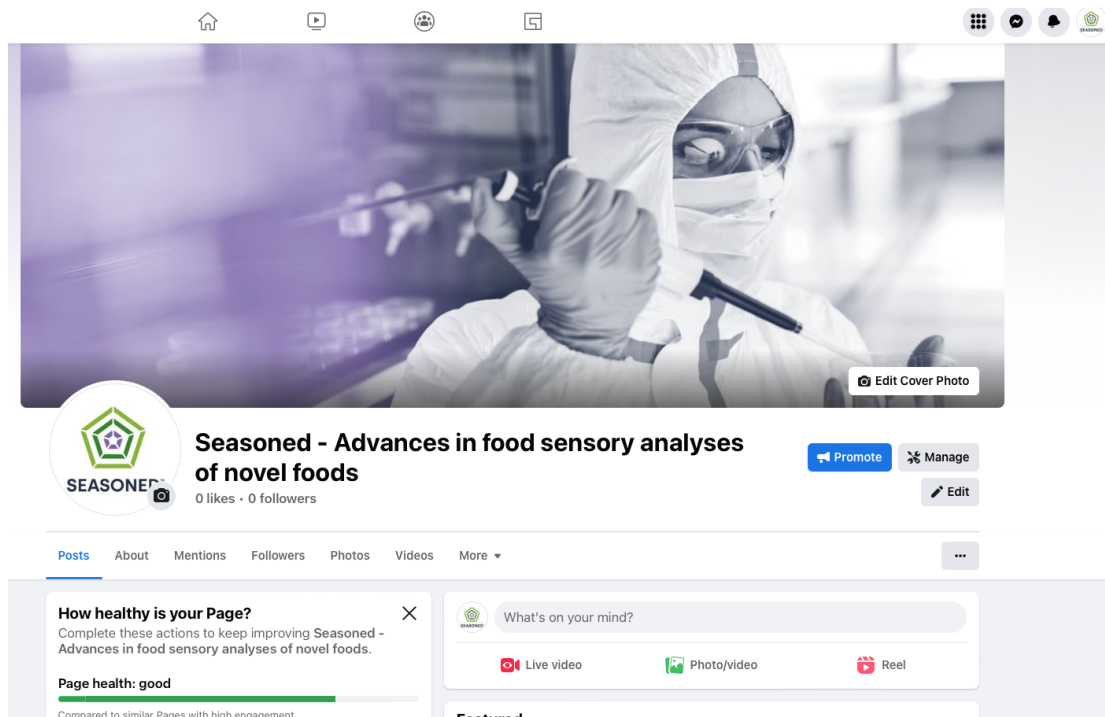


Figure 5: SEASONED Facebook profile

## YouTube

YouTube is a video-sharing platform where registered users can watch, share, like, comment and upload their videos. The SEASONED YouTube channel will be used for sharing and collecting videos, animations, and interviews created as part of the project.

The SEASONED YouTube channel @seasonedproject can be found under the following link:

<https://www.youtube.com/channel/UCy5sbYSd7-pw535Zti5FtNA>

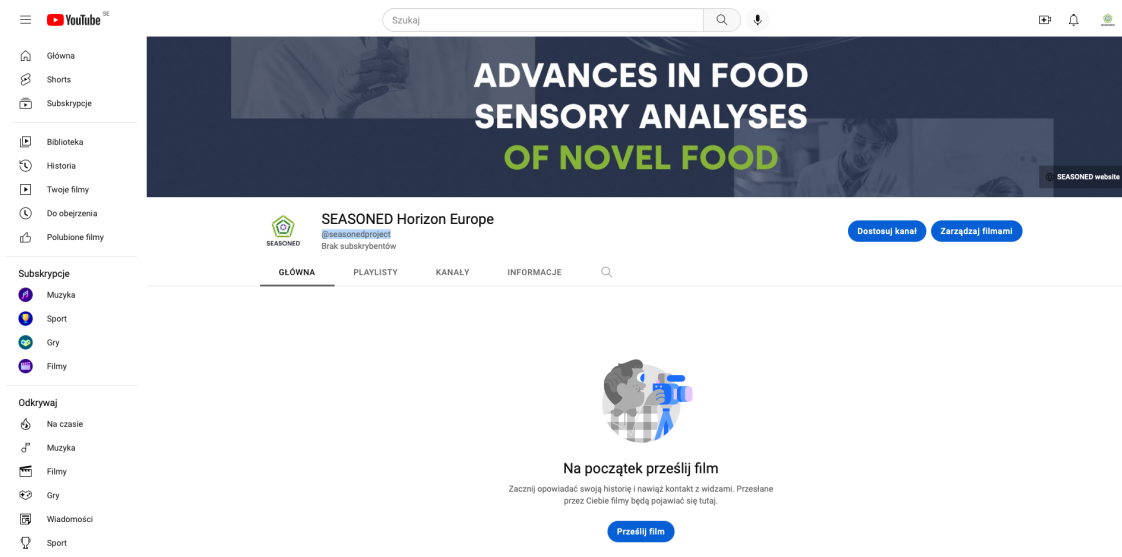


Figure 6: SEASONED YouTube profile



### Brochure, Roll-ups and Posters

REDINN will produce print-ready digital versions of dissemination materials in the form of project brochures, roll-ups, posters, stickers, T-shirts, bags, etc.

