

aN Eu Curriculum  
for chef gasTro-engineering  
in primAry food caRe



## DISSEMINATION AND COMMUNICATION PLAN UPDATE - M15

<b>Deliverable Number:</b>	<b>D7.1.1</b>
<b>WP related to the Deliverable:</b>	<b>WP7: Dissemination, Exploitation, Scaling-Up, and Sustainability of Project Results</b>
<b>Delivered Date:</b>	<b>29/6/2022</b>
<b>PARTNER responsible for the Deliverable:</b>	<b>RSCN</b>
<b>WP starting month</b>	<b>M1</b>
<b>WP ending month</b>	<b>M36</b>



Co-funded by the  
Erasmus+ Programme  
of the European Union

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## 1 ABSTRACT:

The scope of this document is to review progress against the objectives set for Dissemination and Communication in the first year of the NECTAR project and to define the objectives for the next 12 months. The plan will be subject to regular 6 monthly reviews and revisions for the remainder of the project to ensure the aims for NECTAR Dissemination, Communication, and Engagement continue to be achieved and will facilitate the promotion, sustainability and exploitation of the project's results and deliverables.

This document has been structured as follows:

Section 6 provides a recap of NECTAR's goals and main objectives, both at global and local level for the first year of the project.

Section 7 details the dissemination and communication activities undertaken in the first year

Section 8 sets out the Objectives and activities for the 2<sup>nd</sup> year of the project

Section 9 sets out how implementation of the Dissemination and Communication Plan will be monitored.

Annex 2 details the Stakeholder Analysis and types of messaging appropriate to category of stakeholder

Annex 3 reflects a set of actions and communication channels that will be used to implement the plan in a successful way to accomplish the proposed goals.

Annex 4 offers some tips to pilot sites in taking forward their dissemination and communication activities

## 2 KEYWORDS:

Communication, Dissemination, Stakeholder Mapping, Visual identity, Monitoring



### 3 VERSION HISTORY AND AUTHORS

Version	Name / Organisation	Status*	Date	Provided Content/Comment/ Summary of Changes
1	John Farrell, RSCN	A	29-06-2022	

\*Status indicates if:

- A - Author (including author of revised deliverable)
- C - Contributor
- IF – Internal Feedback (within the partner organisation)



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## 5 INTRODUCTION

The initial version of the Dissemination and Communication Plan set out in detail the project's plans to promote awareness of NECTAR, increase engagement of stakeholders, and facilitate the sustainability and exploitation of results both during and after the project ends. The first year of the project was therefore critical to its long-term success as demonstrated by the various Work Packages and Tasks focussing on the development of a Chef GastroEngineering (CGE) Occupational Profile; a CGE Curriculum, and open access educational resources. These were necessary components to facilitate the development of training programmes, based on shared learning outcomes, across each of the pilot sites that would meet EQF accreditation standards at levels 4 and 5.

As the project moves into its second and third years the focus is on the implementation of the CGE curriculum, the recruitment of students, the scaling-up of the CGE curriculum to other regions, countries and across Europe, and raising awareness of policy makers and health and care providers to stimulate and motivate the adoption of the CGE curriculum and occupational profile.

To reflect this progression and transition the dissemination and communication objectives and activities for the remainder of the have been established. These will direct our future efforts and will be built into pilot side Dissemination and Communication Plans to ensure consistency between activities at regional level and the overall project.

This update to the Dissemination and Communication Plan should be read in conjunction with the initial version as it goes into more detail and provides the context for the future objectives and activities without needing to duplicate them in this document.

## 6 NECTAR DISSEMINATION AND COMMUNICATION OBJECTIVES

The major focus of the NECTAR Dissemination and Communication (D&C) plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of NECTAR outcomes, encouraging participation on a systematic and regular basis. The Plan is based on five components that aim to address: *WHY* there is a need to disseminate, *WHO* (target audiences), *WHAT* target audiences will receive (key messages), *HOW* (communication channels), and *WHEN* (implementation and time planner).

The overall Objectives of the dissemination and communication plan are:

- to raise awareness of the project among all relevant stakeholders.
- to provide tailored communication to each stakeholder so that they are educated about the major aspects of NECTAR that have relevance and impact for them.
- to identify new stakeholders over time, who can contribute to NECTAR as multipliers.
- to monitor and evaluate all dissemination and communication activities, in order to provide reliable data about the effectiveness of these activities.

To maximise the opportunities for dissemination and communication it will be conducted at both European and Local level.

### ***European Level***

To ensure higher visibility of the project publicly.

- gain acceptance of a new profession for Chefs at European level especially an EU reference Occupational Profile of the specialised chef, based on the actual and current needs of PFC.
- raise awareness of the benefits and opportunities that NECTAR solutions, based on curricula and certification of training programmes for chefs, can offer and progressively engage and involve all the target stakeholders in the ecosystem.
- share the knowledge and “know-how” with other relevant EU funded projects on active and healthy ageing, and EC entities in order to maximise the impact of the achievements, learnings, etc. through transversal activities such as Working Groups.
- transmit a coordinated and homogenous message about NECTAR applying the visual identity created to all the offline and online materials so the main stakeholders can easily identify the project.
- to promote the urgent need for an Occupational Profile for the CGE that is able to prepare personalised, tasty, safe, healthy and sustainable meal components.

### **National-Local Level**

To ensure a higher impact of the project dissemination and visibility actions at each of the pilot sites.

- increase the impact at national and local level of each broader dissemination activity, getting a deeper and wider impact within each region.
- define a local strategy to gain high visibility of each deployment site and NECTAR project in each country.
- implement an effective promotion campaign oriented to recruitment purposes in order to involve the expected number of users in each Pilot Site, and consequently at European level. Local Dissemination and Communication strategies and campaigns will be elaborated by all Pilots Sites in the upcoming months. Those plans will be included on the Dissemination and communications activities and materials to be presented on M15.
- To draw the attention of national and regional governments about the need to improve training programmes for chefs working in health and care settings.

## 6.1 First Year Objectives

The primary focus of the Dissemination and Communication Plan in the first year was on awareness building and related dialogue.

The first year Objectives covering both local and European levels were:

- To define the dissemination and communication plan establishing the partners involvement and responsibilities in each task.
- To set up all channels and tools that will support and guarantee the proper implementation of the Dissemination and Communication plan, both at European and local level.
- To undertake a Stakeholder Analysis and establish the communication messaging appropriate to each category of Stakeholder. A copy is included at Annex 2
- To achieve visibility of the project among target audiences regarding the scope, objectives, activities and results that NECTAR is going to address and achieve.

Supporting these objectives, the primary Dissemination and Communication activities set out in the Plan were:

- Creation of the NECTAR website. This will describe the results of the project to the general public and relevant stakeholders (linked to social media), helping individuals identify whether NECTAR matches their needs and how to interface with the consortium. It will also provide information on consortium partners and the 5 pilot sites. The website will operate from M4 and contain general information, technical reports, and software components available for download, with appropriate licence/IP issues covered. The website will represent the primary communication tool and reference for NECTAR’s image,



brand and content covering all targeted stakeholders. and populating it with information on the project, consortium partners and pilot sites,

- Creation of the NECTAR visual identity. This will be available from M3 and will include the, NECTAR Logo, NECTAR Strap Line, and all project material in different formats, e.g. power point templates, Word document templates, etc.
- Development of NECTAR leaflets and other material raising awareness of the project and how to engage with it. This will initially be produced in English (M6) but will extend to include the languages of the other pilot site countries during the rest of the year.
- Publication of at least 2 Newsletters. These will be used to publicise the project provide updates on activities and deliverables.
- Creation of NECTAR social media platforms (Linked In, Twitter, Facebook) to raise awareness of the project, promote events, and facilitate anyone wishing to engage with it.
- Organise 1 webinar event to raise awareness of the project and the importance of tasty, healthy, safe and personalised meals for older adults. This event will be targeted at the EIP on AHA Reference Site regions (21 Member States) across Europe.
- Publish one paper on NECTAR in a Scientific Journal
- Creation of NECTAR social media platforms (Linked In, Twitter, Facebook) to raise awareness of the project, promote events, and facilitate anyone wishing to engage with it.
- Development of Dissemination and Communication Plans by each pilot site
- Deliver a presentation on NECTAR at a minimum of one regional conference

## 7 FIRST YEAR DISSEMINATION AND COMMUNICATION ACHIEVEMENTS

The following Table highlights examples of dissemination and communication activities undertaken by partners and pilot sites to raise awareness of the project and engage with training provider organisations.:

Table 1: Dissemination and Communication Activities Undertaken

Activity	Dissemination and Communication Examples
<b>Published Papers</b>	<p>Chefs in Future Integrated Healthcare – Current State and Innovation Needs: A First Overview of the NECTAR Project (aN Eu Curriculum for Chef gasTro-Engineering in Primary Food Care) – International Journal of Integrated Care</p> <p>Primary Food Care: A Corner Stone in Optimal Care for Adult Cancer Outpatients Living in Three Rivers FoodDelta, an EU Reference Site – Centre for Research and Innovation in Gastrology and Primary Food Care (CRIGA)</p>
<b>Social Media</b>	<p>The NECTAR Linked In and Twitter accounts are used to provide updates on the project and news items. In addition, Partners and Pilot Sites have used their web sites and social media platforms to promote the project and disseminate the NECTAR Newsletter e.g., WIAB, <a href="https://www.wiab.at/projects.de.html">https://www.wiab.at/projects.de.html</a> RSCN <a href="#">NECTAR - RSCN</a> Medical University of Graz (MUG) web site Home Page <a href="#">Detail   (medunigraz.at)</a>, and MUG Research Group “Ageing and Old Age Medicine” <a href="#">Geriatric medicine and lifelong health   (medunigraz.at)</a></p>
<b>External Events</b>	<p>Presentation on NECTAR project at the joint RSCN, ProMIS and Federico II University webinar on “Integrated Lifestyle Interventions for Active and Healthy Ageing in Community Dwelling Older Adults”, 28 September 2021. Event attended by representatives from the RSCN Reference Site network and regions within the ProMIS network</p>

	<p>European Week of Active and Healthy Ageing, October 2021. Workshop on Gastrologic Approaches to the Third Age, including a practical session on Taste Steering</p> <p>“MEDITERRANEAN CONVIVIO for resilience and post pandemic recovery in the tourist-cultural destinations of the Mediterranean basin” 16<sup>th</sup> and 17<sup>th</sup> November 2021. Focus Group session: “A new Profile Emerges in Europe: The Chef GastroEngineer</p> <p>The University of Algarve and SCMA, the Portuguese Pilot Site, presented the NECTAR Project at the <b>EFOOD2022 3rd International Conference held in Lisbon from 28th to 30th April 2022</b></p> <p>MUG presented the NECTAR project as a current research aspect within the topic “ <i>What have we learned in science and practice about the nutrition of old people. From basic human rights to personalized medicine</i>” at a lecture to the annual congress of the Austrian Society for Geriatrics and Gerontology (ÖGGG) under the motto “<i>Look back - Think ahead</i>”</p>
<b>Engagement Activities</b>	<p>NECTAR is listed on the ERASMUS+ Platform which allows it to be easily identified by other organisations with an interest in primary food care, training programmes for chefs and cooks etc</p> <p>Promotion of NECTAR by Si4Life and Liguria regions as an example of good practice for inclusion in the repository of innovative good practices being collated for the 4<sup>th</sup> Call for Active and Healthy Ageing Reference Sites</p> <p>Promotion material and presentation packs to support the recruitment of students for the Curriculum programmes were developed by a number of Pilot Sites.</p> <p>Pilot Sites organised presentations and meetings with schools, hospitals, and care homes to increase awareness of the project</p> <p>Advisory Board Members and the External Reviewer were provided with links to the Project Brochure, first Newsletter and the NECTAR Website and asked to support dissemination of the Project to further possible stakeholders in their countries</p>
<b>NECTAR Brochure</b>	<p>An initial version of the NECTAR Brochure was drafted in English. This provides information on the project including aims and deliverables, Partners and Pilot Sites involved etc and invites interested individuals and organisations to register with the project to receive future updates. The Brochure has been shared through the RSCN network for dissemination through it EIP on AHA Reference Site network. Partners were also invited to share it through their networks</p> <p>The NECTAR Brochure has been translated into German, Italian, and Portuguese and is being disseminated by Pilot Sites to their stakeholder organisations</p>
<b>Newsletter</b>	<p>The first NECTAR Newsletter was published in November 2021 and disseminated through the Partner and Pilot Site Networks</p>
<b>Pilot Site Dissemination and Communication Plans</b>	<p>All Pilot Sites began the process of developing the Dissemination and Communication Plans</p>

