

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



DISSEMINATION AND COMMUNICATION PLAN UPDATE – M21

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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.

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	29-10-2022	

*Status indicates if:

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



4 TABLE OF CONTENTS

1	ABSTRACT:.....	2
2	KEYWORDS:.....	2
3	VERSION HISTORY AND AUTHORS	3
4	TABLE OF CONTENTS.....	4
5	INTRODUCTION	5
6	NECTAR DISSEMINATION AND COMMUNICATION	5
	OBJECTIVES	5
7	MONITORING IMPLEMENTATION	9
	ANNEX 1 – ABBREVIATIONS	10
	ANNEX 2 – QUALITY CONTROL CHECK LIST	11

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.

This report provides an update on Dissemination and Communication activity at M21 of the project.

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 dissemination and communication objectives for Years 2 and 3 are:

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.

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.

Proposed Dissemination and Communication activities for this period and comments on delivery are set out in the following Table:

Proposed Activity	Update at M21
<p>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:</p> <ul style="list-style-type: none"> ○ 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. 	<p>Pilot Sites have produced their own PPT presentations and other materials to promote NECTAR to regional stakeholders and students.</p> <p>No updates to corporate materials required at this stage.</p>
<p>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.</p>	<p>Partners and Pilot Sites have developed relevant materials for engagement within their regions</p>
<p>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.</p>	<p>This was reviewed by the Dissemination and Communication Working Groups and it was agreed not to proceed. One of the challenges would be producing a podcast in different languages</p>
<p>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</p>	<p>Pilot Sites have included articles on NECTAR in Newsletters.</p> <p>Potential conferences and events to promote NECTAR are under consideration</p>
<p>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.</p>	<p>No progress has been made</p>
<p>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.</p>	

<p>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.</p> <p>The following categories have been identified and considered relevant:</p> <ul style="list-style-type: none"> ○ Food engineering ○ Active and healthy ageing ○ Healthy and safe food ○ Chefs ○ Education and training ○ Health and care: 	<p>Agreed UALG would present NECTAR at EFOOD2022 3rd International Conference held in Lisbon from 28th to 30th April 2022.</p> <p>Agree MUG would present NECTAR at Austrian Society for Geriatrics and Gerontology (ÖGGG)</p> <p>Possible event in Copenhagen during May was identified. However, it was too late to be included on the programme.</p>
<p>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.)</p>	<p>No opportunities for Published Papers identified</p>
<p>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).</p>	<p>To be reported on in next Deliverable</p>
<p>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).</p>	<p>Preparation work for organising the Final Conference will begin in M30</p>
<p>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</p>	<p>Preparation work for organising the Final Conference will begin in M30</p>
<p>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</p>	<p>No relevant events identified by Pilots sites in the period of this report</p>



(conference, workshop, seminar, meeting with relevant stakeholders).	
Dissemination of pilots, which will be managed mainly through the local network of partners.	Pilot Sites have been undertaking a programme of engagement with their regional stakeholders.

The following Table updates the previous record 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
Published Papers	<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>
Social Media	<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, https://www.wiab.at/projects.de.html RSCN NECTAR - RSCN Medical University of Graz (MUG) web site Home Page Detail (medunigraz.at), and MUG Research Group “Ageing and Old Age Medicine” Geriatric medicine and lifelong health (medunigraz.at)</p>
External Events	<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 basis” 16th and 17th 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 EFOOD2022 3rd International Conference held in Lisbon from 28th to 30th April 2022</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>
Engagement Activities	<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 4th 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>
NECTAR Brochure	<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>
Newsletter	<p>The first NECTAR Newsletter was published in November 2021 and disseminated through the Partner and Pilot Site Networks</p>
Pilot Site Dissemination and Communication Plans	<p>All Pilot Sites began the process of developing the Dissemination and Communication Plans</p> <p>All Pilot Sites have developed and are implementing their Dissemination and Communication Plans.</p>

7 MONITORING IMPLEMENTATION

Communication activities will be monitored at six-month intervals.



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 – QUALITY CONTROL CHECK LIST

Quality Control Check	
Generic Minimum Quality Standards	
Document Summary provided (with adequate synopsis of contents)	xx
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	xx
Language, grammar and spelling acceptable	xx
Objectives of the application form covered	xx
Work deliverable relates to adequately covered	xx
Quality of text is acceptable (organisation and structure, diagrams, readability)	xx
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	xx
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	xx
Deliverable specific quality criteria	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	xx
Checklist completed and deliverable approved by	
Name:	Date: