



CA20128 - Promoting Innovation of ferMENTed fOods

COMMUNICATION PLAN



COST Action CA20128

PIMENTO

Promoting Innovation of ferMENTed fOods



Funded by
the European Union

TABLE OF CONTENTS

Introduction	3
Project description	3
Project implementation	4
Scope of work and objectives	4
Targeted audience	6
Project visual identity	8
Communication Strategy	9
Internal communication	10
External communication (general)	10
External communication (online)	10
Tools	13
Flyers / leaflet	13
Newsletters	13
Infographics	14
Video	14
Channels	14
Media	14
Social media	14
Conferences and events	15
Monitoring	15
Role of the partners	15
Data processing	16
Contacts	17

INTRODUCTION

This document describes the dissemination, communication and valorisation plan for the COST Action "CA20128 - Promoting Innovation of ferMENTed fOods" (acronym PIMENTO), including the different tools, channels and means of communication that will be implemented throughout the project duration. The plan also describes the target groups of the strategy and outlines the key dates related to planned actions and events. It contains the main strategic and operative guide that shall drive the overall project dissemination and communication activities. These guidelines will help the participants to ensure that relevant information is shared with appropriate audiences on a timely basis by the most effective means. The dissemination activities will be continuously monitored throughout the COST Action. The main objective of the communication activities is to raise awareness about the project activities and disseminate information in a consistent and coherent manner about its results and maximise its impacts and valorisation. The Action CG and MC will discuss and update this plan at least yearly.

PROJECT DESCRIPTION

Present in all European diets, Fermented Foods (FFs) hold a strategic place due to their benefits in nutrition, sustainability, innovation, cultural heritage, and consumer interest. The potential of FFs for improving human health but also driving food innovation and local production in the next decades has become highly relevant. Therefore, the challenge is to federate the scientific community and other key stakeholders working on FFs. We want to collectively advance scientific evidence of their health benefits, building a benefits/risk approach in order to promote multi-modal innovation and respond to the expectations of different European communities.

The long-term goal of PIMENTO is to place Europe at the spearhead of innovation on microbial foods, promoting health, regional diversity, local production at different scales, contributing to

economic and societal development as well as food sovereignty. To respond to this challenge, the scientific and nonscientific community need to join forces and co-construct a multi-stakeholder vision and dynamic in the field of FF. A COST Action is the best means of building this network and enabling this long-term vision to become a reality.

The wide variety of stakeholders engaged will enable PIMENTO: *i)* to tightly connect and clarify scientific knowledge on health aspects of FFs, *ii)* to tackle technical, societal and legislative bottlenecks behind FFs-based innovations, *iii)* to contribute to the establishment of long-term scientific workplaces *iv)* to disseminate widely define scientific knowledge on FFs and define a strategic roadmap for future joint research.

PROJECT IMPLEMENTATION

The project is carried out by a network of actors from thirty-one countries in Europe, led by the COST Action Chair Dr. Christophe CHASSARD of INRAE (France).

SCOPE OF WORK AND OBJECTIVES

This document describes a general communication strategy and specific activities dedicated to the communication of the CA20128. The Communication Plan aims to address activities and communications that will:

- inform and engage the relevant (science, policy, industry, and society) stakeholders in Europe, having attention to the transdisciplinary diversity;
- raise awareness around the project and its communication activities, objectives and impact.

All activities will constantly pay attention to diversity, equity, and inclusion principles. The content of this activity involves all the relevant tasks that will allow the accomplishment of the highest level

of dissemination and diffusion of the project objectives, actions and results. This activity will run for the whole duration of the CA20128, i.e., from 08/11/2021 until 07/11/2025.

The specific activities proposed are:

- communication with the stakeholders and dissemination/valorisation of the project results;
- set-up and continuous update the CA20128's website;
- development and distribution of informative material (e.g. newsletters, flyers);
- publication in national and international scientific and technical journals and conference proceedings;
- social media utilisation with updates about specific activities of CA20128 and general COST activities;
- organisation and participation in workshops, conferences and other events.

