



FRIETS - Sustainable optimization of the value chain of added-value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating

Deliverable D7.1.

Title: FRIETS Communication and Dissemination Plans and Web-portal, Blog and Social Media Groups



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Project

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Deliverable

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Executive Summary

The FRIETS Communication and Dissemination Plans will guide partners in the communication and dissemination of the project and its results. The main aim of this deliverable, is to plan the entire Communication and Dissemination Strategy (CDS), distinguishing the meaning and scope of the terms “communication” and “dissemination”. This deliverable will provide an overview of the dissemination and communication activities, the methods, materials and tools that will be used in order to achieve an efficient CDS. The effectiveness of these activities will be achieved by defining the target audiences to be reached with the most appropriate dissemination and communication tools.

Additionally, the communication materials that will be used (namely brochure, roll-up banner, bookmark as well as the templates for several project documents –deliverables, presentations, secondment documents) will be presented. Also, the website of FRIETS was carefully developed and launched in September 2021, including all the required information about the project and its objectives. The social media pages of FRIETS on Facebook, Twitter and LinkedIn were launched in September 2021 and the number of followers is increasing.

The presence of FRIETS on the media (TV, radio and press) through consortium representatives in participating countries but also abroad will be ensured through posts and articles in websites, magazines and newspapers. Participation in various events such as workshops, conferences and networking events is an important activity for expanding networks, creating partnerships, as well as promoting FRIETS.

Finally, all project events (one webinar, three workshops/seminars, at least one industry- and two end user-oriented, and one final dissemination event either in form of conference or as a satellite event of an international conference in form of workshop) will be a part of the active dissemination of the project and the involvement of the stakeholders in the project process.

The D7.1. is divided into three sections and two annexes:

- **Section 1 - Communication and Dissemination Strategy:** includes a general description about the main aim of the communication and dissemination plan and the ways that the plan will be more effective. Moreover, the objectives of CDS will be reported in relation to the target audience. This section describes the principles and goals, the products and deliverables that will be the subject of the dissemination activities.
- **Section 2 - Communication and Dissemination Materials and Tools:** is devoted on the tools with which the communication and dissemination plan will be achieved. These tools include: the logo and visual identity, the website, the social media accounts, the newsletters and the promotional materials.
- **Section 3 - Communication and Dissemination Activities and Work Plan:** presents all the events and activities that will lead to a wider communication and dissemination of the project. Project and non-project events, press releases in local languages and publications in scientific magazines/websites, are some of the main activities described in this chapter taking into consideration the alternative plans to efficiently cope with emergency situations such as COVID-19 pandemic. Furthermore, the monitoring methodology and IPR management will be also described.
- **Annexes:** the two annexes are related to the communication and dissemination reporting templates.

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Table of Abbreviations

Abbreviation	Explanation
B2B	Business to Business
B2C	Business to Consumer
ER	Experienced Researcher
ESR	Early Stage Researcher
EU	European Union
CDS	Communication and Dissemination Strategy
GA	Grant Agreement
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
NGO	Non-Governmental Organization
URL	Uniform Resource Locator
WP	Work Package
WPL	Work Package Leader

Section 1. Communication and Dissemination Strategy

1.1. Communication and Dissemination Strategy

Within FRIETS consortium both communication and dissemination activities will be undertaken at consortium and at partners' level. While both start at the outset of the project and continue throughout its entire duration until the very end, "communication" aims to promote the project and its results, whereas the objective of "dissemination" is to transfer the project's knowledge and results by all appropriate means. According to European IPR Helpdesk the definitions of these activities are:

- i. Communication: "Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange"
- ii. Dissemination: "The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium"

The FRIETS Dissemination and Communication plan, aims to outline the overall scope and specific objectives that have to be achieved in order to support the extroversion and communication of the project and its results. In the CDS the specific guidelines will be determined in order to monitor the efficiency of communication and dissemination activities

The Communication and Dissemination Strategy (CDS) of the FRIETS project, has been designed by DIGNITY, WPL of WP 7, in close collaboration with the rest of the consortium, taking into account regional/national specificities, as well as every partner's communication channels and tools. The CDS will support the individual partners in maximizing the impact of their dissemination and communication actions. For the efficient promotion of the project and its results, activities and outputs, all the partners are expected to have an active role in the dissemination and communication activities.

DIGNITY as WPL will be responsible for the detailed planning including foreseen actions, consortium resources and responsibilities, the time-plan and all the materials needed in order to achieve the widest possible dissemination of results. The dissemination plan will be a living document, monitored and evaluated by DIGNITY on a 12-month basis. This will be implemented on the basis of the information provided by the partners in the individual dissemination reports.

Dissemination and communication of the project will take place through the project website (<https://www.FRIETS.eu>), periodic newsletters, visual identity material (logo, brochure, roll-up banner, bookmark, etc.), social media accounts (Facebook, Twitter, LinkedIn), organization of project events and participation in non-project events, publications and press releases.

FRIETS project will exploit complementary competences of the participating organizations, as well as other synergies, and enable networking activities, organization of workshops and conferences to facilitate sharing of knowledge, new skills acquisition and career development for research and innovation staff members. Following this, FRIETS project will be disseminated in EU/International level through participation in international and European conferences, where the FRIETS partners will present the project through posters, oral presentations, discussions, etc. stimulating exchange of information with interested stakeholders, spreading the project's results, contributing on the adaptation of FRIETS innovations.

Dissemination of results is a main target of FRIETS partners, since one of the primary aims of the project is to provide innovative techniques towards the development of healthier and more sustainable dried fruit snacks that will be the basis for future industrial products. All partners will strongly contribute to this

direction and will establish a common strategy to ensure **that no Intellectual Property Rights (IPR) issues arise due to dissemination activities**. Dissemination, exploitation and communication activities will take into account the heterogeneity and multi-sector interests of different stakeholders in the food industry on socioeconomic and environmental sustainability, as well as the general public, while integrating gender and ethical issues.

Effective dissemination and communication is about using more than one medium and combining different tactical tools in order to reach all stakeholders and objectives, all planned in a strategic manner.

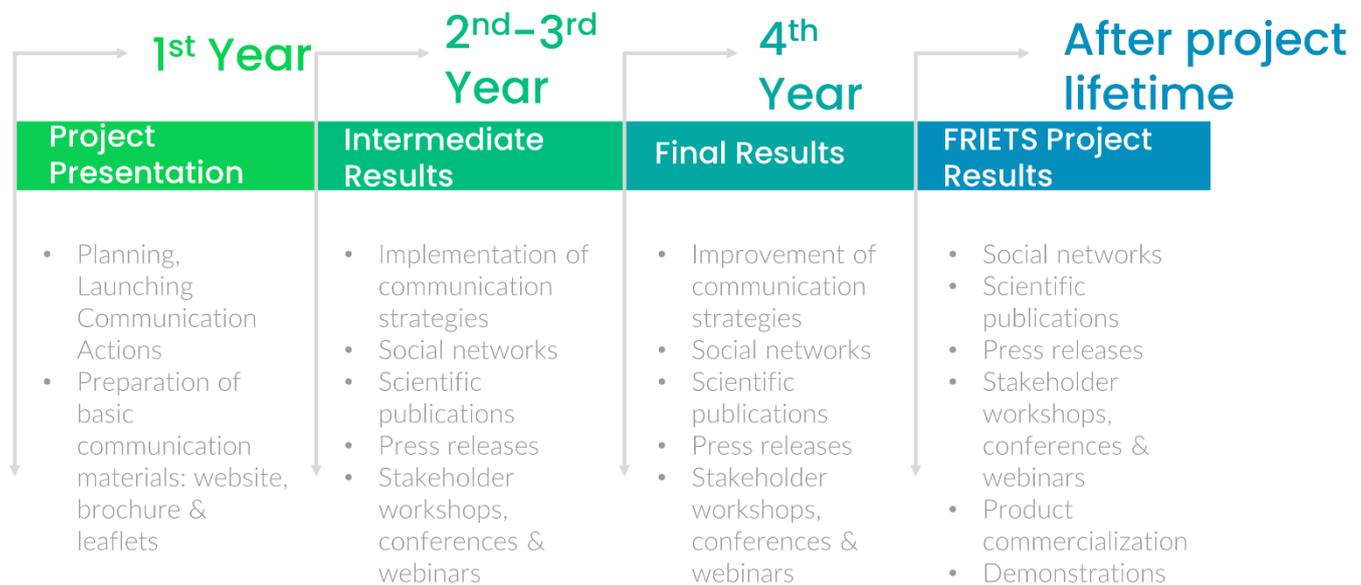


Figure 1. General FRIETS Communication and Dissemination Schedule

The overall strategy will rely on the following key principles:

- 1. Customization of dissemination material:** starting from pan-European dissemination materials produced in English, a translation into the native languages of the project partners will be made for project leaflet and/or brochure to increase effectiveness of the dissemination strategy.
- 2. FRIETS project will exploit the extroversion of its partners** and their strong presence in the international research community through their systematic participation in knowledge dissemination actions
- 3. Communication will be addressed to multiple audiences (industry, researchers, policy makers, consumers)** and the broad public emphasizing on new products quality, health and environmental benefits.
- 4. Multiplier and network effects will be leveraged to maximise the impact of dissemination activities:** In this respect, the complementary competences of the FRIETS project partners will allow the impact of the CDS and Communication and Dissemination Activities to be multiplied beyond the initial actors to a wide range of stakeholders (farmers, food industry, retailers, consumers, researchers and academia) targeted by the dissemination activities.
- 5. The entire chain of economic, environmental and health benefits of the FRIETS practices and products** will be taken into account i.e. starting from the field, to food industry, food safety experts, advisors, academics, along to consumers.

Awareness and acceptance will be ensured by both standard and innovative timely measures spread throughout project timeline and beyond. Effective dissemination is about using more than one medium and combining different tactical tools to reach all stakeholders and objectives.

The overall strategy is based on 5 steps:



Figure 2. Dissemination Strategy

FRIETS project will have different kinds of results (models, new processes, new products etc.), and so the target groups for each of the results will also be variable. To increase effectiveness of the message it is important to identify the relevant differences between the potential user groups so that the tailored information is effective, using specific dissemination channels to different target groups.

A preliminary distinction can be made between:

1. target users – the ones that will make direct use of project outputs;
2. project stakeholders – the ones (local government, university rectorate and administrative staff, local companies) who, although not directly involved in any project activity, share an interest in the success of the initiative.

1.2. FRIETS Objectives

FRIETS is a joint research and innovation initiative that aims in developing a strong partnership involving 13 partners from 5 European countries (Greece, Malta, Cyprus, United Kingdom, Romania) with different, yet complementary technical backgrounds, from academic and non-academic sectors. The aim of FRIETS is to form an international and inter-sectoral network of organisations, working on a joint research programme, in agriculture, food processing and sustainability fields. The project execution and the knowledge sharing will be based on staff secondments, strengthening collaborative research among different countries and sectors. The exchanges will cover early-stage (ESR) and experienced (ER) researchers directly involved in the research and innovation activities of the project. FRIETS will exploit complementary and synergistic competences of the participating organizations, enable networking activities, organize workshops and conferences to facilitate knowledge sharing, and help in new skills acquisition and career development for staff members that will be seconded. Secondees will be exposed to new research environments and have their career perspectives widened. The technological advances realized through this project, will have potential market opportunities for non-academic participants and a significant benefit for the European society as a whole. Consortium members will also have a vital role in the design of solutions, implementation, testing, dissemination and exploitation.

FRIETS aims to establish and adopt an innovative and integrated precision agriculture management approach for berries' cultivation and it is expected to contribute considerably in the development of industries involved in berries' value chain products in combination to academic knowledge enhancement. The combination of drying with edible coating for the production of processed berries, and the addition of encapsulated extracts with high bioactivity, lie beyond the state-of-the-art. The project will also reduce consumers' exposure to high levels of salt and sugar by decreasing them in berry products, constituting them ideal for personalized nutrition, suitable for people suffering from obesity, diabetes or metabolic syndrome, athletes, pregnant women, etc. FRIETS will produce high-quality processed foods according to the specific objectives (Table 1).