A key aspect of the project’s Dissemination, Sustainability and Exploitation Plans included an analysis of the key stakeholders. Partners and Pilot Sites contributed to the analysis of the stakeholders at a workshop organised in December 2020 and in follow-up work. Stakeholders were



analysed based on their level of influence and Impact on the project. The outcome from this work was set out in D7.1.3 Stakeholder Map. This document is accessible to all Partners and Pilot Sites, and they are encouraged to update it when new stakeholders have been identified or if the level of stakeholder engagement changes. The analysis and categorisation of stakeholders has facilitated the alignment of the project's Dissemination and Communication Plans to ensure the level of engagement is appropriate to each stakeholder and consistent across pilot sites.

## 8 DISSEMINATION AND COMMUNICATION OBJECTIVES AND ACTIVITIES – YEAR 2 AND YEAR 3

### 8.1 Objectives – Year 2 and Year 3

Dissemination and communication in the first year of the project focused on awareness building and developing relationships with stakeholders. Years 2 and 3 will now build on this and extend to the consultative focus, and exploitation and sustainability. The dissemination and communication objectives for Years 2 and 3 will be:

#### Overall Objectives

- To become the good practice reference point in Europe for the curriculum to facilitate the training and development of CGEs
- To raise awareness of the benefits and opportunities that the NECTAR CGE Occupational Profile and Curriculum can offer to health and care providers, VET providers, and Chefs and Cooks, and progressively engage and involve all the target stakeholders in the ecosystem.
- To share the knowledge and “know how” with other EC funded projects and EC entities in order to maximise the impact of the achievements, learnings, etc. through transversal activities such as Working Groups.
- To transmit a coordinated and homogenous message about NECTAR applying the visual identity created to all the offline and online materials so the main stakeholders can easily identify the project.

#### Pilot Site Objectives

These objectives are defined in order to ensure a higher impact of the project dissemination and visibility actions at each of the deployment sites.

- To increase the impact at local level of each overall NECTAR dissemination activity, getting a deeper and wider impact within each region
- To refine Dissemination and Communication Plans to gain high visibility of the pilot site and NECTAR project in each region/ country
- To implement an effective promotion campaign oriented to recruitment purposes in order to involve the expected number of students in each Pilot Site.  
(Both local D&C strategies and recruitment campaigns are to be elaborated by all Pilots Sites in the upcoming months.)
- To draw the attention of national and regional governments on the importance of high quality and tasty food to the health and well-being of older adults and patients, and the role of CGEs in providing this.

NECTAR dissemination & communication activities will continue to be based on the following two dimensions:

- 1) Horizontal dimension: it contains all activities to strengthen the communication and dissemination between the participants.

- 2) Vertical dimension: it concentrates on all activities designed to reach the target groups and final users of the project outputs.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner.

## 8.2 Dissemination and Communication Activities Year 2 and Year 3

The programme for Dissemination will blend the opportunities from strategic conferences and meetings and opportunities created such as meeting with political stakeholders, standards and education bodies, with issues and results arising from Work Packages as their activities progress.

Dissemination and Communication activities will include:

- Review and adapt printed and audio-visual materials for promoting NECTAR by project members among the target audiences to the next phases of the project:
  - Understanding phase: to display the achievements of the project and preliminary results.
  - Involvement phase: to expose the project outcomes and the exploitation initiatives to join the NECTAR community.
- Partners and pilot sites will be responsible for preparing dissemination materials; however, they should agree this in advance with the Dissemination and Communication Team to ensure consistency in messaging and use of visual identity and the NECTAR brand.
- The feasibility of creating a NECTAR Podcast will be investigated by M22. An evaluation and recommendations will be submitted to the Dissemination and Communication Expert Board who will agree if it is technically and financially feasible to introduce.
- At least one press release will be published in Year 2 and Year 3. Project partners will provide details of key national and regional newspapers and media outlets. Ad-hoc campaigns will be developed to promote participation at key conferences and any public events organised by the consortium.
- The NECTAR project will make use of the public press to promote the project. This will include presentations on the project in addition to performing interviews to promote the project and disseminate its results. Identification of project milestones will be crucial for coordinating the launch of press releases in each pilot site at the same time in order to maximise the impact. For this purpose, the Expert Board will agree the timetable and content of each press release in English; this will be shared among the pilot site leaders for translation and adaptation to the local context.
- Press releases may also be published at local level to give visibility of the progress and results made at each pilot site. Pilot sites will liaise with RSCN as Work Package leader on their plans and agreement of articles.
- The Project Steering Committee will review upcoming conferences, as advised by Partners and pilot sites conferences, to select those which present key opportunities for members of the consortium to participate and present the NECTAR project and its main results. This will facilitate preparation for attending conferences in advance particularly any ad-hoc marketing materials such as brochures, posters, booths materials and presentations.