The objectives of the dissemination and communication plan are to:

- identify the target groups and communication tools for the project dissemination, communication and valorisation activities;
- create an identity to the project through graphically coherent material;
- plan how to share the knowledge gained in the project, i.e. to which target groups each activity and results are relevant, as well as the adequate channels to address these;
- define the period for dissemination, communication and valorisation activities and the responsible partner for the implementation;
- interact with a wide audience through the internet, promotional materials and events.

The Science Communication Management (SCM) [WG5 Leader and Science Communication Coordinator] will be in charge of developing, maintaining and managing the Communication Strategy of PIMENTO. Key responsibilities of the SCM are to:

- plan and coordinate the implementation of communication, dissemination and valorisation activities at the project level;
- set the tone for internal and external communications;
- maintain records of communication activities;
- provide information to interested partners and other stakeholders in a convenient format;
- exploring other COST Actions and European/National/International projects with which it is possible to build up positive interactions and/or potential collaborations.

TARGETED AUDIENCE

The main stakeholders of the PIMENTO project are as follows (as examples, 'key messages' and the 'means of delivery' for these categories are reported, according to the PIMENTO Memorandum of Understanding):

Scientists. Example of key messages: there is a growing scientific interest in FFs and their impact on human health; however, how to move from promising results to scientific evidence that FFs have health benefits together with balancing risks? A transnational collaboration is necessary on FFs, including training ECI and STSM. Resources for R&D in FFs are available in EU and accessible for further R&D. The issue of health claims approval by the EU (EFSA) should also be thoroughly discussed towards a legislative framework that will facilitate the reliable but also easier introduction of functional foods in the EU market. Example of means of delivery: collaborative article(s) in international and national peer-review journals, ensuring collaboration (and not competition). Open call and summer school for ECIs published on the PIMENTO web portal (European Food Fermentation Hub platform), SummerSchoolsinEurope.eu and via network's own dissemination tools, such as Research Gate, LinkedIn, and Euraxess (e.g. mailing lists, websites). Dedicated sections on the PIMENTO Hub for scientists at key sector events will promote results.

Open access to PIMENTO Fermented Foods Database (FFDb) will support further research developments. Establishing an industrial-academic cluster will boost collaboration opportunities and knowledge transfers for the next decade.

SMEs and industry. Example of key messages: There is a growing consumer demand for both local and healthy foods products, including FFs. Market opportunities will, therefore, grow in the coming years, but only if we can pave the way for responsible and sustainable productions. We can support SMEs providing training and resources in FFs safety (e.g. health properties demonstration, regulatory aspects, technical issues). We should define together the targets and milestones of the collective action to be done to set the industrial Cluster and its priorities for the three to five years post COST Action. Examples of means of delivery: Dedicated section on the PIMENTO Hub for SMEs providing resources (capacity building material) and information (relevant project results). A new academic-industry cluster will be established to propose training session(s) to SMEs and start-up by communicating via federations/associations, other economic clusters, professional events at national and EU level and their networks. Contribute to technology transfers, innovation growing and collaborative actions to launch the next generation of FFs to the market.

Public health and regulatory bodies. Examples of key messages: There is scientific evidence that FFs have nutritional and health benefits and public health guidelines need to cover FFs. Bottlenecks to innovation need to be addressed at the policy/regulatory level. It is essential to further identify health benefits and risks of FFs and national/EU research funding is required. Examples of means of delivery: selected stakeholders from public health and regulatory bodies will be invited as network participants so as to create a climate of trust and exchange about FFs. Send to representatives the overview of innovation bottlenecks, strategies for health benefits and safety demonstrations, results of health benefits and risks assessments. Solicit their feedback one to one

or at a dedicated workshop to collectively contribute to the implementation of regulatory drafts that can pave the way and secure the development process needed for innovation.

Food and nutrition information councils and professional associations. Examples of key messages: Health professionals need to be aware of the health benefits and risks of FFs. Examples of means of delivery: Selected representatives will be involved in the network. Invitation to contribute to project workshops. A position paper (in draft format) will be sent to representatives for feedback/validation/dissemination.