Some of these materials (roll-ups) will be prepared at the beginning of the project, and some in the course of the project preceding events, explicitly tailored targeted audience or the event itself.



Figure 7: SEASONED roll-up dark version



Figure 8: SEASONED roll-up light version

### Acknowledgement of EU funding

Beneficiaries often have an obligation prescribed by regulation or contract to acknowledge the support received from the European Union publicly.

The preferred option to communicate about EU funding is to write "Funded by the European Union" or "Co-funded by the European Union" as appropriate next to the EU emblem on the communication material where the EU emblem is used. The name of the EU programme shall only be used if it is relevant to the intended target audience

#### Basic rules

- The minimum height of the EU emblem shall be 1 cm.
- The name of the European Union shall always be spelt out in full.
- The typeface used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.
- Italic and underlined variations and the use of font effects are not allowed.
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way, but the text should not interfere with the emblem in any way.
- The font size used should be proportionate to the size of the emblem.
- The colour of the font should be reflex blue (the same blue colour as the EU flag), black or white, depending on the background.



Figure 9: Correct way of using EU acknowledgement

More information can be found in the official guide:

[https://ec.europa.eu/chafea/food/guidelines/documents/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/chafea/food/guidelines/documents/eu-emblem-rules_en.pdf)

#### 4. Communication Guide

Referring to the first chapter of the following document and to the provisions of the Grant Agreement stating that all partners are responsible for the communication of the project, REDINN has prepared two versions of the Communication Guide summary. The first version will be used on desktops/laptops/tablets, whenever needed, by each project partner. The second version contains the same information but has been prepared for mobile devices (smartphones).

This is a handy guide to the social media channels used in SEASONED, links to the website and forms and the hashtags used in the project. It also includes contact details for the Project Coordinator, Project Manager, Communication Manager and the official mailing list for all project participants.

As the following document has the PU-Public dissemination level, the exact e-mail addresses and links used in the Communication Guide to the reference documents will be known only to the consortium members. The version used in Annex I is the mockup version.



## ANNEX I – Communication Guide mockup

# SEASONED INTERNAL COMMUNICATION GUIDE (SENSITIVE)



SEASONED™

INTERNAL  
COMMUNICATION

For **internal communication** within the consortium please use the following tools:

## PROJECT MAILING LIST (all partners):

...@seasonedproject.eu\*

- UNIWERSYTET PRZYRODNICZY WE WROCLAWIU
- SYDDANSK UNIVERSITET
- UNIVERSIDAD MIGUEL HERNANDEZ DE ELCHE
- BASQUE CULINARY CENTER FUNDAZIOA
- REDINN

\* As the following document has the PU-Public dissemination level, the exact e-mail addresses and links to the reference documents will be known only to the consortium members.

## MAIN CONTACTS: Prof. Agnieszka Kita Project Coordinator agnieszka.kita@upwr.edu.pl

Remigiusz Chęcinski  
Project Manager  
remigiusz.checinski@upwr.edu.pl

Leonardo Piccinetti  
Communication&Dissemination  
Manager  
leonardo.piccinetti@redinn.it

For **external communication**:

## SEASONED SOCIAL MEDIA: LinkedIn: [www.linkedin.com/company/seasoned-horizon-europe-twinning-project](https://www.linkedin.com/company/seasoned-horizon-europe-twinning-project) Twitter: @seasonedEU YouTube: @seasonedproject Facebook: Seasoned – Advances in food sensory analyses of novel foods [www.facebook.com/profile.php?id=100088242969778](https://www.facebook.com/profile.php?id=100088242969778)

## SEASONED WEBSITE: [www.seasonedproject.eu](https://www.seasonedproject.eu)

## # HASHTAGS: Please copy and use the following hashtags in the social media communication: **#research #phd #foodsensory #foodscience #novelfoods #HorizonEU #Widening #Twinning #STEM @EU\_Commission @REA\_Research @UPWr\_edu @SyddanskUni @UniversidadMH @bculinary @REDINNsrI**

## SEASONED EVENT REPORT: ...\*

\* As the following document has the PU-Public dissemination level, the exact e-mail addresses and links to the reference documents will be known only to the consortium members.

EXTERNAL  
COMMUNICATION





# INTERNAL COMMUNICATION



...@seasonedproject.eu\*

- 

**agnieszka.kita@upwr.edu.pl**

**remigiusz.checinski@upwr.edu.pl**

**leonardo.piccinetti@redinn.it**

For **external communication:**



**www.facebook.com/profile.  
php?id=100088242969778**



[www.seasonedproject.eu](http://www.seasonedproject.eu)



#research #phd #foodsensory #foodscience  
#novelfoods #HorizonEU #Widening  
#Twinning #STEM @EU\_Commission  
@REA\_Research @UPWr\_edu @SyddanskUni  
@UniversidadMH @bculinary @REDINNsrl



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