Table 1 Specific objectives of the FRIETS project

<p>1. Identify pre-harvest indicators for management practices of berries and develop technologies that will be exploited for yield monitoring and forecasting, taking into account weather, soil and irrigation parameters</p> <p>Demonstrate optimum pre-harvest management practices and determine the main factors affecting the yield in terms of quality and quantity, by exploiting non-destructive digital measurements. Deployment of precision agriculture methods together with analysis of vegetation indices, yield, meteorological and soil data, will maximize the efficiency of agriculture inputs (irrigation, fertilization, spraying) and facilitate the development of a yield prediction model.</p>
<p>2. Development of dehydration processes with no added sugar and salt as preservatives</p> <p>At least 3 processes for berries dehydration will be optimized; (1) osmotic dehydration (OD), (2) freeze drying (FD), (3) MW vacuum drying (MWVD). OD will be modified, using alternative osmotic agents, to reduce salt and sugar levels up to 70%, and is estimated to shorten processing time, keeping cost stable. At FD, fruits will retain stability and activity of their nutrients, while the volume and shape will remain almost unaffected. At MWVD, food products with advanced nutritional and structural properties are produced, with high time and energy efficiency. Combination of the techniques will be examined to develop products with enhanced qualitative and health-promoting properties.</p>
<p>3. Development of novel smart (prototype) edible coatings by micro/macroalgae</p> <p>Micro- and macro-algae will be used as agents for the development of edible coating that will contribute to the extension of osmotically pre-treated berries shelf-life. At least two streams (1 micro- and 1 macro-algae) will be tested.</p>
<p>4. Recovery and characterization of bioactive compounds from plants and herbs, using sustainable processes</p> <p>Bioactive agents (polyphenols, fatty acids, etc.), that will act as natural preservatives, in drying and in edible coating process, will be extracted from selected plants and herbs (at least 2 streams). Environmentally friendly extraction processes (ultrasound and/or microwave) will be optimized for succeeding at least 50% recovery of bioactives.</p>
<p>5. Encapsulation of bioactive compounds to increase their bioactivity and controlled release</p> <p>Cutting edge technologies, such as electro-spraying, and conventional techniques (spray drying) will be applied for encapsulation of bioactive agents to increase their bioavailability, maintain their activity, and improve their absorption. The processes will be optimized for succeeding at least 70% encapsulation efficiency.</p>
<p>6. Model based process optimization based on safety and shelf-life assessments</p> <p>A comparative risk assessment system for evaluating and ranking fungal and mycotoxin hazards for berries will be constructed. A model-based process optimization will be performed aiming at production of safe and stable product.</p>
<p>7. Environmentally sustainable and economically feasible solutions</p> <p>Life Cycle Analysis and Life Cycle Cost analysis will be applied to assess the environmental and economic performance of proposed processes and developed products. Using these results, FRIETS will propose solutions which contribute to reduction of the overall environmental impact in combination with development of high-value products.</p>

1.3. Communication and Dissemination Objectives

Based on previous mention of Communication and Dissemination definition differences, there is significant difference also to their objectives. Communication objectives include the connection to media (TV, radio, social networks), conferences etc. while the Dissemination objectives are the website of the project, the organization of events, reports and scientific publications.

The specific objectives of the Communication and Dissemination are summarised below:

- Bring the industries' needs to forefront research so they can surpass the challenges of developing newly-generated knowledge into tangible results, novel products and industrial processes. It will be the start of a relationship among the partners that will be self-sustained after the project completion.
- Knowledge transfer between academia and industry is bidirectional: innovative research results and algorithms will be passed to industry, while industrial validation will serve as feedback to academia to inspire new ideas and ways of tackling the problems in a more effective and practical way. Thus, the partners will seek to collaborate closely in the period after the project to achieve scientific and commercial benefits.
- The developed new technologies and services will ensure new and lasting collaborations among FRIETS partners and will lead to the self-sustainability of the partnership after the project end, increasing inter-sector mobility for both ESR and ER. The outcomes of FRIETS applied within the food industries, can also be used in a wide range of applications in Europe and worldwide, that can keep the partnership active after the end of the project.
- Raise awareness among the food industry and policy makers on the importance of employees (current and next generation) training for a more inclusive and efficient uptake of personalized nutrition, healthier and more sustainable berries snacks.
- Encourage involvement of stakeholders, generating their understanding and obtaining their support for reaching potential customers and end-users.

The FRIETS CDS is focused, clear and continuous, avoiding one-time and piecemeal actions and functioning as a practical toolkit, providing the appropriate means to ensure efficient visibility of the project activities and dissemination of its outputs throughout its life-cycle, at the same time as promoting stakeholder involvement. The strategy will be treated as a living document, and it will be reviewed and adapted during the project on a regular basis, in accordance to the results of the different activities, the dissemination needs of the individual partners and the opportunities that may emerge. The strategy will support project partners in maximising the impact of their individual activities, while ensuring the sustainability of project results as a whole and the continuation of the collaboration among project partners and between partners and stakeholders.

Dissemination portfolio

All dissemination messages as well as the overall design will be tailored to take into consideration the target audience and context of the institution or country in question and will be integrated into different tools.

- FRIETS Website
- Development of "FRIETS at a glance" Brochure
- Newsletter
- Workshops
- Scientific publications
- International seminars
- Final Conference

For the Communication and Dissemination objectives, the following indicators have been agreed as well as an effective contingency plan in case that the communication and dissemination outcome does not reach the target values:

Table 2. Measures of the impact of communication activities

Dissemination Action	Indicator	Objective	Target Audience/ Expected Impact	Contingency plan
Social media presence (LinkedIn, Twitter)	Number of posts in social media during project lifetime	>50	Academic, Research Industrial and Technological communities/ <i>Generate awareness of the project, its expected results and benefits</i>	Increase partners' dedication to publications in social media
Newspapers, social networks	Number of articles/press releases in newspapers, articles/publications in social networks	>30 (within and after the project end)	Scientific and research Community, Industry, Government and Policy makers/ <i>Exploitation and continuation of project's results</i>	Increase partners' dedication to publications in social networks, newspapers
Consumer conferences and webinar	Number of consumer conferences and webinars	3 (within and after the project end)	Scientific Community, R&D&DI stakeholders, Food Industry, General Public and Authorities/ <i>Communicate FRIETS results, Raise awareness in the public</i>	Responsibilities and budget have been assigned, Supervise training team

Table 3. Measures of the impact of dissemination activities

Dissemination Action	Indicator	Objective	Target Audience/ Expected Impact	Contingency plan
Project Website	Number of monthly visits to the portal	50	Stakeholders in the areas of food processing, food quality/safety, EU and International SMEs, co-operations and Associations & general public/ <i>Generate awareness, inform on project's progress</i>	Promoting the web site in Social Networks
Publications	Number of scientific papers published during project lifetime	>5	Scientific, industry and R&D&I stakeholders/ <i>Increase interest and disseminate the results of FRIETS in both academia and industry</i>	Increase partners' dedication to redaction of reports
Project Leaflets, Brochures	Number of distributed printed/digital materials	1.000	Stakeholders in the areas of food processing, food quality/safety, EU and International SMEs, co-operations and Associations & general public/ <i>Generate awareness, inform on project's progress</i>	Responsibilities and budget have been assigned. Supervise training team
Conferences/ Webinars	Number of technical conferences and webinars	2 (within and after the project end)	Scientific, industry and R&D&I stakeholders/ <i>Increase interest and disseminate the results of FRIETS in both academia and industry, Expand networking and clients of industrial partners</i>	Responsibilities and budget have been assigned. Supervise training team
Workshops, Seminars	Number of demonstration workshops	3 (within and after the project end)	Students, ESRs and ERs, Industry stakeholders, R&D&I key players/ <i>Contribute to knowledge-base, motivate researchers, promote results of FRIETS, increase networking and exchange of ideas</i>	Responsibilities and budget have been assigned. Supervise training team
Popular Science Events	Number of articles in general media during project lifetime	15	Society at large/ <i>Communicate project activities and results to general audience, Promote next-generation added-value products of the food sector</i>	

1.4. Target Audience

There are two types of stakeholders in nearly all projects:

Internal stakeholders. An internal stakeholder is a person or group that is linked directly to the project. Internal stakeholders include employees and researchers which are members of the project team that will see it to completion.

External stakeholders. An external stakeholder is an entity that is not directly associated with the partners involved in the project but is still impacted in some way by its outcome.

For an effective realization of each activity, it is crucial to clearly understand who the targeted subjects for the communication are. Therefore, key audiences were already identified in the proposal stage in order to plan the dissemination activities. In general, target groups are entities and/or individuals that can potentially benefit from the project results.

- Farmers, Farmers' Associations
- Food Industries, Unions, food industry's employees' associations and federations;
- Agri-food sector Researchers, Technology Providers, Consultants, Technical Chambers
- Consumers as individuals, Consumers' Associations
- Broader Society stakeholders, Local communities
- Others: experts on regulatory issues related to food safety; policy makers at European and national level in the areas of agri-food sector technologies and practices

The specific characteristics and interests of the target stakeholders will be kept in mind when developing the different dissemination and communication strategies. Also, at every step of the strategy, the dissemination manager supported by the partners needs to consider the goals that the certain activity needs to achieve: awareness, networking, influence change, prestige, patent etc. Focus will be laid on disseminating findings whilst they are fresh and thus help to stimulate interest in the work of the project. Language barriers will also be in focus.

The key messages that will be addressed to each target group are presented in the following table.

Table 4 Target Audience of FRIETS and their Key Messages

Target Groups	Key Messages
Farmers	<ul style="list-style-type: none"> ✓ Use of precision agriculture technologies to optimise production of berries for high nutritional value fruits ✓ Minimization of resources
Food Industries	<ul style="list-style-type: none"> ✓ Knowledge gain from collaborative project implementation ✓ Sustainable production- How to take advantage of new technologies for decreasing your environmental footprint ✓ High added value products- incorporation of functional ingredients into processed foods ✓ Healthy snacks with low sugar content ✓ Development of products with extended shelf life ✓ Efficient ways to adopt circular economy strategies
Food industry's employees	<ul style="list-style-type: none"> ✓ Training of employees and improvement of their technical skills ✓ Job creation
Agri-food sector Researchers, Technology Providers	<ul style="list-style-type: none"> ✓ The close collaboration and contact with industry and familiarization with real operation problems will lead to practice-oriented research ✓ Targeted research with industrial interest and ad hoc application ✓ Novel food product development
Consumers	<ul style="list-style-type: none"> ✓ Personalized nutrition based on functional food products lead to health benefits and well being

	<ul style="list-style-type: none"> ✓ Safe food product with extended shelf life- Minimization of food waste ✓ Sustainable food products with low carbon emissions ✓ Low sugar snacks addressed to all group ages from children to elderly people. ✓ High quality products
Society	<ul style="list-style-type: none"> ✓ Sustainable food products with low carbon emissions ✓ Safe food product with extended shelf life- Minimization of food waste ✓ Health improvement through low sugar content healthy fruit based snacks ✓ Job creation
Policy makers	<ul style="list-style-type: none"> ✓ Promotion of personalized nutrition ✓ Promotion of sustainable agriculture and food processing ✓ Effective reduction of resources use ✓ Regulatory frameworks for new products/technologies?

Section 2 - Communication and Dissemination Materials and Tools

The way in which FRIETS will be perceived from the targeted audience will be a consequence of the outcomes and the communication of these outcomes. Therefore, a consistent and positive image has to be created, by using corporate brand identity. The image created here will build trust and responsiveness from the project partners, and other key stakeholders. Building a corporate identity aims to facilitate the use of certain graphic and visual parameters by all the participants by following guidelines and templates.

2.1. Visual Identity - Logo

A logo compatible with the project theme has been created. Along with it, identity colours have been identified and will be used for all materials that will be available for the public. The logo and corporate colours have also been the basis for all templates to be used by the consortium internally: deliverables, power point presentations etc.



Figure 3. The FRIETS project Logo in color

Before the final decision for the project logo, DIGNITY presented during the kick-off meeting to the consortium a handful of logos, and asked them to evaluate each one through an online questionnaire. The comments and preferences derived from this questionnaire gave to DIGNITY the guidelines regarding the desired from the majority of the partners colour palette, font, shape, use of a motto phrase etc. in order to design a logo with wide acceptance. The online questionnaire and the responses obtained are presented in ANNEX I. Logo Online Questionnaire.

The logo chosen for the project (see Figure 3) is clear, captures the attention of the target groups and communicates the main concepts of FRIETS:

- ✓ The colour was chosen with respect to the colour of berries and also the colours of Marie Skłodowska-Curie Actions (<https://ec.europa.eu/research/mariecurieactions/>).
- ✓ An image of berries was selected representing the majority of berries types in order to cover a wide range of berries species.
- ✓ Below the name of the project a motto phrase is presented indicating the overall aim of the project.
- ✓ The typeface that is used, is modern, clean and provides great readability



Figure 4 The FRIETS project Logo in black without background



Figure 5 The FRIETS project Logo in white without background

These elements create a consistent image in order to ensure that the target groups easily recall the project and its orientation. All partners are expected to apply the logo in the communication and dissemination activities and respective publications to facilitate recognition of the FRIETS project and thus increase its impact.

In particular, all communication and dissemination material will showcase the FRIETS logo, the EU and Marie Skłodowska-Curie Actions emblem, and a clear statement that the project has received funding from the Horizon 2020 research and innovation programme, through the following text: This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783.