Consumers, media, chefs and culinary schools. Example of key messages: What FFs are and how they differ from other foods? In addition to their attractive taste FFs have nutritional and health benefits and risks. FFs can easily be prepared at home. Examples of means of delivery:

Information campaigns about nutritional benefits of fermented food products, first in participating countries and then in other European countries via consumers associations and social media; via also the EUFIC (European Food Information Council) and via the PIMENTO Hub. Articles in consumer, culinary and health magazines and blogs by participating journalists.

in general, communication activities will target the audiences above with the main purpose of giving support to the dissemination activities by *i)* raising the level of awareness about the importance of FFs; *ii)* engaging the stakeholders during conferences, workshops and other targeted events; *iii)* promoting the interest on innovation and competitive FFs; *iv)* sharing the results and outcome of the project.

PROJECT VISUAL IDENTITY

Boutik, a company with certified expertise in the field, will design the project logo that will be used together with the COST logo. All dissemination materials will be prepared in line with the visual identity of the Action to enable effective “branding” of the project. The design of the project

website will also represent the project identity. The logos will appear on all public documents to increase the visibility of the Action. Partners are going to be provided with some working tools that will be used and adopted along with the project's implementation, such as *i)* template for PowerPoint presentations, *ii)* template for word documents and *iii)* template for posters.

COMMUNICATION STRATEGY

The present document is designed to support the project's overall and specific communication and visibility objectives. Specifically, it is aimed at detailing the structure and the goals of the two main levels of the project communication strategy:

- internal communication;
- external communication.

The strategy sets up approaches and tools to keep the stakeholders regularly informed and ensure the project's visibility. On visibility, the strategy contains the requirements to be undertaken by all implementing members of the CA20128 and suggests activities that may be incorporated to build a strong communication and visibility plan.

Communication objectives are the following:

- Ensure effective communication between groups.
- Ensure timely notices for requirements/meetings.
- Ensure optimum results for all communications and project expectations.
- Measure the results of the communication strategy execution and revise accordingly.

In order to maximise the impact of communication efforts:

- ✓ activities need to be timely planned and announced;
- ✓ information used must be accurate;
- ✓ messages should interest the target audience(s);

- ✓ activities should be appropriate in terms of resources (human and financial).

Communication activities will be also implemented in partnership relations with other relevant/similar programmes or initiatives.

INTERNAL COMMUNICATION

The project seeks to be transparent both in relation to the project participants as well as external stakeholders with interest in the subject. The dedicated webpage of the project (<https://fermentedfoods.eu/>) will be utilised throughout the project's implementation. A dedicated members area (intranet) will be available to all registered CA20128 participants. In addition to the above, the more common virtual meeting platforms will be used for communication among the project partners. One time released, the website will be updated at least every month.

EXTERNAL COMMUNICATION (GENERAL)

The external communication and dissemination activities will be implemented using different approaches in order to diversify and maximise the outreach to the target groups and all the stakeholders accordingly.

EXTERNAL COMMUNICATION (ONLINE)

Online communication includes all channels through which the target groups and stakeholders can reach the project on the internet. This will be done through the project's website, and partners' websites (links to the COST Action). In addition, the online press will be used for the release of articles. The Science Communication Coordinator will monitor the results based on the information provided by the Action and the Core Group members. Moreover, the institutional websites will mirror news about the Action's activities, such as short training scientific missions and training

schools and announce them several weeks before taking place. The newsletter and press releases will be distributed via the project website as well as via mailshots to the networks of contacts of the members/action participants. Press releases will be drafted by the Science Communication team in collaboration with Core Group members and newsletters by the Newsletter Editor with input from other members.

As said, the online communication will include a professional and user-friendly website that will be developed for the COST Action with the aim of making the project's results publicly available, offering easy access from anywhere in the world and working as a strong dissemination tool addressing all stakeholder groups. The website will be linked to the e-COST webpage of the project (<https://www.cost.eu/actions/CA20128/>). The website will provide information on the project results, project activities and events, as well as information on other relevant issues. The website will be updated regularly by Core Group members, who will get access so as to enable them to edit (parts of) the content. The focus of the website will be on the provision of relevant information to interested stakeholders, including information for the different working groups. The website will include the COST features, COST logo, EU logo and accompanying text as indicated in the Dissemination Guidelines of the programme. Members and participating organisations' websites will include a link to the PIMENTO website (<https://fermentedfoods.eu/>) on their own organisation's website.

Partners of the Action are strongly encouraged to disseminate and communicate the achievements, activities and results of PIMENTO, but they are requested the following:

- 1) All dissemination and communication activities need to be reported by e-mail to the Communication coordinators (with Chair and vice-Chair in copy) in order to be added to the list of dissemination and communication activities, which will be located on the website;

2) Make sure that COST visual identity rules are followed (info at <https://www.cost.eu/about/visual-identity/>).

You can use one of the following sentences, which are in line with COST instructions on acknowledgements:

i) In the case of a publication from your research group dealing with PIMENTO objectives, but that was not based on activities performed within the framework of COST Action CA20128: "This publication is based upon work from COST Action CA20128 (Promoting Innovation of ferMENTed fOods; <https://fermentedfoods.eu/>), supported by COST (European Cooperation in Science and Technology; www.cost.eu)."

ii) In the case of a publication that was based on activities performed within the framework of COST Action CA20128, but for which the author did not receive money from COST to cover the publication fee: "This study was performed within the framework of COST Action CA20128 (Promoting Innovation of ferMENTed fOods; <https://fermentedfoods.eu/>), supported by COST (European Cooperation in Science and Technology; www.cost.eu)."

iii) In the case of a publication that was based on activities performed within the framework of COST Action CA20128 and for which the author did not receive money from COST to cover the publication fee: "The authors would like to acknowledge the support by COST (European Cooperation in Science and Technology; www.cost.eu), in the framework of COST Action CA20128 (Promoting Innovation of ferMENTed fOods; <https://fermentedfoods.eu/>)."

iv) In the case of a publication in which one of the authors has been directly financed by one of the CA20128 open calls (e.g. STSM, CG): "(Name Surname) would like to acknowledge the direct support by COST (European Cooperation in Science and Technology; www.cost.eu), in the framework of COST Action CA20128 (Promoting Innovation of ferMENTed fOods; <https://fermentedfoods.eu/>)."

In these cases, please use manuscript keywords that will help index the papers in databases and associate them with our network.

TOOLS

FLYERS / LEAFLET

Dissemination material needs to convey a rounded impression of the project in a way designed to draw attention and create interest. Texts should be short and simple and photographs should be used where possible, to illustrate the action and its context. All material will be primarily produced in electronic form so that it can also be sent by e-mail and posted on both the internet and social media. An informative flyer/leaflet will be produced in the project's first year and distributed to the relevant target groups. It will contain information about the project, an overview of the topics of the working groups and activities, and include information about how to join the Action.

NEWSLETTERS

A newsletter will be published in order to report on the project activities and develop awareness about the topics tackled but more importantly about the Action and the network. The Newsletter will be edited by WG5 leader in collaboration with the Core Group members. The main contents of these newsletters could include, but shall not be limited to, the following items: a) welcome note, b) a brief summary of the newsletter content, c) reporting CA20128 past and planned activities, d) a list of relevant coming calls, conferences, workshops, training schools, short-term scientific missions (and other relevant events), e) progress of the Action in terms of publications and results, f) members and their experiences.

The first newsletter will be published after the CG meeting, scheduled for 5/6 May 2022. A new release will be performed at least every two months.

INFOGRAPHICS

Infographics will be designed containing interesting data for targeted stakeholders and the EU in general, even EU institutions at a central level. These may be used on the website, at conferences and at workshops as posters.

VIDEO

Videos are powerful tools that can be combined in a versatile way with different communication channels. During the period, at least two videos will be produced, with different lengths, calibrated to the set objectives.

CHANNELS

MEDIA

Media is known to be an effective way to reach not only stakeholders but also the public. The members of the Network will look for opportunities to publish articles about the project in local and European journals.

SOCIAL MEDIA

It is planned to promote the projects through LinkedIn (LinkedIn Company Page) and ResearchGate (Researchgate Project Page). For other social media, the evaluation concerning a possible use will be carried out during the project.

