



D 5.5 Clustering Plan

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 health-related 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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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 Hernández de Elche	UMH	ES
4	Basque Culinary Center Fundazioa	BCC	ES
5	REDINN - SRL	REDINN	IT

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List of Abbreviations and Acronyms	
WP	Work Package (of SEASONED project)
FBFS	Faculty of Biotechnology and Food Science
UPWr	Wroclaw University of Environmental and Life Sciences
SDU	Syddansk Universitet
UMH	Universidad Miguel Hernandez de Elche
BCC	Basque Culinary Center Fundazioa
CEE	Central and Eastern Europe
CBC	Consumer Behaviour Centre
ESr	Early-Stage Researchers
ERs	Experienced Researchers
GDPR	General Data Protection Regulation
CMS	Communication Strategic Plan
EIT	European Institute of Innovation & Technology
KIC	Knowledge & Innovation Community
RIS	Regional Innovation Scheme
FAN	Food Accelerator Network
SMEs	Small and Medium Enterprises
IESA	Institute for Advanced Social Studies
CSIC	Spanish National Research Council

Executive Summary

The Clustering Plan is written in the framework of WP5 *Communication, dissemination, exploitation and sustainability of the project results* of the SEASONED Project. This strategic document aims to build on the established contacts and newly identified opportunities within six groups of contacts (other funded projects, Institutions, EU Services, EU Flagship Initiatives, ongoing Conferences, and strategic Academic Journals) for further collaboration.

This will be a "living" document, and regular updates of this deliverable will be promoted amongst partners, identified stakeholders and the Advisory Board. Executive Board will decide on follow-up activities with other projects and Institutions. This information will be updated in the periodic meetings. Each time a new version of the document is prepared, all partners will be duly informed about it.

Introduction and scope

SEASONED's primary goal is to improve the knowledge, skills, and competencies of the research and administrative staff of the Faculty of Biotechnology and Food Science (FBFS) of Wroclaw University of Environmental and Life Sciences (UPWr) in the field of sensory evaluation of food and consumer behaviour with particular attention to newly designed innovative processed food products with health-related properties. The Project aims to establish an international network of leading universities and centres in food sensory analysis (SDU, UMH, BCC) 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.

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), filling the current gap in sensory science in this part of Europe. 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 Master students and PhD students, ERs, and other scientists from national and international units), business partners and consumers from this part of Europe.

Therefore, it is essential to coordinate activities for exploiting synergies, increasing the critical mass of the food sensory science ecosystem in the CEE region and raising awareness of already established centres about this new initiative for ultimately delivering expected impacts. Unlike WP4, which focuses on all project stakeholders, this deliverable specifically focuses on building relationships with projects and institutions that can provide catalytic activities for capacity building within UPWr and its team.

Liaison and Cluster Activities strategy

UPWr will trigger relations and initiatives with identified projects and institutions as the Project Coordinator and Communication WP Leader. Consortium expects that liaison activities will have a direct influence on the technical execution of the Project and, thus, on the final design of dissemination activities. An initial strategy has been prepared. However, flexibility and periodic updates are essential to successfully follow up on potential opportunities.

Seven main clustering-stakeholders' categories were identified with whom the Project will seek to engage. Establishing healthy and fruitful relationships with these entities is intended to have a multiplier effect that will lead to new contacts, projects, science-business interface actions or commercial business ventures. These institutions have been grouped according to type and usefulness in terms of the dissemination of project results. Namely: other national and international projects, strategic institutions, EU services, EU flagship initiatives, strategic conferences, and essential academic journals. Finally, identified people behind these institutions will be approached through planned activities designed for stakeholder engagement according to the GDPR rules and regulations.

The potential relationship timetable partly reflects the Project's communication and dissemination strategies and complements Deliverable 5.1 Communication Strategic Plan (CMS).