The following categories have been identified and considered relevant:

- Food engineering

- Active and healthy ageing
  - Healthy and safe food
  - Chefs
  - Education and training
  - Health and care:
- At least 2 Papers will be submitted for publication in a Scientific Journal. The categories of publications will include position papers, review articles, and research papers related to Food engineering, Healthy and Safe Food, Taste Steering, Sustainable Food, Chef Training, Active and Healthy Ageing, Healthcare, Healthy Lifestyles, etc. (Guidance on proposing and submitting Papers for publication are set out in the initial version of the Dissemination and Communication Plan.)
  - Public engagement events (National/Local information events) will be organised in order to raise awareness of NECTAR and to maximise engagement of relevant stakeholders at pilot sites (M25-32).
  - A final conference will be organised in M35-36 for the dissemination of the main project results. The objective of the event is to share the results of the project and pave way towards strengthening the network for further update and adoption of the curriculum. The event will involve EIP on AHA Reference Sites and regions, and will target European stakeholders and decision makers, VET providers and sector stakeholders (min 50 participants).
  - The final conference will also be used to identify and agree Twinning partnerships across regions outside the project that will adopt the Curriculum and replicate the project results, after the project ends
  - Promotion of project at relevant existing events organised by the Project Partners and their associates. Each partner is expected to present NECTAR at least at one relevant event (conference, workshop, seminar, meeting with relevant stakeholders).
  - Dissemination of pilots, which will be managed mainly through the local network of partners.

In addition, Webinars will be organised to promote the project and learning from it. This is seen as an important tool in facilitating the exploitation and scaling up of the project in the later stages of the project plan. A two-fold approach for webinars has been defined:

The RSCN will play a central role in dissemination: events, mailing lists, Newsletters, and other initiatives linked to the partnership will be exploited to disseminate NECTAR results.

## 9 MONITORING IMPLEMENTATION

Communication activities will be monitored at six-month intervals, with interim and final reports on dissemination and communication activities in M18 and M36 (D7.1.2). The monitoring activity will support the adaptation of the Plan: specific indicators will be identified to assess dissemination activities and their impact, and a Tracking Tool will be shared with partners in order to support the constant monitoring of activities.



## ANNEX 1 – ABBREVIATIONS

CGE	-	Chef Gastro Engineering
DCWG	-	Dissemination and Communication Working Group
EC	-	European Commission
EB	-	Expert Board
EU	-	European Union
PFC	-	Primary Food Care
SFC	-	Secondary Food Care
VET	-	Vocational Education Training
WP	-	Work Package

## ANNEX 2 – STAKEHOLDER ANALYSIS AND MESSAGING

STAKEHOLDER TYPE	TYPES OF MESSAGING
Vocational (Higher) Education Training Providers	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Best Practice in high quality food tailored for older adults, for patients recovering from surgery or have other health conditions such as dysphagia or loss of taste, chewing problems etc</li> <li>• Benefits of tasty and high quality food on Quality of Life of older adults</li> <li>• Needs of the pilot regions during the project</li> <li>• Value of accredited training programmes in recruiting Chefs/Cooks</li> </ul>
Qualification and Accreditation Bodies (National, International)	Any relevant outcome of the NECTAR project regarding standardisation efforts, food safety, experience, data, and evidence or practices adoption from pilot regions under operational conditions.
Professional Organisations (Chefs, Cooks)	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Good Practices in high quality food for older adults and those who need a more personalised diet or with extra care needs</li> <li>• Benefits of tasty and high quality food on Quality of Life of older adults or patients recovering from surgery or have other health conditions</li> <li>• Needs of the pilot regions during the project</li> <li>• Value of accredited training programmes in recruiting Chefs/Cooks</li> </ul>
Health and Social Care Providers (Hospitals, Care Homes)	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Good Practices in high quality food for people with extra care needs</li> <li>• Benefits of tasty and high-quality food on Quality of Life</li> </ul>