CONFERENCES AND EVENTS

In order to achieve the maximum exposure of the project results and to encourage the involvement of the stakeholders, the members of the Action in collaboration with the WG leaders and the Action Chair will present COST-PIMENTO in major relevant conferences and workshops. The list of forthcoming conferences and events will be shared with the Action participants as a separate document to facilitate this process.

MONITORING

In order to measure the efficacy of the tools included in this Plan, the SCC will keep track on the below-mentioned indicators that will determine the efficient implementation of the Communication Plan. Monitoring could include, but shall not be limited to, the following points: 1) appearance of the COST-PIMENTO logo in all dissemination material and dissemination activities produced under the COST Action; 2) number of visits to project's website; 3) quantity of appearances in media (e.g. articles published in press/online, interviews etc.); 4) number of events attended by network members relevant to the COST Action; 5) number of newsletters and flyers disseminated; 6) number of recipients/subscribers of the Action's newsletter; 7) number of conferences and workshops organised; 8) number of members on the Action's LinkedIn account; 9) number of presentations of the Action at conferences or events (presentation, poster, paper); 10) number of scientific publications.

ROLE OF THE PARTNERS

The SCC in close cooperation with the Coordinator of the COST Action, will be responsible for the project's dissemination and communication plan, guarantee consistency in the message delivered and ensure all the targets are successfully reached. All partners will contribute to the

implementation of the stakeholder and public engagement strategy and play a key role in networking with stakeholders.

Specifically, the consortium will be responsible for:

- Creating a bridge between the project and the networks they are involved in;
- Providing input to the content of the project's website, communication materials and media channels;
- Disseminating the activities and results of the project through their social media channels;
- Disseminating the activities and results of the project at specific events/fairs.

Partners of the Action are strongly encouraged to communicate, disseminate and valorise the activities and results of PIMENTO, but they are requested the following:

1) All dissemination and communication activities need to be reported by e-mail to the Communication coordinators (with Chair and vice-Chair in copy) in order to be added to the List of dissemination and communication activities, which will be located on the website.

2) Make sure that COST visual identity rules are followed: <https://www.cost.eu/about/visual-identity/>

DATA PROCESSING

Data coming from the project website usage, social media, dissemination and networking activities will be electronically stored. Action members will also directly provide information about specific companies, contact people, etc., from the target groups of interest for the project. No personal information beyond name, corporate e-mail address and the company address and telephone will be stored. The network and the COST Association officers will have access to this information. No use of this information unrelated to the project will be made. Any public data published on the

website can also be used by third parties. INTRANET, on the other hand, can only be used by all Network members with a password that will be personally set throughout the system.

CONTACTS

Action Chair

Dr. Christophe CHASSARD Action Chair +christophe.chassard@inrae.fr	INRAE 20 Cote de Reyne 15000 Aurillac France
--	---

Action Vice Chair

Dr. JUANA FRIAS Action Vice Chair frias@ictan.csic.es	Instituto de Ciencia y Tecnología de Alimentos y Nutrición (ICTAN-CSIC) JOSE ANTONIO NOVAIS 10 28040 Madrid Spain
--	--

Science Communication Coordinator (SCC)

Dr. Marta LARANJO Science Communication Coordinator mlaranjo@uevora.pt	Universidade de Évora MED-Mediterranean Institute for Agriculture, Environment and Development CHANGE-Institute for Global Change and Sustainability Pólo da Mitra Apartado 94 7006-554 Évora Portugal
--	---

WG5 leader

Dr. Vittorio CAPOZZI vittorio.capozzi@ispa.cnr.it	Italian National Research Council Institute of Sciences of Food Production CNR-ISPA Italy
--	--

[@fermentedfoods.it](https://www.fermentedfoods.it)

WG1@fermentedfoods.eu

WG2@fermentedfoods.eu

WG3@fermentedfoods.eu

WG4@fermentedfoods.eu

WG5@fermentedfoods.eu

grants@fermentedfoods.eu

events@fermentedfoods.eu