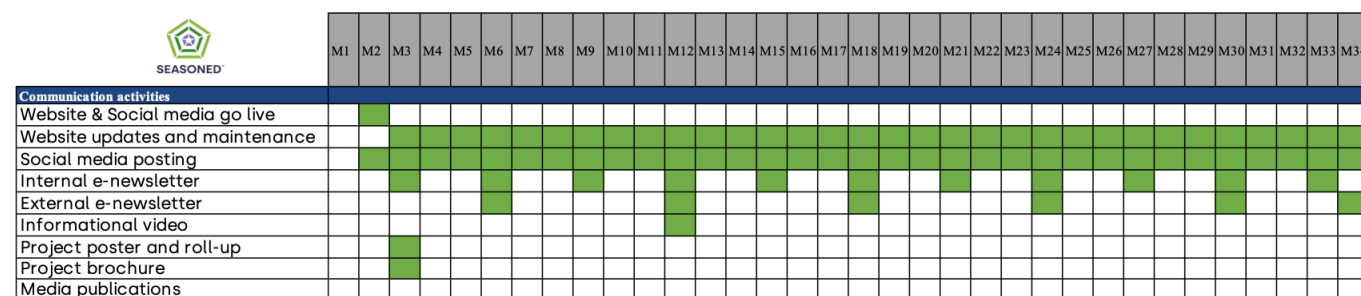


Figure 1: SEASONED Communication Schedule

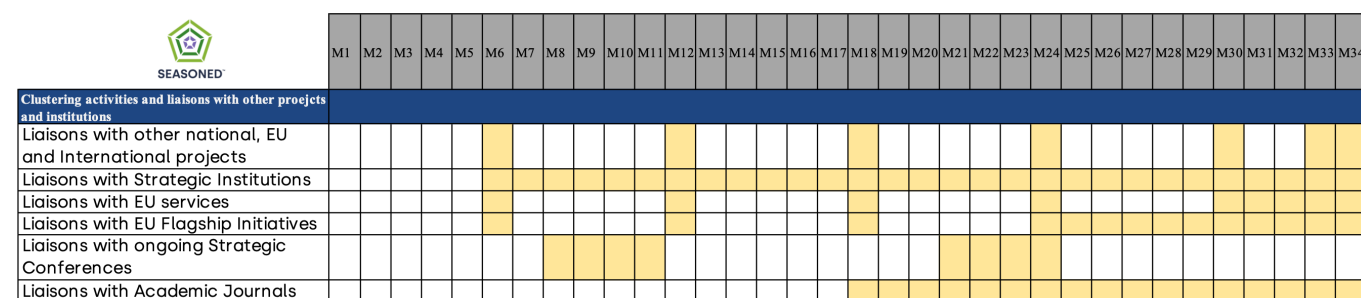


Figure 2: SEASONED Clustering Schedule

1. Liaisons with other national, EU and International projects

The consortium partners have selected the following projects, concerning the SEASONED theme, as potentially attractive for collaboration. This can take any form, from participation in networking and online meetings to exchange experiences (at project management and content level), to joint events to promote the scientific discipline, research results, participation in new collaborative projects or even common promotional activities such as the Final Conference. In some cases, it may

be attractive to use the results of already conducted studies and to exchange experiences and best practices at a legislative level (policy recommendations). Projects have been selected on the basis of their strategic interest as having a high concentration of sensory and consumer science activities and a time span that significantly overlaps with that of SEASONED. Coordinators of identified projects will be approached in M6 after the 2nd SEASONED General Assembly meeting. This will be followed by (online) meetings or information sessions twice a year, using online communication tools or other types of contact if necessary.

Table 1: SEASONED Liaisons with other national, EU and International projects

No	Project name	Description
1.1	EDULIA - Bringing down barriers to children's Healthy eating https://edulia.eu/ Marie Skłodowska-Curie grant 764985	Understand how multiple factors act as barriers to children's healthy eating and how to tackle them based on the relations between sensory perception, pleasure, food choice and food behaviour.
1.2	COMFOCUS – Communities on food consumer science https://comfocus.eu/ Horizon 2020 grant 101005259	The Project brings together, integrates on a European scale, and opens up critical national and regional research infrastructures in the field of food consumer science to all European researchers. The goal is to provide the academic and private research community with easy virtual and transnational access to high-quality services and resources. These are needed to harmonise and professionalise the European food consumer science community.
1.3	SMARTPROTEIN https://smartproteinproject.eu/ Horizon 2020 grant 862957	Develop alternative protein ingredients and products for humans that positively impact the bioeconomy, environment, biodiversity, nutrition, food security and consumer trust and acceptance.
1.4	DELICIOUS – Understanding consumer food choices & promotion of healthy and sustainable Mediterranean diet and lifestyles in children and adolescents through behavioural change actions - Partnership for Research and Innovation in the Mediterranean Area (PRIMA). Project number: 2131	Intervention in 7 schools in Spain, Portugal, Lebanon, Italy, and Egypt to increase adherence to Mediterranean diet and healthy lifestyles among children: recipes compilation and reformulation using a co-design approach, new snacks development, physical activity interventions, digitalisation of the outputs in an App for the schools and families.
1.5	LIKE A PRO – From niche to mainstream – alternative proteins for everybody and everywhere. Horizon GA number: 101083961	The project aims to make alternative proteins mainstream for all, developing 16 products with ingredients from 7 protein sources – FE solutions for alternative protein promotion, co-designed and

		explored with over 24 000 citizens and community actors across Europe.
1.6	SWITCH – Switching European food systems for a just, healthy, and sustainable dietary transition through knowledge and innovation. Horizon Grant Agreement number 101060483	To improve understanding of knowledge, accessibility and facilitation gaps that limit present large-scale adoption of sustainable and healthy diets among European citizens and to develop and demonstrate appropriate innovative solutions and tools to facilitate policymakers and all the multi-actors of the European food system in the transition towards healthy and sustainable dietary behaviour.

2. Liaisons with Strategic Institutions

The following institutions have been selected as key from the point of view of scientific discipline, research, legislation, and market introduction. From the point of view of the project goal to establish a Centre of Excellence in Central and Eastern Europe (CEE) in the future, it will be crucial to "bring" some of the identified networks to the Project Coordinator's region and establish long-term contacts. This has already been considered at the proposal stage and in one case (institution 2.1, European Sensory Science Society) key members are represented in SEASONED's advisory board. Cooperation with the recognised institutions will start after the 2nd General Assembly meeting and will be carried out continuously beyond the time of this project.

Table 2: SEASONED Liaisons with Strategic Institutions

No	Institutions Name	Description
2.1	European Sensory Science Society https://www.e3sensory.eu/	The European Sensory Science Society (E3S) is a non-profit organisation constituted by twelve promoting partners, the national sensory societies from Austria, Denmark, Italy, Finland, France, Germany, Norway, Spain, Sweden, Switzerland, The Netherlands and the United Kingdom. The goal of E3S is to gather all national organisations that deal with sensory science and operate in European countries. In 2015 also Ireland joined the E3S, and in 2022 E3S welcomed Slovenia.

2.2	European Sensory Network https://www.esn-network.com/	The European Sensory Network (ESN) is an international network of leading research institutions and industrial partners at the cutting edge of sensory and consumer sciences. Today, ESN brings together 30 member organisations acting in 17 European and five non-European countries. ESN members and partners share their knowledge and expertise to explore the value and applications of sensory sciences in food and non-food industrial practices.
2.3	Safe Food Advocacy Europe (SAFE) https://www.safefoodadvocacy.eu/	SAFE – Safe Food Advocacy Europe was created to ensure that consumers' health and concerns remain at the core of the EU's food legislation. SAFE is currently the only Brussels-based NGO specialising in protecting and representing EU consumers in the food sector.
2.4	Proveg international https://proveg.com/	ProVeg International is a food awareness organisation working to transform the global food system by replacing animal-based products with plant-based and cultured alternatives. ProVeg works with decision-making bodies, companies, investors, the media, and the general public to help reduce the global consumption of animals by 50% by 2040.
2.5	Asociación Española de Profesionales del Análisis Sensorial, AEPAS, https://aepas.es	Spanish Association of Sensory Analysis Professionals was created in 2010 to contribute to the progress of sensory sciences and their application, including the dissemination of this discipline in society. The Association intends to facilitate exchanges among its members, collect, share and disseminate information related to the sensory field, promote professions in this area, and organise conferences, courses or working groups.