	<ul style="list-style-type: none"> <li>• Needs of the pilot regions during the project</li> <li>• Value of accredited training programmes in recruiting Chefs/Cooks</li> </ul>
3 <sup>rd</sup> Party Providers (Private Care Homes)	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Best Practice in high quality food for people with extra care needs</li> <li>• Benefits of tasty and high-quality food on Quality of Life</li> <li>• Value of accredited training programmes in recruiting Chefs/Cooks</li> </ul>
Primary Food Care (Organisations manufacturing/producing food – “farm to the fork”)	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Gastro/Food engineering, Taste steering and healthy food guidelines</li> </ul>
Policy Makers	<ul style="list-style-type: none"> <li>• Information on the NECTAR project and its Ecosystem</li> <li>• Cost-effectiveness of intervention</li> <li>• Potential and current value-based healthcare benefit from high quality (as well taste, texture, nutrient composition, presentation) and more personalised diets</li> <li>• Need for recognition of accredited qualifications for chefs cooking for people with additional care needs whether or not in health and care settings.</li> </ul>
Influencers (Networks/European Organisations)	<ul style="list-style-type: none"> <li>• Information on the project including goals and objectives</li> <li>• Successful or exemplary activities and results</li> </ul>
End Users (Older Adults, Informal Care Givers)	Personalised information about taste steering, food safety and high-quality food
General Public	<ul style="list-style-type: none"> <li>• Information on the project including goals and objectives</li> <li>• Gastro/Food engineering, Taste steering, food safety and high-quality food guidelines</li> </ul>

## ANNEX 3 - COMMUNICATION CHANNELS AND ACTIONS TO IMPLEMENT THE DISSEMINATION AND COMMUNICATION PLAN

Since NECTAR is a transnational project, with partners from different EU Member States, communication activities will require input from all project partners, to ensure that the target audience(s) and key message(s) are appropriate for their respective region and activities. Dissemination and communication activity is planned to allow maximum stakeholder input and the widest possible reaching across the EU and beyond. The “waterfall effect” will be possible only through the continuous interaction between project partners and the direct target groups and the potential beneficiaries.

### Project Web Page

The NECTAR website will serve as the main digital point of information about the project, providing a public online showcase, including an overview of the project and up to-date information on results and key activities.

### Dissemination Materials

Printed and audio-visual materials for promoting NECTAR by project members among the target audiences in the variety of meetings and events that the consortium will attend. These materials will be adapted depending on the phase of the project as follows:

- Awareness phase: to show the project challenges, main activities and expected outcomes.
- Understanding phase: to display the achievements of the project and preliminary results.
- Involvement phase: to expose the project outcomes and the exploitation initiatives to join the NECTAR community.

Partners will be responsible for preparing dissemination materials; however, they should agree this in advance with the Dissemination and Communication Expert Board to ensure consistency in messaging and use of visual identity and the NECTAR brand. The following list of materials may be prepared by Partners according to the generated brand identity guidelines

#### **Printed**

- Brochures/flyers
- Posters
- Roll ups

#### **Audio-visual**

- Videos. The Dissemination and Communication Expert Board will consider if an introductory video will be produced during the first year of the project with the purpose of showing in a comprehensive way the objectives, the purpose of the pilots and the impact expected for the various stakeholders. To achieve this, modern and clear infographic illustrations will be used. Consideration may be given during later phases of the project to produce a dedicated video about the Pilots Sites
- Some traditional videos (recorded), will be prepared throughout the life of the project.



- interviews with project representatives in order to show audiences what are the main aspects of the project by the people directly involved.
- videos from chefs, food engineers, gastro-engineers, product developers, VET providers, certification bodies using and benefitting from the NECTAR solutions so as to show the satisfaction with the project's deliverables.

#### Other Dissemination Mediums:

- Newsletter. To keep the NECTAR community informed about the project achievements, a minimum of twice-yearly online newsletter will be published.
- Internal Communications. The Project Coordinator will share bi-monthly progress reports and updates with all partners. Consortium partners will be encouraged to disseminate these within their organisations and regions.

The design of these materials will be coordinated by SI4Life to guarantee the correct implementation of the NECTAR visual identity guidelines. These materials will be spread at the levels of: (a) digital channels, i.e. web and social media; (b) printed version (if applicable) for conferences and exhibitions; and (c) NECTAR newsletter.

## Media

The NECTAR project will make use of the public press to promote the project. This will include presentations on the project in addition to performing interviews to promote the project and disseminate its results. Identification of project milestones will be crucial for coordinating the launch of press releases in each pilot site at the same time in order to maximise the impact. For this purpose, the Expert Board will be in charge of controlling times and producing the press release content in English; this will be shared among the pilot site leaders for translation and adaptation to the local context.

Press releases may also be published at local level to give visibility of the progress and results made at each pilot site. Pilot sites will liaise with RSCN as Work Package leader on their plans and agreement of articles.

## Social Media

The use of social media provides a cost-effective approach to reaching a larger audience in promoting key dissemination and communication messages. It can also help promote further engagement from the community through their interactive nature (e.g. comments on posts, reposts or retweets, likes; groups discussion All social media engagement will be carried out through coordination project partners, tagging them in the most important messages and encouraging them to further distribute within their social media and other channels (relevant newsletters etc.).

When posting on social media the following rules will be applied:

- @ Mention a person or persons, name(s) wherever possible.
- Use #NECTAR (plus selected #s for each of the social media campaigns).
- Include an image or link to enrich each post.

## Conferences

NECTAR partners should identify relevant regional and European conferences where the NECTAR project can be presented. Proposals should be submitted to the Project Steering Committee for consideration and agreement.





## Publications

Over the course of the project the learning generated by the consortium will be published in scientific & dissemination publications. These activities aim at transferring knowledge with the political, scientific and medical communities, creating opinions, consolidating professionals and promoting the scientific content generated by the NECTAR consortium.

## Consortium Events

### **Public Events**

A final project event will be organised to present the project results. The goal will be to bring together all relevant stakeholders both from the NECTAR community and beyond to celebrate the completion of the project and demonstrate the value of the services which can be transferred and scaled-up in other regions.

### **Engagement driven dissemination events**

Outreach events at local level will be organised by the consortium to amplify the NECTAR message. The goal of these events will be to establish connections with local and regional communities' members for showing them the value of the project through the celebration of events, showcases and focus group with the main stakeholders in each domain.

### **User community events**

The user community will be used to transmit a deep and consistent message on the values of the project and follow up. The intention is that they will multiply NECTAR messages to their associates.

### **Showcases**

At each pilot site, showcases will be organised to demonstrate the project and activities to local / regional / national target audiences. These sessions will provide a forum for researchers, healthcare and educational stakeholders. Showcases will also support relevant conferences and may be collaborative events carried out with other stakeholders in the pilot site.

### **Workshops**

To develop insights, understanding of needs, highlight practices and courses available within a region, and to co-design Chef personas and curricula consideration may be given to organising focus groups for VET providers, health and care providers, Chefs, caregivers, Curriculum certification bodies, food engineers etc. This could be done as an alternative to, or complementary to, undertaking surveys and interviews with relevant stakeholders to validate information obtained.

## ANNEX 4 - DISSEMINATION AND COMMUNICATION TIPS FOR PILOT SITES

- Pilot Site partners should organize the necessary internal meetings to ensure the correct development of the communication and recruitment plan in order to achieve the expected objectives
- Elaborate the NECTAR Stakeholder Map and your own database with those organizations, entities and associations that you want to reach.
- Think about organizing a press conference once the pilot is ready for including VET providers and students to present the participation campaign.
- Try to include dissemination materials such as posters and brochures informing about your pilot in those places where your target audiences usually meet such as education centres, hospitals, care homes, employment and career centres, Government buildings, primary care centres, etc.
- Use the VET provider, public authority, health and care provider websites to insert an advertisement about the pilot and how to participate including contact details.
- Organize dissemination activities such as talks and meetings with key stakeholders to strengthen the recruitment campaign.
- Use simple and clear messages so your audiences can easily understand
- Include on your organisation's website all the information regarding NECTAR and the pilot with the explanation of the recruitment process. (We can help you sharing NECTAR visual identity and design resources).