2.2 Project document templates

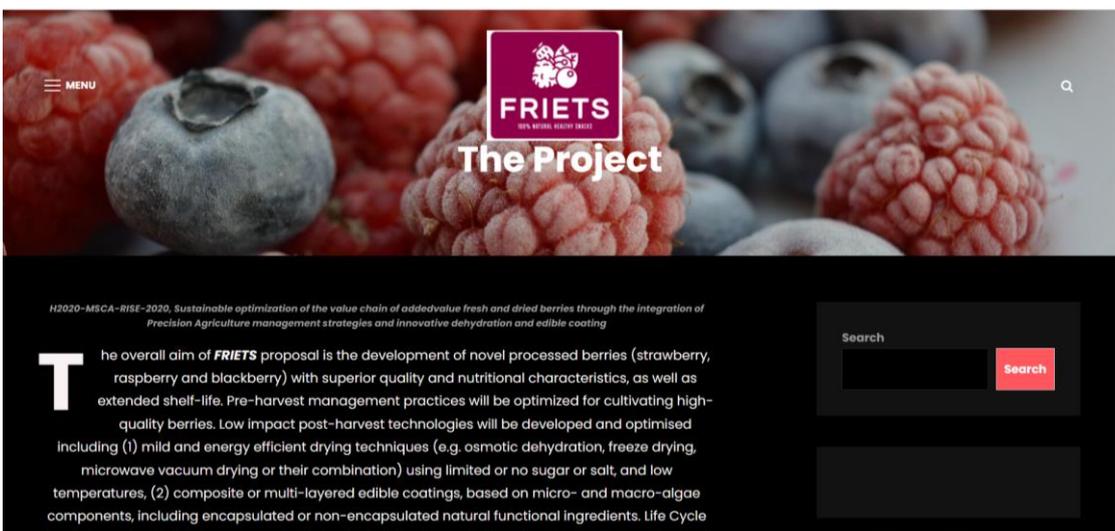
FRIETS partners will develop deliverables, reports and presentations which, in most cases, will be submitted and made available to different audiences. A part for the scientific publications will use the template provided by the publisher and all the other documents produced will use FRIETS's templates. The dissemination team developed both a word template and a PowerPoint template. The first will be used for reports and deliverables and the second will serve for presentations, both at events and for internal consortium meetings. Both templates were presented to the partners in September 2021 and are since then being used. The templates were designed in line with all the communication and dissemination materials of FRIETS, in order to support the uniformization of reports (Word template) and public presentations (Power Point template).

The templates for text documents such as deliverables and letters (Microsoft Word) and presentations (Microsoft PowerPoint) are available. Samples of the templates are presented in Annex II.

2.3 Website

The main communication tool of FRIETS project will be the website (<http://friets.eu/>). The website was developed at the beginning of the project and contains general static information about the project (aims & objectives, partners description, work packages, etc.), as well as dynamic information that will be updated as they happen (news, events, secondment insights, etc.). In the portal will be available information about the project, such as deliverables, promotional material (brochure, leaflet, poster, etc.), publications and videos will be available for downloading. Additionally, easy access to the project's social media profiles are provided.

The website will be managed by DIGNITY, and will be updated regularly with the collaboration of all the partners.



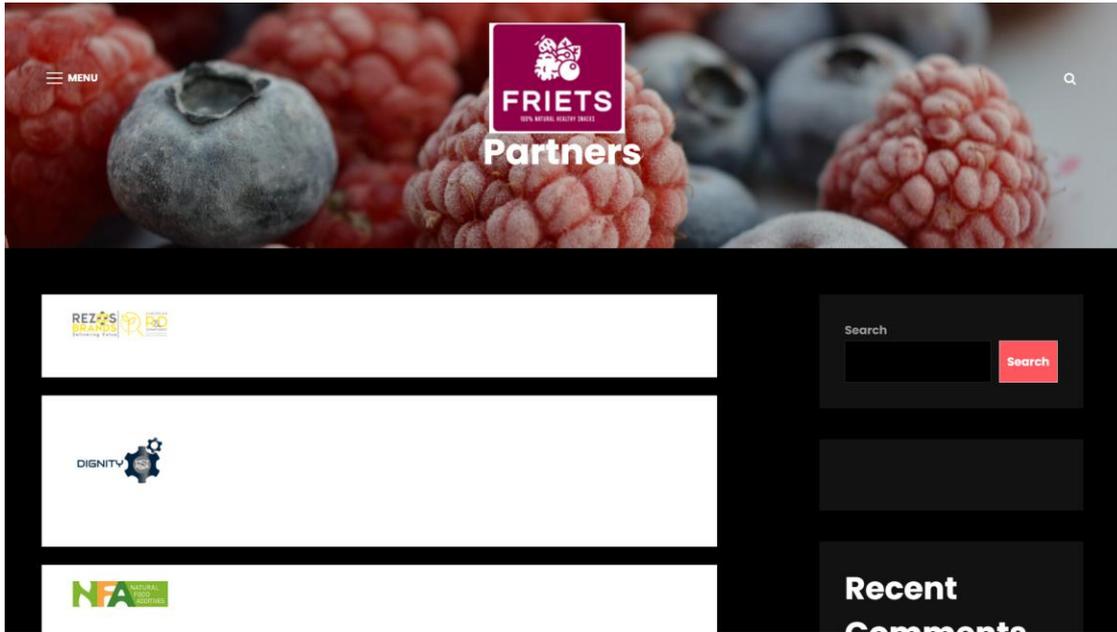


Figure 6 Website Screenshots

Google Analytics will allow the ongoing monitoring of the number of visitors and the traffic on the website sections, and such intelligent information will be used for improving its impact.

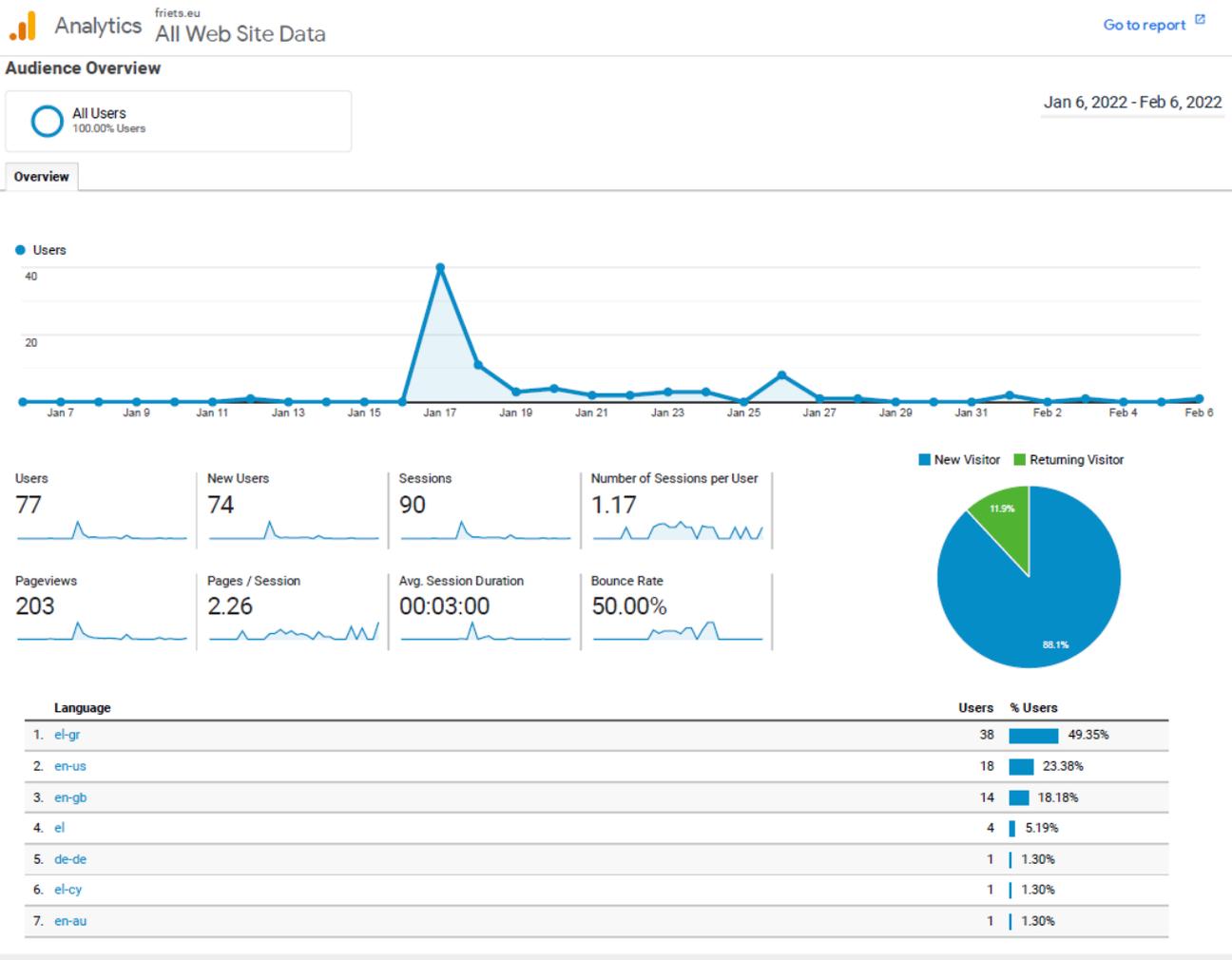


Figure 7 Google Analytics Report for FRIETS Website for the period January-February 2022

2.4 Social Media

FRIETS project since its beginning on September 2021, has a presence on the most popular social networks, i.e. Facebook, Twitter and LinkedIn. The strong presence of FRIETS on social media will contribute on its communication strategy, outreaching a broadest audience.

Facebook, Twitter and LinkedIn are particularly suitable for the B2C sector, for community management and to address the target group through visual and interactive content. These social networks are also suitable for B2B companies, primarily to stimulate discussion and interaction and encourage customer loyalty.

DIGNITY is the administrator of the social media accounts and is responsible to upload posts related with the project, answer messages, and confirm posts and comments. An email address has been created dedicated to the project (frietsproject@friets.eu) linked to administrator email in order to ensure direct communication with the audience. Also, DIGNITY will be in close collaboration with the FRIETS partners in order to publish the latest news from every partner and inform the followers for upcoming events.

Additionally, DIGNITY is responsible for the monthly monitoring of the social media presence, by using different indicators for each social media network. These indicators will be presented and analyzed on Deliverable D7.2 on M48 and on the intermediate reports of Communication and Dissemination Actions created in an annual base.

The first posts on the project's social media pages were posted in early September 2021. In the upcoming period the social media accounts will have even more posts related to the project such as results, project and non-project events and other.

2.4.1 FRIETS on Facebook

FRIETS Facebook page (<https://www.facebook.com/Frietsproject>) is created in a public mode under the short name “@Frietsproject”. The official language of the posts uploaded is strictly English in order to reach boarder audiences. The Facebook page includes a small description of the project in order to inform the general public about projects' objectives. The link to the project's website is also included as well as direction to the other social media and FRIETS project email address. By February 2022, the Facebook page had already 182 followers and 176 people like reactions and it is expected that these numbers will increase through the implementation of dissemination activities.

A monthly monitoring on the number of followers and likes of the profile will be conducted.

D7.1 - FRIETS Communication and Dissemination Plans

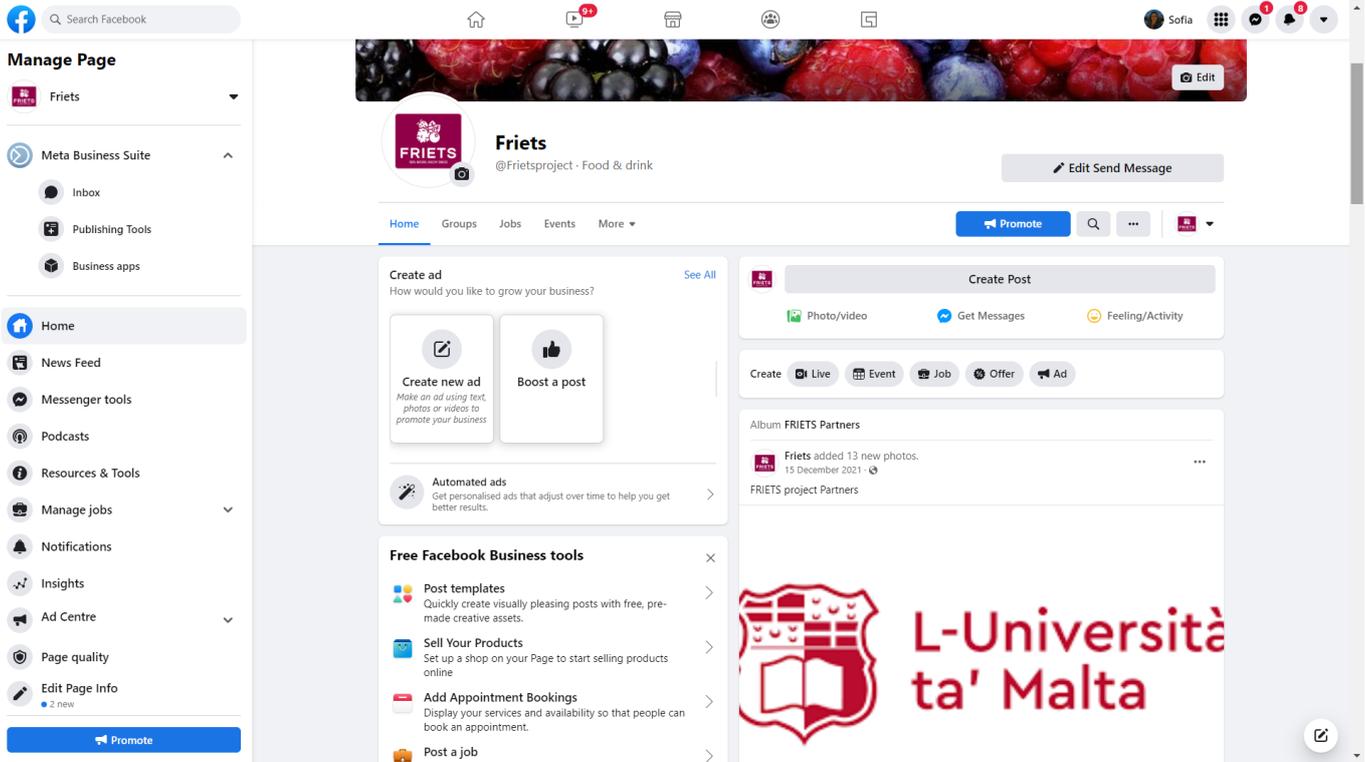


Figure 8 FRIETS Facebook page screenshot

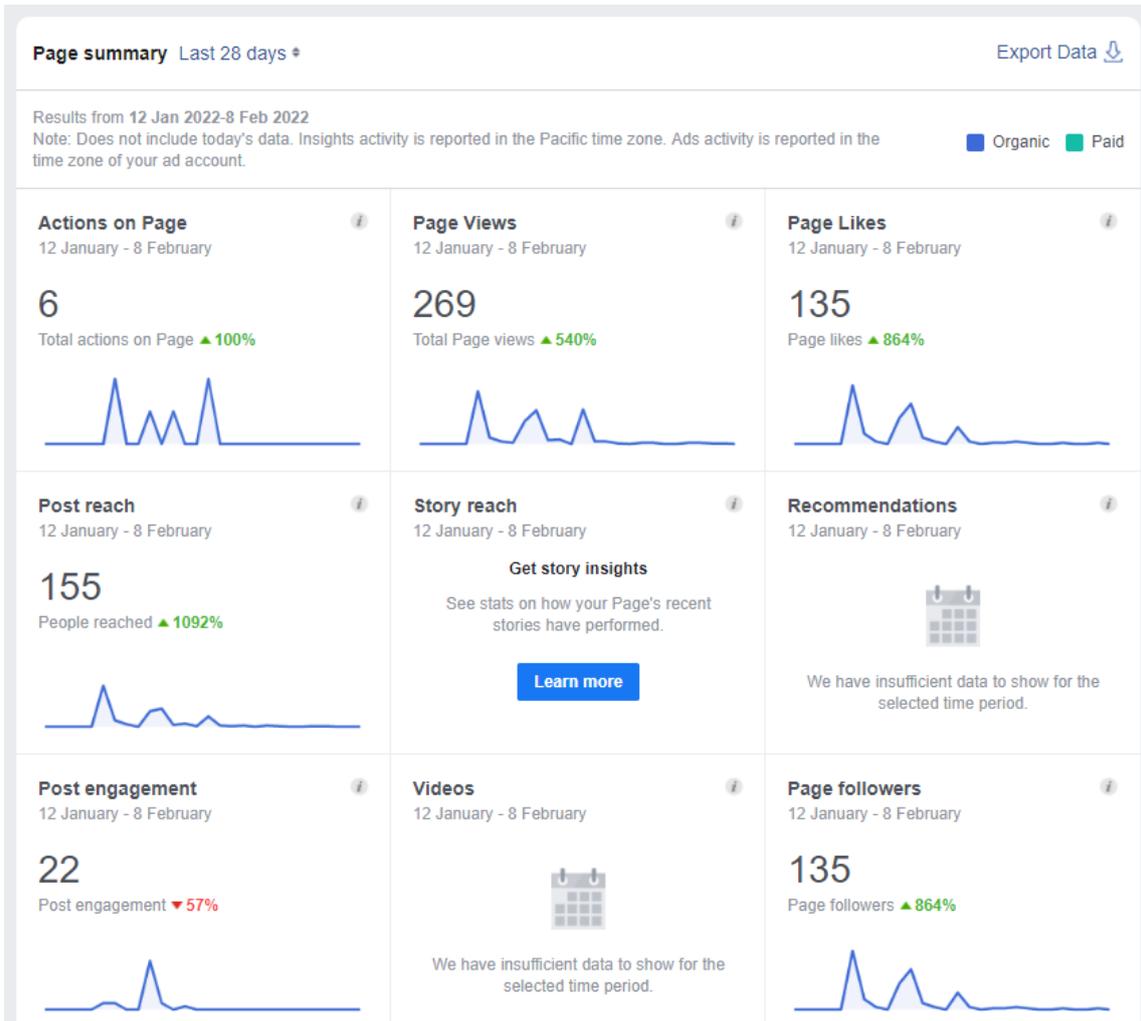


Figure 9 First monthly monitoring of FRIETS Facebook page status (January 2022)

2.4.2 FRIETS on Twitter

The Twitter account of FRIETS (<https://twitter.com/FRIETS10>) will be used as one of the primary tool in spreading the project's news and announcements. FRIETS is present on Twitter under the name of “FRIETS” and the short name “@FRIETS10”. In the Twitter account, tweets will be uploaded in a regular base, referring to results and news of the project. The account's administrator will be DIGNITY.

The account will follow all the project partners’ accounts, as well as organizations, projects and scientific personnel dealing healthy snacks, fruit processing, personalised nutrition and sustainable food processing.

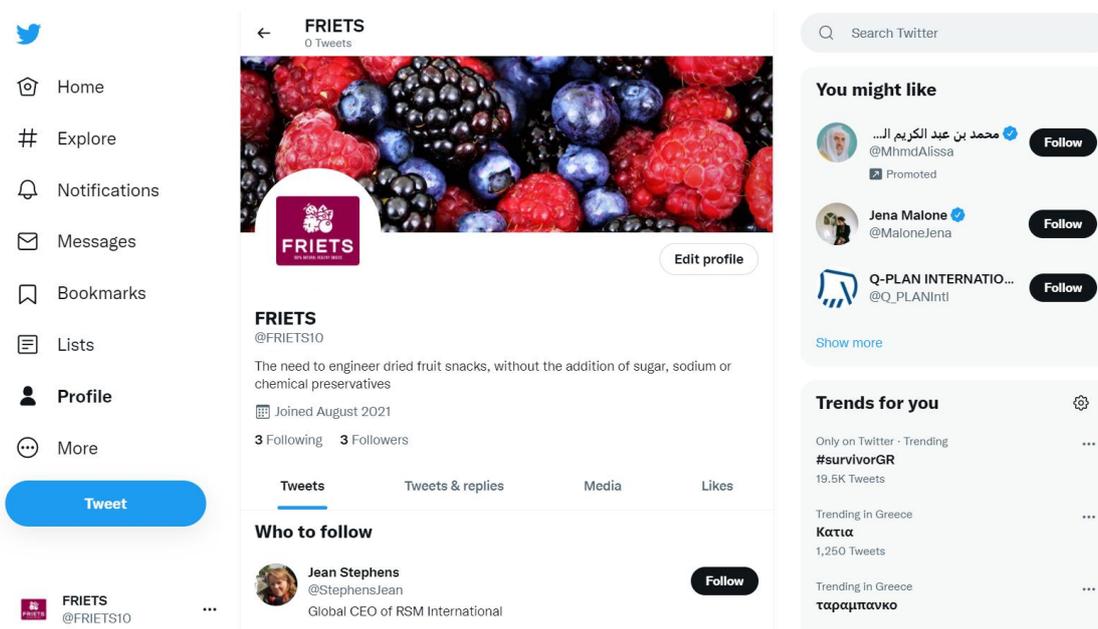


Figure 10 FRIETS Twitter page screenshot

2.4.3 FRIETS on LinkedIn

FRIETS LinkedIn page (<https://gr.linkedin.com/in/friets-rise-03368721a>) is created in a public mode under the short name FRIETS RISE. The official language of the posts uploaded is strictly English in order to reach boarder audiences. The LinkedIn page includes a small description of the project in order to inform the general public about projects’ objectives. The link to the project’s website is also included as well as direction to the other social media and FRIETS project email address. By February 2022, the LinkedIn page had already 100 connections and 62 followers and it is expected that these numbers will increase through the implementation of dissemination activities.

A monthly monitoring on the number of followers, connections and visits of the LinkedIn page will be conducted.

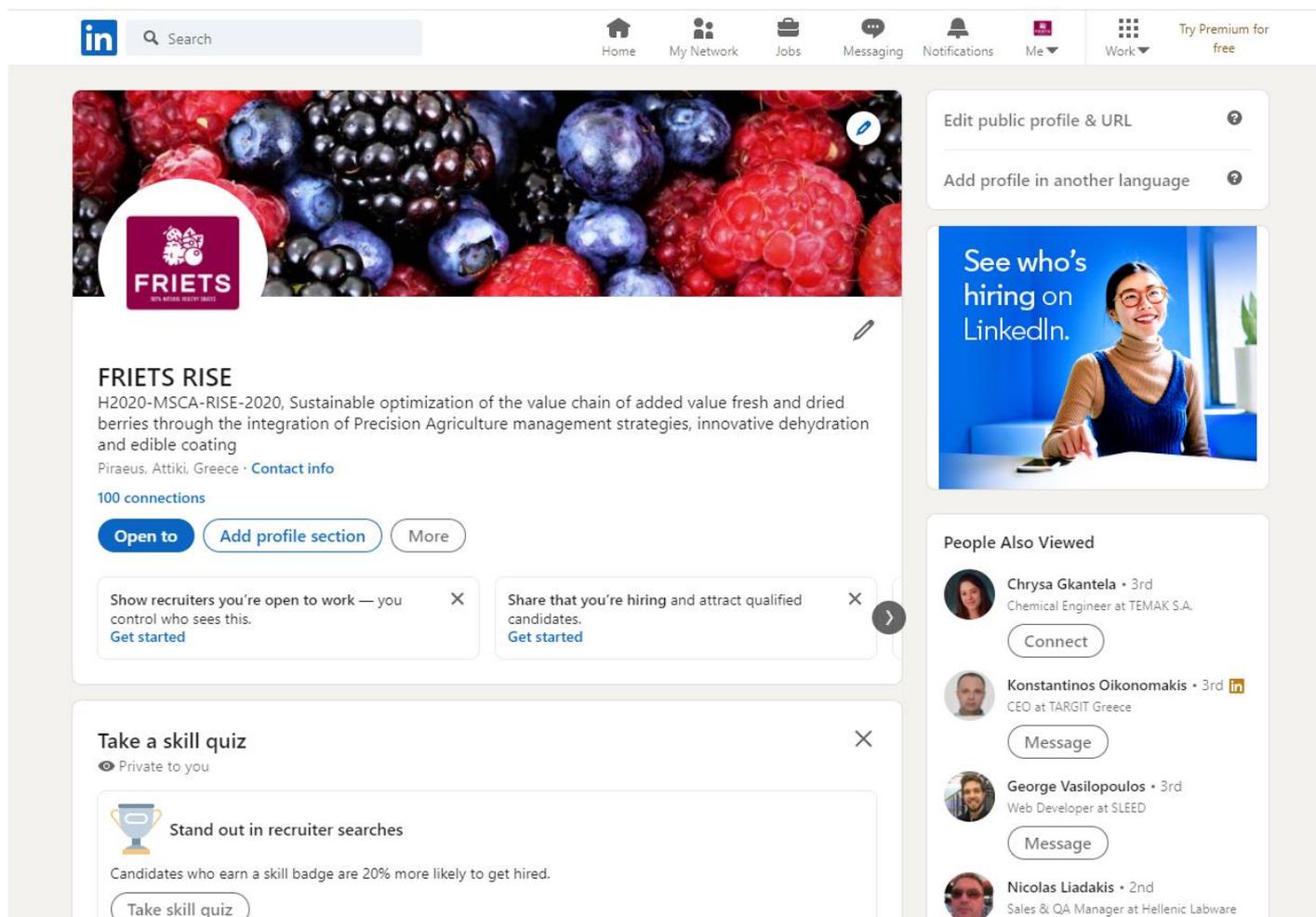


Figure 11 FRIETS LinkedIn page screenshot

2.5 e-Newsletter

An e-newsletter regarding the progress of the project, the achievements, outcomes, events, seconded interviews, hosting institutions presentations will be released in annual base. The e-Newsletter will be uploaded in the website of the project and will be communicated through FRIETS social media. The release schedule is described in the table below. Additionally, the FRIETS partners will be encouraged to forward the e-newsletter to their network and their own communication channels.

Table 5 E-newsletter release schedule

Newsletter No.	Date of Issue
1 st	August 2022
2 nd	August 2023
3 rd	August 2024
4 th	August 2025



H2020-MSCA-RISE-2020,
Sustainable optimization of the value chain
of added value fresh and dried berries through the integration
of Precision Agriculture management
strategies and innovative dehydration and edible coating

|



This project has received funding from the European Union's Horizon 2020
research and innovation programme under the Marie Skłodowska-Curie grant
agreement No 101007783

Figure 12 FRIETS Newsletter Template

2.6 Promotional Materials

The following promotional materials will be designed, printed and distributed, both in paper and digital versions.

2.6.1 Brochure

An A4 page tri-fold brochure was designed in English including the essential information about the project that should be disseminated to the target and broader audiences. The brochure acts as compact information material describing the project focus and aim and inviting its readers to follow the project in the social media accounts and the website. A first version of the brochure is presented at Figure 13.



Coordinator

REZOS BRANDS | **EUROPEAN R&D DEPARTMENT**
Delivering Value | European R&D DEPARTMENT

Partners

Cyprus University of Technology | **GNCR** | **Mountain Berries** | **PITSILIA** | **L-Università ta' Malta** | **DIGNITY** | **Ngarr Farming** | **NFA** | **University of HUDDERSFIELD** | **USAM**

For more information please contact

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Project co-ordinator Eugenia Karamouzi

f www.facebook.com/Frietsproject
in www.linkedin.com/in/friets-rise-03368721a/
t [@FRIETS10](https://twitter.com/FRIETS10) <https://friets.eu/>

FRIETS
100% NATURAL HEALTHY SNACKS

H2020-MSCA-RISE-2020,
Sustainable optimization
of the value chain
of added value fresh and dried berries
through the integration
of Precision Agriculture management
strategies and innovative dehydration
and edible coating

Healthy snacks promoting
well-being
and environmental
sustainability

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

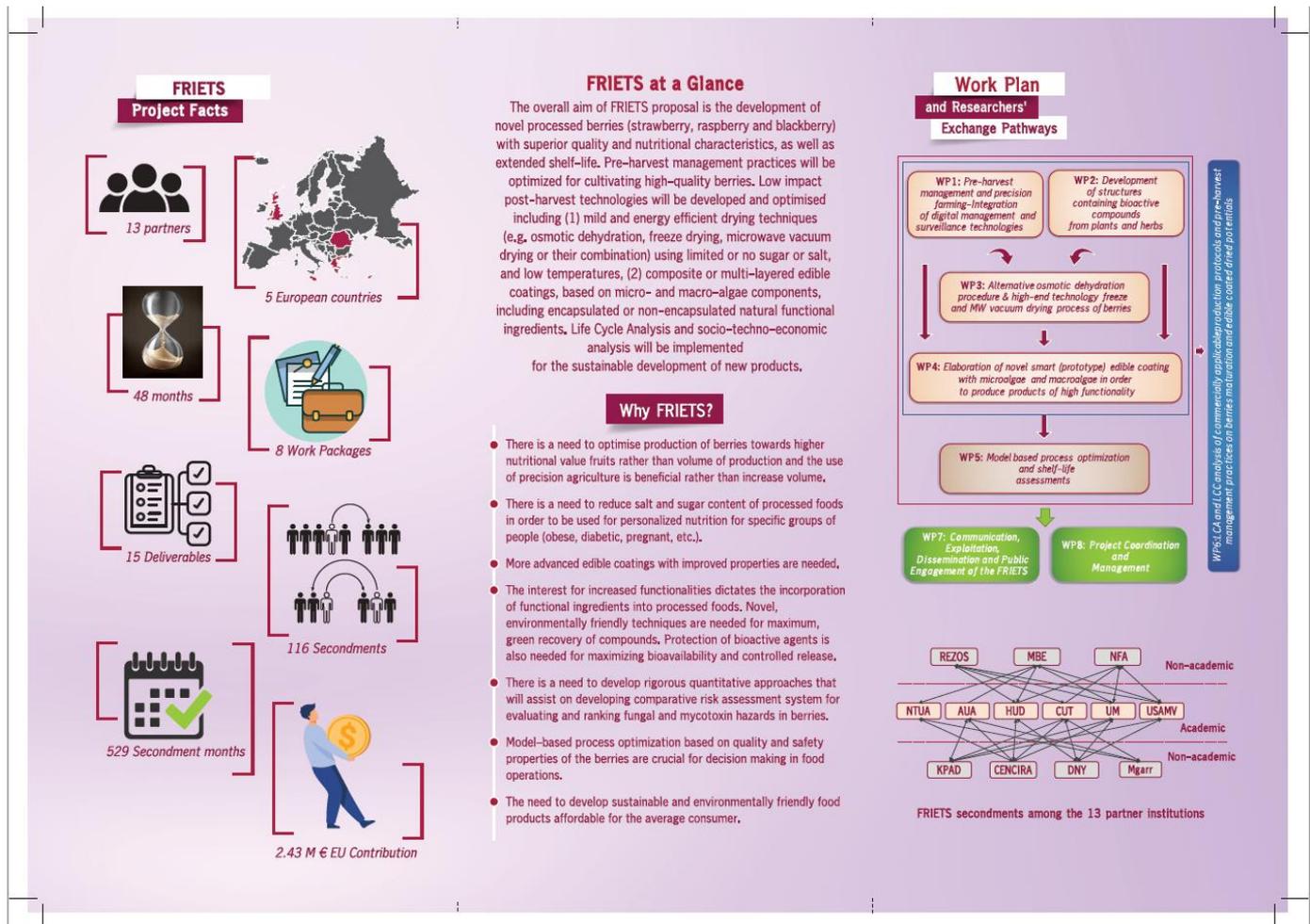


Figure 13 FRIETS A4 Brochure

2.6.2 Leaflet

A leaflet was designed in English, with basic project information, available also in the native languages of the consortium partners. A first version of the leaflet is presented at Figure 14 and 15.

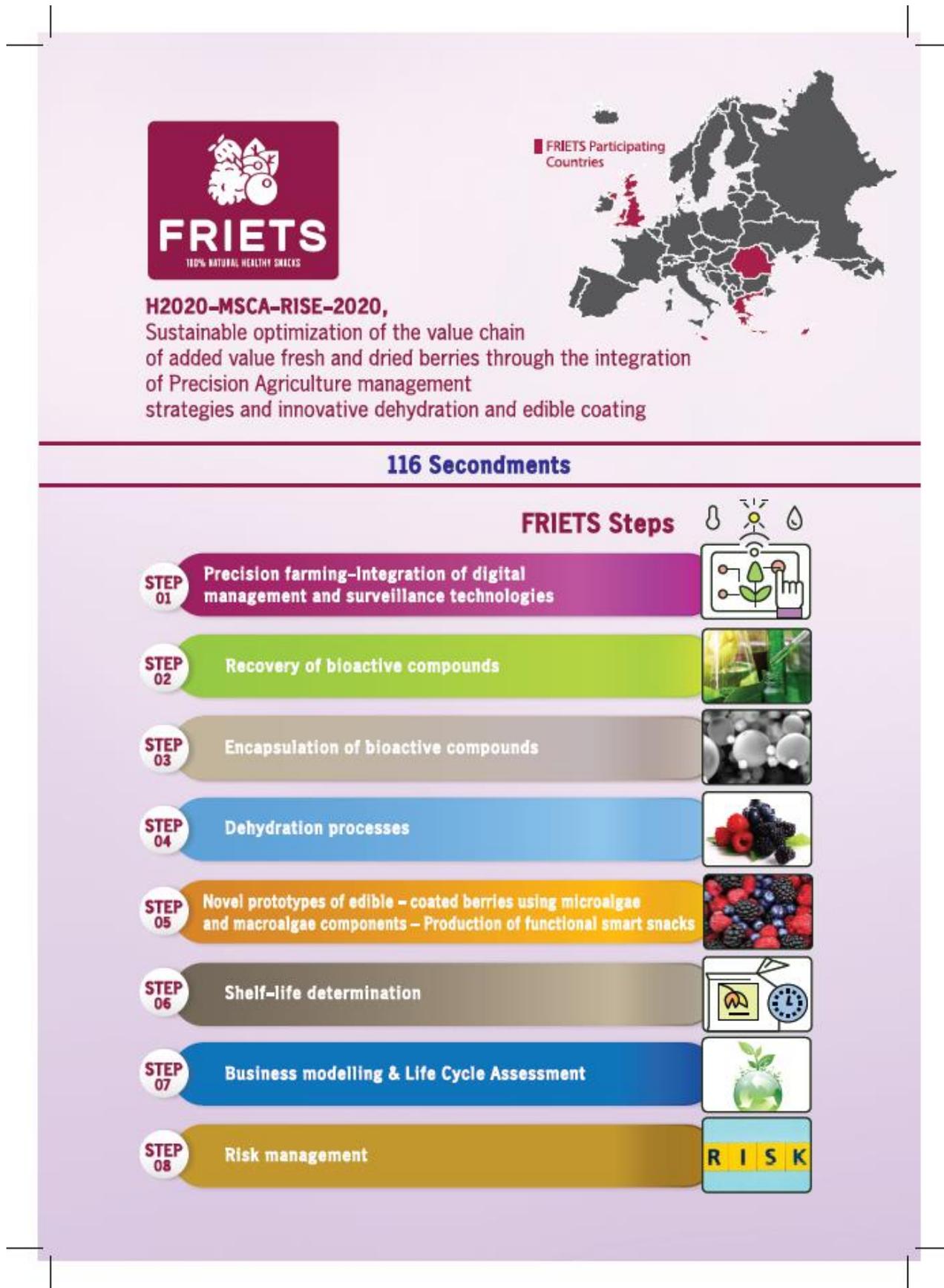


Figure 14 FRIETS Leaflet front page

FRIETS Project Facts ✓ 13 partners ✓ 5 European countries ✓ 48 months
 ✓ 8 Work Packages ✓ 15 Deliverables ✓ 116 Secondments
 ✓ 529 Secondment months ✓ 2.43 M € EU Contribution

FRIETS Innovations

- Develop a new production system based on precision agricultural practices, using digital monitoring technologies and finding the best practices to achieve high quality berries, while achieving a sustainable production
- Develop innovative, green extraction techniques for sustainable recovery bioactives compounds from plants and herbs
- Develop innovative technologies for protecting bioactive substances
- Develop modified osmotic dehydration techniques, using alternative agents to increase the shelf-life of several berries, replacing conventional salts and sugars, leading to healthier foods
- Develop edible coatings with advanced and improved carrier properties, taking advantage of the significant properties of micro- and macro-algae
- LCA and LCC analysis will be applied throughout the whole value chain for determining the environmental impacts and identifying the hotspots, providing sustainable solutions at reasonable cost

FRIETS Impact

- Young researchers will receive high-quality cross-sectoral training environment
- The secondees will enhance their geographical mobility in EU, develop new set of research and transferable skills, be exposed to new research environments and have their career perspectives widened
- Researchers will comprehend in depth the requirements of the industry transforming knowledge to next generation products and services
- SMEs personnel will take advantage of research results to strengthen and add value to their products and processes and possibly expand their intellectual property and/or product portfolio



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

Figure 15 FRIETS Leaflet back page

2.6.3 Roll-up Banner

A roll-up banner was designed in order to be used in regional and transnational Workshops, Communication and Dissemination of the project at partners' events, conferences, exhibitions and trade fairs. A first draft

of the roll-up banner is presented at Figure 16. The roll-up banner of the project acts as compact information material describing the project focus and aim presenting also the consortium and the funding body emblem.

Healthy snacks promoting well-being and environmental sustainability

FRIETS
100% NATURAL HEALTHY SNACKS

FRIETS Participating Countries

H2020-MSCA-RISE-2020,
Sustainable optimization of the value chain of added value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating

116 Secondments

FRIETS Steps

- STEP 01** Precision farming—Integration of digital management and surveillance technologies
- STEP 02** Recovery of bioactive compounds
- STEP 03** Encapsulation of bioactive compounds
- STEP 04** Dehydration processes
- STEP 05** Novel prototypes of edible-coated berries using microalgae and macroalgae components – Production of functional smart snacks
- STEP 06** Shelf-life determination
- STEP 07** Business modelling & Life Cycle Assessment
- STEP 08** Risk management

RISK

REZ-S WINDS, IIR, University of Technology, K, GENERA, University of Huddersfield, HAN, Haver Farm, DIGNITY, NFA, Università di Malta

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

Figure 16 FRIETS Roll-up Banner

2.6.4. Bookmark

A bookmark was designed in English, thus it can be translated to local language by partners and locally printed. The bookmark will be disseminated in the framework of workshop and events. It was designed as an easy and friendly to the audience way to remind the project and its overall aim, indicating also the website and social media. A first draft of the bookmark is presented at Figure 17.

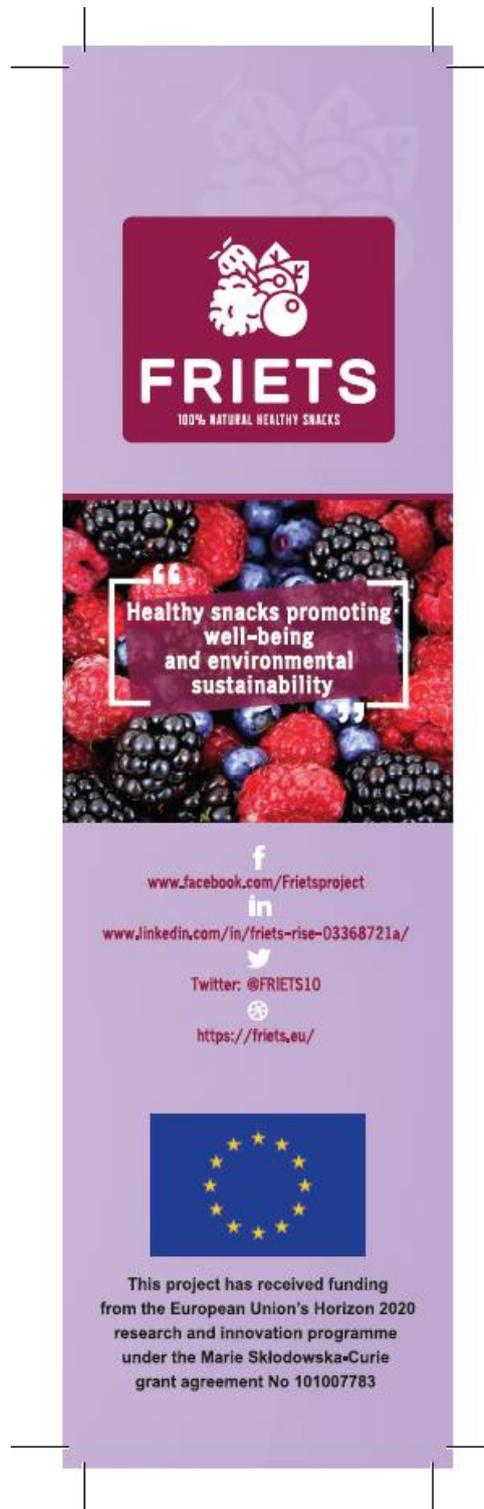


Figure 17 FRIETS Bookmark

Section 3 - Communication and Dissemination Activities and Work Plan

3.1 Communication and Dissemination Activities

The overall dissemination activities will focus on the use of interactive internet means such as websites, social media (e.g. LinkedIn, Facebook, Twitter), and e-newsletters, publication of articles and scientific papers, but most importantly targeted events, like conferences, workshops or fairs where the target audience can be addressed face-to-face and interaction would be facilitated.

During all phases of the project the project partners are committed to use a consistent and uniform approach for all materials and presentations where dissemination for FRIETS is foreseen. Conflict of interest and IPR (Intellectual Property Rights) sensitive information will always be monitored by the project responsible dissemination and communication manager.

Events (e.g., workshops, conferences), either organised by FRIETS or with the participation of FRIETS partners, are essential for creating strong impact on the community of stakeholders and achieving effective outreach results. The organisation of or the participation in events provide the project the opportunity to: share the various research and experimental results from the project activities; exchange information with target groups, stakeholders and other projects; increase the visibility of the project, and generate wider impact. All FRIETS partners will identify event opportunities to disseminate the project and its actions.

In the following tables a list of indicative events and relevant to FRIETS outcomes international scientific journals are shown.

Table 6 List of indicative events

Name of the Event	Scope
10th Conference on Information and Communication Technologies in Agriculture, Food & Environment	HAICTA 2022 aims to bring together professionals, experts, and researchers working in Agriculture, Food, and Environment, emphasizing on the applicability of ICT solutions and innovations to real industry cases and the respective challenges. (https://www.atlas-h2020.eu/10th-international-conference-on-information-and-communication-technologies-in-agriculture-food-environment/)
2nd Environmental and Experimental Botany Conference-International Conference on Agrifood Biotechnology	The conference will bring together specialists in plant biotechnology, agriculture and the food sciences to share and discuss recent advances in agrifood biotechnology. https://www.elsevier.com/events/conferences/EEBconference#:~:text=The%20International%20Conference%20on%20Agrifood,recent%20advances%20in%20agrifood%20biotechnology .
ICAFSB 2023	International Conference on AgriFood, Food Science and Bioprocessing aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of AgriFood, Food Science and Bioprocessing. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of AgriFood, Food Science and Bioprocessing. https://waset.org/agrifood-food-science-and-bioprocessing-conference-in-september-2023-in-rome
ICLASB 2023	International Conference on Localized Agrifood Systems and Biodiversity aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Localized Agrifood

	Systems and Biodiversity. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Localized Agrifood Systems and Biodiversity. https://waset.org/localized-agrifood-systems-and-biodiversity-conference-in-july-2023-in-copenhagen
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Table 7 List of relevant international scientific journals

Name of Journal	Scope
Drying Technology	Drying Technology explores the science and technology, and the engineering aspects of drying, dewatering, and related topics.
Computers and Electronics in Agriculture	Computers and Electronics in Agriculture provides international coverage of advances in the development and application of computer hardware, software, electronic instrumentation, and control systems for solving problems in agriculture
International journal of food properties	International Journal of Food Properties is a fully open access journal publishing research related to food properties. Research published in the journal is relevant to food scientists, technologists, and engineers.
Precision Agriculture journal	Precision Agriculture promotes the most innovative results coming from the research in the field of precision agriculture. It provides an effective forum for disseminating original and fundamental research and experience in the rapidly advancing area of precision farming.
Journal of Horticultural Science & Biotechnology	The scope of the journal includes studies on fruit and other perennial crops, vegetables and ornamentals grown in temperate or tropical regions and their use in commercial, amenity or urban horticulture.
Frontiers in Plant Science	Frontiers in Plant Science is a leading journal in its field, publishing rigorously peer-reviewed research that seeks to advance our understanding of fundamental processes in plant biology.
Postharvest Biology and Technology	Postharvest Biology and Technology is devoted exclusively to the publication of original papers, review articles and frontiers articles on biological and technological postharvest research of horticultural crops including fruit, vegetables, grapes, flowers, tea and nuts, but excluding grains, seeds, forages and spices.

Any relevant opportunity to communicate and disseminate the project activities and results via the EC and Horizon 2020 communication channels will be considered to help raise the profile of the project and reach out to a wider audience. The FRIETS coordinator will maintain regular communication with the Project Officer and inform about interesting news and results. The EC often organizes conferences which may include sessions where the FRIETS work can be presented; and also to explore the possibility of co-publications or editorial partnerships with the EC. Furthermore, the EC adopts communication via social media, therefore the project will try to interact as much as possible for the cross promotion of initiatives. In this sense, FRIETS, in Month 1, was already featured on CORDIS (Community Research and Development Information Service), which is the European Commission's primary source of results from the projects funded by the EU's framework programmes for research and innovation.

FRIETS will follow the procedures and recommendations of the “Communicating EU research and innovation guidance for project participants” H2020 guide. In addition, the use of a set of free tools made available by the EC to H2020 projects will be considered (see Table 8).

Project description

Reinforcing the innovative development of superior quality fruit snacks

Although the consumption of fruit is a prerequisite for a healthy diet, the rapid speed of the modern lifestyle prevents people from achieving their optimum daily intake. This challenge could be addressed through the production of natural, nutritive, healthy and personalised ready-to-eat snacks. The EU-funded FRIETS project will create a solid framework for the development and marketisation of customised, nutritious and innovative, soft fruit smart snacks that contain no added sugar, sodium or chemical preservatives. Bringing together a team of cross-disciplinary scientists and a network of international SMEs, FRIETS will focus on the optimisation of smart, low-impact production and the sustainable development of superior quality processed berries for products tailor-made to the needs of specific groups.

Show the project objective

Project Information

FRIETS
Grant agreement ID: 101007783

Start date
1 September 2021

End date
31 August 2025

Funded under
H2020-EU.1.3.3.

Overall budget
€ 2 433 400

EU contribution
€ 2 433 400

Coordinated by
REZOS BRANDS ANONYMI EMPORIKI ETERIA IDON
DIATROFIS
Greece

Figure 18 FRIETS featured on EC's CORDIS website, in Month 1

Table 8 EC communication channels and tools

EC channels and tools	
Publications	https://ec.europa.eu/research-and-innovation/en/horizon-magazine https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/ https://cordis.europa.eu/projects/en
Events	Events on Commission’s Reasearch and Innovation website
Open access	https://www.openaire.eu/

Actions should be taken in order to ensure the efficient communication and dissemination of FRIETS project outcomes and achievements even in period of international crisis such as pandemics. Since February 2020, Europe (and the rest of the world as well) has gradually began to be affected by the novel coronavirus disease (COVID-19), which has in turn turned to a pandemic. During this period, in all countries have been imposing restricting measures on their citizens, disrupting many social and economic activities of everyday life.

In this context, the implementation of a project cannot remain unaffected, and there is a high possibility of some delays in the work plan. This particularly applies to dissemination events, where the plan is for a large number of people to attend. In case the restricting measures are still in effect, the consortium will try to attend or organize the events in question with electronic means. In case of the organization of events with physical presence, the consortium will make sure to oblige to all measures for the safety of the people attending.

FRIETS communication and dissemination work plan envisages a series of actions that will minimize the impact of such inhibitory situations in the performance of the planned CDS.

- Regular review and update of FRIETS website – Check if the site carries the right messages reflecting the current stage of the project’s development. Make sure that information is presented in a clear and informative manner, that all partners are listed, that project’s vision is clearly stated, that

event details are correct and that all public deliverables are posted. Upload useful to the visitors material such as flyers, brochures, video clips or infographics.

- Be active on social media
- Prepare and disseminate e-newsletters in regular base
- Organization of virtual events, podcasts and webinars to engage with the project's prospects.

3.2 Communication and Dissemination Governance

All the FRIETS partners are experienced in the implementation of EU-funded projects and are committed and aware on the importance of the communication and dissemination on such projects. Thus, all partners will rely on their accumulated communication and dissemination experience and tools in order to achieve the highest impact of the project.

DIGNITY is the leader of WP 7, but all partners will be engaged on the on-going communication and dissemination of the project. Thus, DIGNITY will mainly play a coordinator/facilitator role, ensuring that the “Communication and Dissemination Plans” is collectively implemented by all partners. CDS will be implemented by all partners under the guidance and supervision of the Dissemination Manager.

For the project to have a real impact it is necessary that all partners involved are committed to disseminating FRIETS. As such, it is expected that all FRIETS partners will contribute:

1. By introducing the project to their network of contacts and stakeholders (posts on all social media accounts with the official logo and description of the project);
2. By sharing and reposting through their own channels all FRIETS publications on the project's social media as well as to share FRIETS press releases, newsletters and specific content through their network and newsletters subscribers;
3. By contributing, whenever requested, to the participation in interviews or providing clarifications and quotations that can be shared in the project's channels;
4. By reporting through the specific project document (“Dissemination Reporting”) the communication and dissemination actions carried out, both in physical and digital format, in a period of six months.
5. By sharing directly with the Dissemination Manager all the scientific papers produced under FRIETS, as well as all events/initiatives in which they participate (before, to be announced, and after, to be reported);
6. By translating the contents whenever the partners wish to disseminate the materials in a language other than English.

As the FRIETS coordinator is aware of the scientific work that is being developed and the results that are being produced, the coordinator will select the contents that considered appropriate for dissemination. These contents will be shared with DIGNITY, once approved by the coordinator. Technical information shall be transmitted by DIGNITY in the most succinct and understandable way, so that summaries and infographics to be developed based on this information and disseminated to the general public.

3.2.1 Dissemination Manager

This role will be assigned to Sofia Papadaki from DIGNITY.

Sofia Papadaki is the Director of DIGNITY. She is Chemical Engineer with M.Sc. degree in Organization and Management of Industrial Systems with specialization in Energy management and Environmental protection Systems and PhD in the scientific area of integrated processes for holistic biomass valorization. She is the author and co-author of more than 70 papers published in refereed journals and scientific conference proceedings. She has great experience in working on EU funded projects and proposal writing. She has participated in more than 10 national and 7 international projects having 13 years of research experience in total.

Her role will be the following:

- Planning and coordination of communication and dissemination activities
- Reporting on communication and dissemination activities compiling the information received from partners in annual base
- Website content management: news & events, library
- Social media community manager: Facebook, Twitter, LinkedIn
- Edition of digital newsletters with the contribution from the partners'
- Coordination of the promotional materials design, layout and printing
- Coordination of the publication of popular articles on partners' media and on specialised magazines
- Elaboration of project-related press releases and coordination of local press releases
- Coordination in collaboration with project co-ordinator of the programme and logistics of the FRIETS, workshops, webinars and Final Conference

3.2.2 Monitoring and Reporting

All the dissemination and communication activities will be registered through an efficient monitoring and reporting process. All partners will be responsible to report the activities they are involved in to the Dissemination Manager (e.g., participation in an event, publication, press releases etc.). For this purpose, a specific process will be established within the consortium that requires partners regularly indicate all dissemination and communication activities they have carried out. A spreadsheet will be created and shared with all the partners to collect that information. Partners are required to complete the monitoring spreadsheet periodically (i.e. every six months), and indicate their partner name, the type of dissemination/communication action, the channel or media used, as well as the date, the type of reach, the type and number of audiences reached, and evidence of the activity (e.g., picture, link, news piece, etc.). The spreadsheet will contain two different sections to include broad dissemination activities (social media posts, generic publications and others) and scientific publications. DIGNITY will be responsible for ensuring that this information is properly collected. Moreover, DIGNITY will have a similar spreadsheet where all the data retrieved from the partners will be collected in order to create the intermediate reports of Communication and Dissemination Actions in an annual base. E-mails will be sent regularly (every 3 months) to partners to remind them to report their dissemination activities in the previous period.