2.6	<p>Entidad Nacional de Acreditación, ENAC, https://www.enac.es</p>	<p>ENAC is the National Accreditation Body designated by the Spanish government to deal with the operation of accreditation in Spain. ENAC's mission is to evaluate organisations offering conformity assessment services, such as laboratories, certification and inspection entities or verifiers. These organisations play a critical role in the safety and well-being of people, the protection of the environment and the increase in the quality and competitiveness of Spanish products and services. The services and laboratories include sensory panels mainly within the PDO and GPI schemes.</p>
2.7	<p>PDO (Protected Designation of Origin) Alicante, https://www.vinosalicantedop.org</p>	<p>The Regulatory Board's activity is governed by the Rules of the Alicante Protected Designation of Origin. As a food protection body, it is legally bound by quality marks awarded by the European Union and current legislation on wine growing and production. They have a trained sensory panel to guarantee that all wines marketed using this protection scheme fulfils the PDO Alicante requirements.</p>
2.8	<p>Smart Sensory Box https://www.smartsensorysolutions.com/</p>	<p>The innovative software for Sensory and Consumer Tests. Smart Sensory Solutions is the most intuitive system for managing sensory and consumer tests.</p>
2.9	<p>Merieux Nutriscience https://www.merieuxnutrisciences.com</p>	<p>Mérieux Nutrisciences has over 50 years of scientific and entrepreneurial expertise to answer food industry needs. They offer comprehensive solutions from product development to market suitability while contributing to consumers' health worldwide. Present worldwide, they have more than 100 accredited laboratories and a team of over 8,000 committed employees.</p>

2.10	<p>Adacta International consumer & sensory science</p> <p>https://www.esn-network.com/about-us/esn-members01/descriptions-members/adacta/</p>	<p>Adacta pays the utmost attention to what consumers say – this is why their motto is "people who listen to people".</p> <p>The company is organised into different units, each specialising in a specific area: The quantitative & sensory research unit comprises experts who perform quantitative, qualitative, and sensory research.</p> <p>This unit has developed the Consensory™ test system, a methodology based on the study of the relationship between the data coming from consumer research and the data coming from sensory analysis.</p> <p>The research unit carries out product tests, sensory profiles, preference mapping, analyses of preference segmentation (cluster analysis), studies on the effect of information, and "actual performance value" analysis.</p> <p>At the beginning of 2008, Adacta set up the Consensory™ Centre, a European research centre dedicated to sensory analysis and marketing research. It aims to improve product performance and, consequently, product sales. The centre comprises different areas that are functionally integrated with an experimental kitchen, a sensory lab, a consumer test area, a beauty care & toiletries test area and storage areas for the logistic management of the samples.</p> <p>The AD fieldwork unit - Personal Fieldwork (700 interviewers throughout Italy, 20 area fieldwork supervisors), - C.A.P.I. fieldwork (60 laptops), - telephone fieldwork (30 C.A.T.I. workstations), - qualitative fieldwork (a team of moderators specialised by subject area, a network of central locations in Milan, Rome, Bologna and Naples, over 100 recruiters throughout the</p>
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	country, multi-language qualitative services. The database of respondents is continuously updated and expanded). Adacta is certified to UNI EN ISO 9001:2008 standards.
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3. Liaisons with EU services

The use of EU services is crucial in terms of communication and dissemination of project activities. It is also an excellent form of enhancing the branding of the Centre of Excellence in CEE. The reach of dedicated EU services certainly exceeds that which could be achieved through the project's website and social media channels alone. These services will be one of the strategic communication channels to build the image of UPWr in Food Sensory Science.

Table 3: SEASONED Liaisons with EU services

No	Institution name	Description
3.1	Open Research Europe https://open-research-europe.ec.europa.eu/	Open Research Europe is an open-access publishing platform for publishing research stemming from Horizon 2020, Horizon Europe and/or Euratom funding across all subject areas. The platform makes it easy for Horizon 2020, Horizon Europe and Euratom beneficiaries to comply with the open access terms of their funding. It offers researchers a publishing venue to share their results and insights rapidly and facilitate open constructive research discussions.
3.2	CORDIS	The Community Research and Development Information Service (CORDIS) is the European Commission's primary source of results from the projects funded by the EU's framework programmes for research and innovation, from FP1 to Horizon Europe.
3.3	Horizon Magazine	Horizon brings you the latest news and features about thought-provoking science and innovative research projects funded by the EU. Our articles are written by independent science journalists and are designed to appeal to scientists and non-scientists alike. Horizon is published in English on behalf of the European Commission's Directorate-General for Research and Innovation and is available on desktop and mobile devices. We're also active on social media. For story suggestions or questions to the editor e-mail: RTD-HORIZON-MAGAZINE@ec.europa.eu

4. Liaisons with EU Flagship initiatives

The European Institute of Innovation and Technology (EIT) is an EU body created by the European Union in 2008 to strengthen Europe's ability to innovate. The EIT is integral to Horizon Europe, the EU's Framework Programme for Research and Innovation.

The Institute is a unique EU initiative that drives European innovation by integrating business, education and research to solve pressing global challenges. The EIT supports the development of dynamic, long-term pan-European partnerships among leading companies, research labs and companies. These are called Knowledge and Innovation Communities, and each is dedicated to finding solutions to a specific global challenge, from climate change and sustainable energy to healthy living and food. Bringing together more than 2 900 partners, the EIT is Europe's largest innovation network and connects the dots. The EIT powers European innovators and entrepreneurs to turn their best ideas into products, services, jobs and growth. This is crucial to fulfilling the EIT's mission: creating jobs and delivering sustainable economic growth opportunities for Europe. Together with leading partners, the EIT Community offers a wide range of innovation and entrepreneurship activities: education courses that combine technical and entrepreneurial skills, tailored business creation and acceleration services and innovation-driven research projects. This brings new ideas and solutions to the market, turns students into entrepreneurs and, most importantly, delivers innovation.

Since the EIT was set up in 2008, it has created Europe's most significant innovation community. The EIT's model has been tried, tested and proven and has delivered: 9 thriving Knowledge and Innovation Communities, over 64 Co-Location Centres across Europe, 3 800+ start-ups and scale-ups supported, EUR 3.9 billion in external capital raised by supported ventures, 13 000+ jobs created, 3 800+ Master and PhD graduates educated, 1400+ new products and services created¹.

Each of the EIT Knowledge and Innovation Communities (Climate, Culture&Creativity, Digital, Food, Health, InnoEnergy, Manufacturing, RawMaterials, Urban Mobility) operates in Co-location Centres. These are spread across the EU to increase the impact of the EIT's activities. Among those mentioned above, SEASONED has identified **EIT Food** as a strategic EU Flagship project with which to cooperate. Considering also the cross-cutting goals of the future Centre of Excellence, additional attention will be directed towards the EIT Climate KIC, EIT Health and EIT Digital as an enabler of innovation.

EIT Food is Europe's leading food innovation initiative. It is a non-profit organisation which inspires, coordinates and funds a network of world-class partners to transform the food system to improve the health of citizens and the environment. EIT Food's vision is a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork.

EIT Food strategically invests to address regional innovation disparities, building capacity for successful innovation practice and future collaboration across Europe. Since its launch, EIT Food has delivered on developing food innovation and

¹ <https://eit.europa.eu>

entrepreneurship in the food economies of countries and regions in need of additional support under the EIT Regional Innovation Scheme (RIS).

Increasing private sector engagement in collaborative innovation is a priority for EIT Food. Their innovation community brings agile, creative, emerging businesses together with established players to find collaborative solutions to urgent problems. EIT Food's direct funding and curating high-potential collaboration is supported by unique RisingFoodStars, SeedBed and Food Accelerator Network (FAN) programmes. These open business accelerator programmes not only develop the best entrepreneurs, food start-ups and SMEs but also attract established companies to work together to build a business-led innovation community accelerated by the best research from their university and research partners.