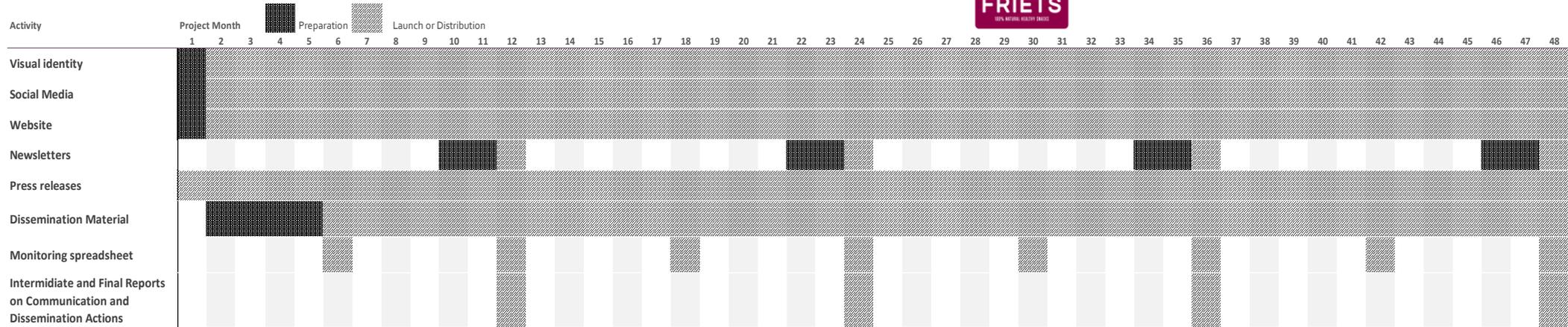
Furthermore, in order to measure the impact of the project and carry out an accurate evaluation of the dissemination and communication activities, both quantitative and qualitative indicators must be considered. Key Performance Indicators (KPI) and respective target values have been defined for the various tools and channels proposed as part of the dissemination and communication plan (see Tables 2 and 3). Measuring these indicators on a regular basis is important to understand if the progress is being made or if additional measures must be implemented to ensure target values are met. The impact of the dissemination and communication efforts will be regularly analysed, following both quantitative and qualitative review.

3.3. Timeline

Communication and Dissemination activities will run throughout project's lifetime, which is 48 months. Activities at the beginning of the project include the development of the project's visual identity and the design of the CDS. These have already been completed. Publications on social media channels will be regular and the website will be updated in monthly base. A first version of dissemination material has been designed. A timeline for the implementation of Communication and Dissemination activities is presented below. Most of the actions will be conducted during the lifespan of the project. FRIETS partners will follow this plan as much as possible. The plan is, however, flexible enough to accommodate any necessary change that seems beneficial for a greater project visibility and impact.

Table 9 Timeline of the communication and dissemination actions

Timeline for communication and dissemination activities



ANNEX I. Logo Online Questionnaire

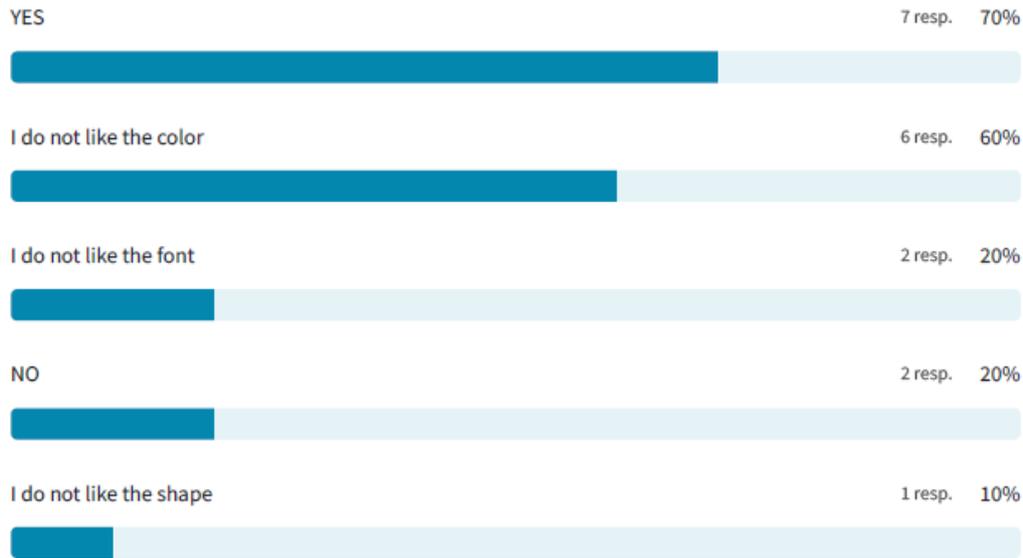
Big picture

Views	Starts	Submissions	Completion rate	Time to complete
33	21	10	47.6%	01:59



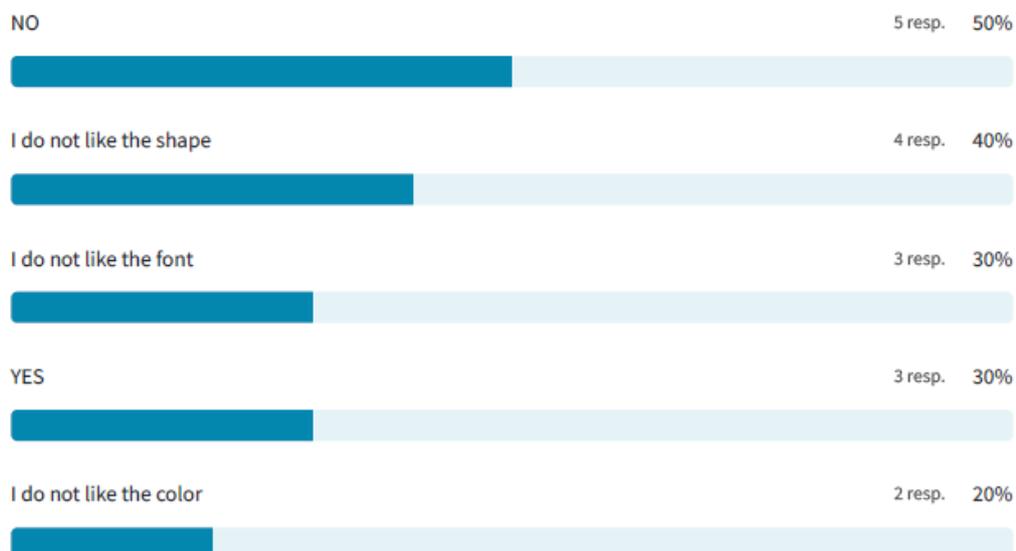
Do you like it for FRIETS Logo?

10 out of 10 answered



Do you like it for FRIETS Logo?

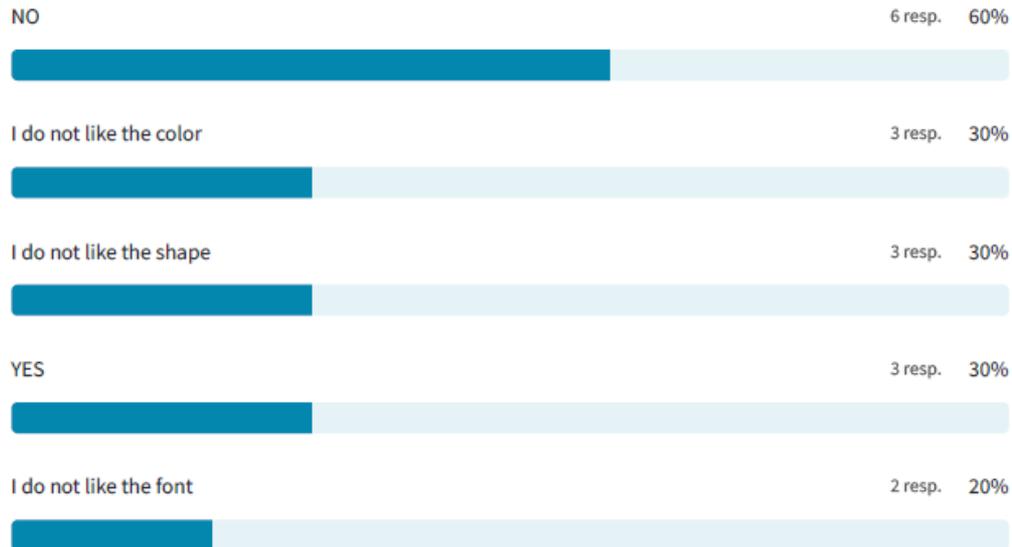
10 out of 10 answered





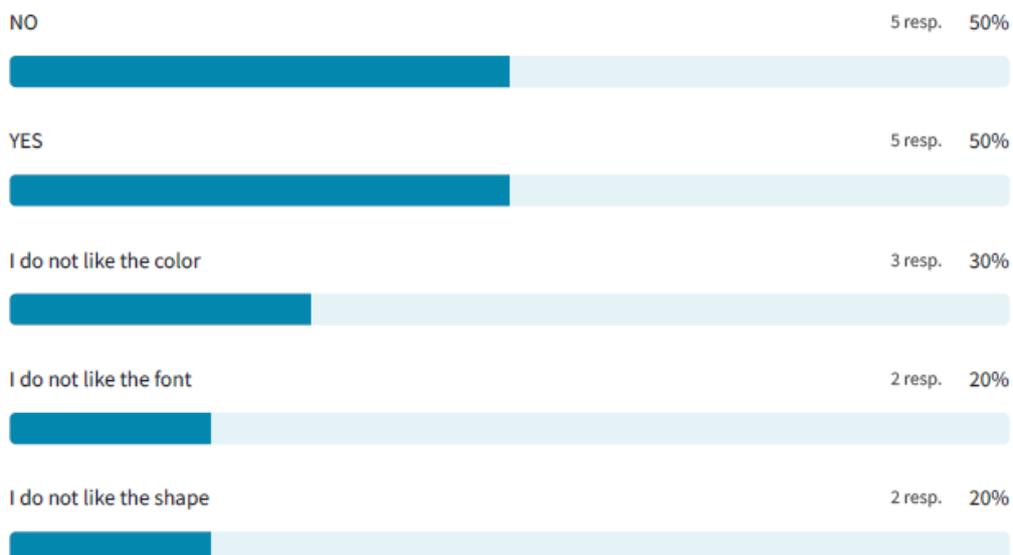
Do you like it for FRIETS Logo?

10 out of 10 answered



Do you like it for FRIETS Logo?

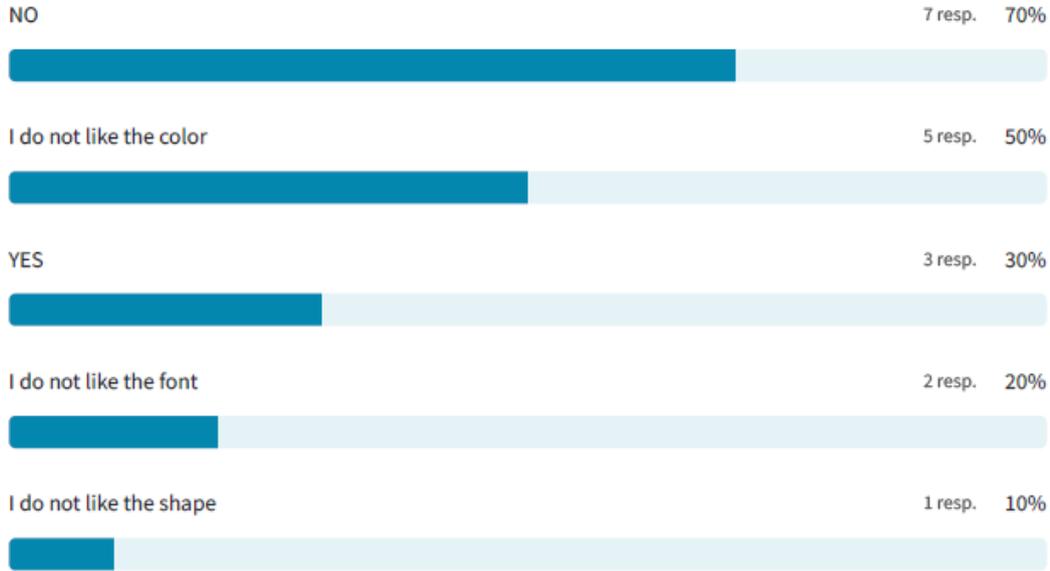
10 out of 10 answered





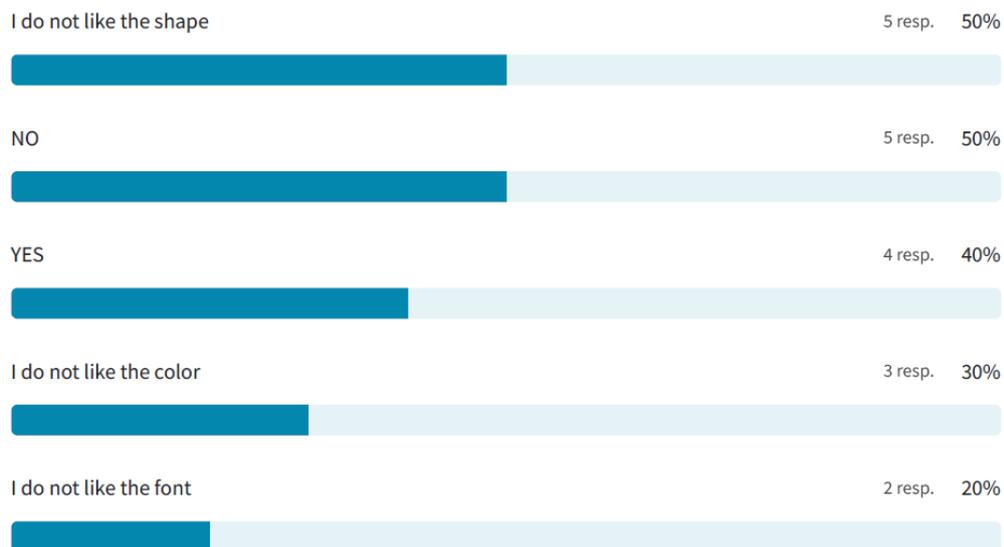
Do you like it for FRIETS Logo?

10 out of 10 answered



Do you like it for FRIETS Logo?

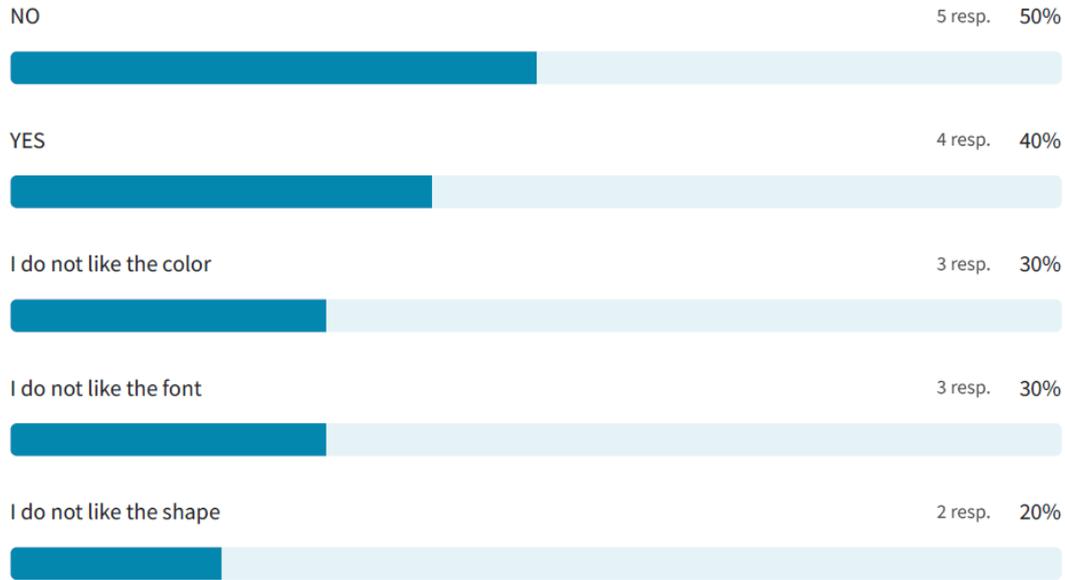
10 out of 10 answered





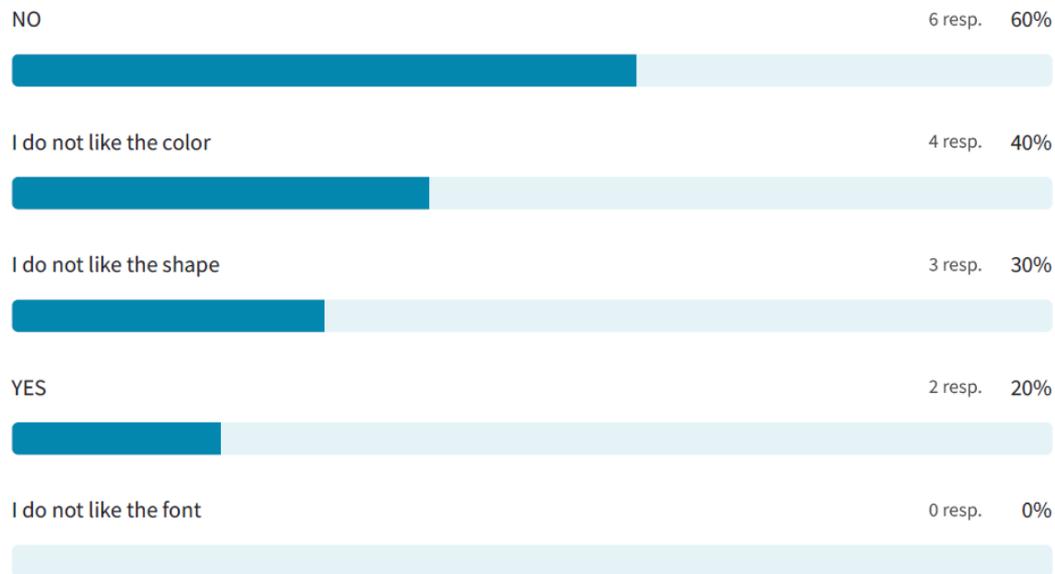
Do you like it for FRIETS Logo?

10 out of 10 answered



Do you like it for FRIETS Logo?

10 out of 10 answered





Do you like it for FRIETS Logo?

10 out of 10 answered

NO 6 resp. 60%



I do not like the color 3 resp. 30%



I do not like the font 3 resp. 30%



YES 3 resp. 30%



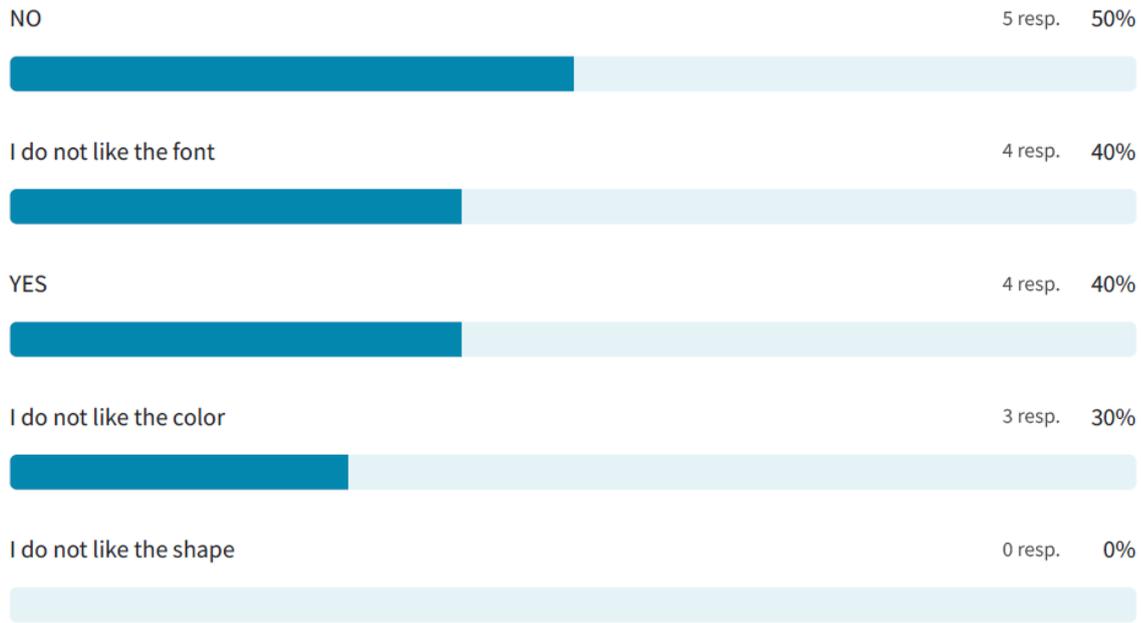
I do not like the shape 1 resp. 10%





Do you like it for FRIETS Logo?

10 out of 10 answered



ANNEX II. Project Documents Templates

FRIETS
100% NATURAL HEALTHY SNACKS

FRIETS - Sustainable optimization of the value chain of added-value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating

Deliverable D_{7.1}
Title: xxx

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

30.4 - Data Measurement Plan

FRIETS

Project

Acronym: FRIETS
Title: Sustainable optimization of the value chain of added-value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating
Coordinator: REZOS BRANDS ANONYMOS EMPORIKI ETESIA IDON DIATROPIS
Grant Agreement #: 101007783
Starting date: 01-09-2021
Duration: 48 months
Call: H2020-MSCA-RISE-2020
Topic: MSCA-RISE-2020
Website: <http://frets.eu>
Consortium: **Εταιρία Βρανδών Διατροφικών Προϊόντων Εξοχότητας (REZOS)** – Greece
 National Technical University of Athens (NTUA) – Greece
 Οργανισμός Επισκευασίας Αλάτων (Α.Ε.Α) – Greece
 Τεχνολογικό Πανεπιστήμιο Κύπρου (CUT) – Cyprus
 Universitatea De Stiinta Agricola Si Medicina Veterinara Cluj Napoca (USAMV) – Romania
 L-Università Ta' Malta (LUM) - Malta
 University of Huddersfield (UOH) – United Kingdom
 Dignity **Μερίδα Κεφαλαίου Διασποράς (DIGNITY)** – Greece
 Εταιρία Προϊόντα Διασποράς ΕΚ, Natural Food Additive (NFA) – Greece
 Mountain Berries **Βούλα Ν.Υ. LTD (MOUNTAIN BERRIES)** – Cyprus
 KPAD LTD (KPAD) – United Kingdom
 Cencira **Central De Cencira S.L. Instituto Agroalimentario S.L. (CENCIRA)** – Romania
 Mgar Farming Ltd (MGARR) - Malta

30.4 - Data Measurement Plan

FRIETS

Deliverable

Number: D_{7.1}
Title: xxx
Lead Beneficiary: xxx
Work Package: 300, xxx
Nature:
Due date: xx-xx-xx
Authors: xxx
Discloser: The content of this document is written by the FRIETS project consortium under Grant Agreement No 101007783, and in no way does it represent the view of the European Commission or its services.

HISTORY OF CHANGES		
Version	Publication date	Change
1.0		* Initial version

Figure 19 Template for deliverables

FRIETS

Sustainable optimization of the value chain of added-value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating

**Report
Secondment #**

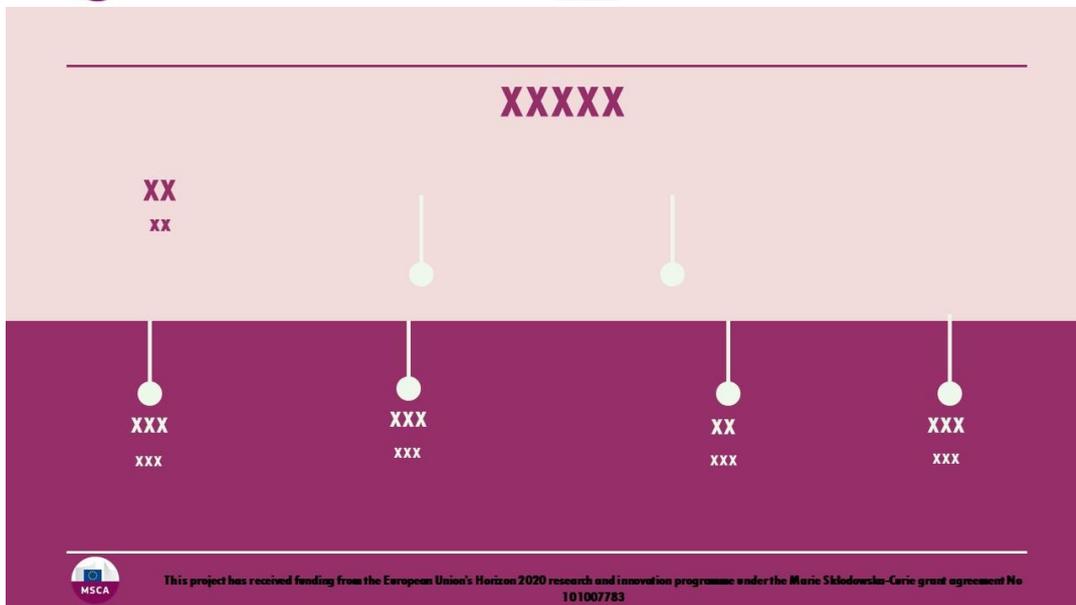
**Name and affiliation of
seconded**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

XXX



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783



XXX

XXXX

XXXXX

XX

XXX

XXXX

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

XXXX

XX

- XXXX

XXXXX
XXXXXXXXXXXXXXXXXXXX

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

THANK YOU

NAME & ADDRESS
XXXXXX

EMAIL ADDRESS
XXXX

TELEPHONE NUMBER
XXXX

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Figure 20 Template for Presentations





FRIETS - Sustainable optimization of the value chain of added-value fresh and dried berries through the integration of Precision Agriculture management strategies and innovative dehydration and edible coating
 H2020 MSCA RISE Project, GA# 101007783

Date: XXXX
 Ref. no: XXXX

Letter confirming the hosting of a Seconded Researcher
[XXXX NAME OF RECEIVING ORGANISATION]
Type of Organization (Academic/Industrial):
Address of Organization:
Contact Tel. Number:
Contact Fax. Number:
Contact email:
<u>To Whom it May Concern</u>
We confirm that [XXXX NAME OF SECONDEE] is expected to be hosted in our premises to work on [Task(s)] of the FRIETS project under the [WPX:NAME AND No OF WP]. The secondment will start on [XXXDATE] and is scheduled to end on [XXXDATE].
The host abides by the conditions and requirements set in the FRIETS Grant and Consortium Agreements.
Signature(s)
Name(s):
Title(s):

This project has received funding from the European Union's Horizon 2020 research and Innovation programme under the Marie Skłodowska-Curie grant agreement No 101007783

Figure 21 Letter Template