EIT Food is a valuable source of solutions to the biggest problems in the food system. SEASONED will aim to develop a suite of innovation (co)funding relationships with EIT Food and its partners from NGOs, public agencies, charities, and major corporates currently cooperating with EIT Food as delivery partners to fund and promote innovative solutions to meet shared Impact Goals.

5. Liaisons with ongoing Strategic Conferences

With its Faculty of Biotechnology and Food Science (FBFS), Wroclaw University of Environmental and Life Sciences can build its brand through outstanding publications in top-ranked Academic Journals, digital and printed media and human interactions. Furthermore, the future Food Sensory Science Centre of Excellence has four main target audiences that require different branding types: Early-Stage Researchers, partner companies, other excellence research centres and European Flagship institutions and initiatives.

The future opinion centre must be based on a solid scientific foundation. Therefore, it is crucial to identify the best scientific journals, submit papers and disseminate project results to the most significant conferences in the discipline to network and become visible.

SEASONED partners identified the following conferences.

Table 4: SEASONED Liaisons with ongoing Strategic Conferences

No	Conference Name	Date
5.1	Pangborn 2023 https://www.pangbornsymposium.com/	20-24 August 2023, Nantes, France
5.2	E3S Symposium https://www.e3sensory.eu/11th-e3s-annual-symposium-2023-dates-annunciament/	15-16 May 2023, Uppsala, Sweden
5.3	AEPAS Symposium	June 2023, Girona, Spain
5.4	Eurosense 2024 https://www.eurosense.elsevier.com/	8-11 September 2024, Dublin, Ireland

6. Liaisons with Academic Journals

A good strategy should fully use the available tools and means to achieve the set goals, often in unusual ways. A case study² done by José Luis Ortega - a scientist at the Institute for Advanced Social Studies (IESA) of the Spanish National Research Council (CSIC), showed that **articles from journals with their own Twitter account are 46% more tweeted³**, on average, than articles from journals without a Twitter account; **36%** more than articles from journals with an **owner** account; and **25%** more than papers from journals with a **publisher** account. This result demonstrates the strong relationship between dissemination and citation impact, emphasising that the diffusion of research findings on Twitter will improve, in the long run, the number of citations academic outputs receive. In conclusion, these results show that the institutional presence of research journals on Twitter is fundamental for the dissemination and visibility of their outputs.

In conclusion, journal activity on Twitter can affect the number of tweets and citations its papers receive. However, these results should be interpreted in terms of dissemination, in which the broadcasting of research outputs impacts a specific audience of researchers that use that information for future studies. The more an article is spread over social networks, repositories, blogs, news sites, etc., the bigger audience it reaches, increasing the likelihood of it being cited by colleagues.

The following Academic Journals were identified as relevant for the SEASONED project.

Table 5: SEASONED Liaisons with Academic Journals

No	Name of the Journal	Description
6.1	Journal of Sensory Studies	The Journal of Sensory Studies publishes original research and review articles, as well as expository and tutorial papers focusing on observational and experimental studies that lead to the development and application of sensory and consumer (behaviour) methods to products such as food and beverage, medical, agricultural, biological, pharmaceutical, cosmetics, or other materials; information such as marketing and consumer information; or improvement of services based on sensory methods.
6.2	Journal of Texture Studies	The Journal of Texture Studies is a fully peer-reviewed international journal specialising in the physics, physiology, and psychology of food oral processing, emphasising food texture and structure, sensory perception and mouth-feel, food oral behaviour, and food liking and preference.

² "The presence of academic journals on Twitter and its relationship with dissemination (tweets) and research impact (citations)", published in the Aslib Journal of Information Management (DOI: 10.1108/AJIM-02-2017-0055).

³ 4,176 research articles from 350 scholarly journals were extracted from altmetric provider, PlumX.

6.3	Food Quality and Preference	Food Quality and Preference is a journal devoted to sensory, consumer and behavioural research in food and non-food products. It publishes original research, critical reviews, and short communications in sensory and consumer science and sensometrics.
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