



INTERIM DISSEMINATION REPORT M20

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1 ABSTRACT:

The scope of this document is to provide an overview of the dissemination, communication and engagement activities undertaken during the first 18 months of the project. The approach adopted includes a review of the initial Dissemination and Communication objectives, an analysis of the activities undertaken by Partners and Pilot Sites. It also includes recommendations on future Dissemination and Communication activities for the second half of the project.

This document has been structured as follows:

Section 6 provides a short introduction about the NECTAR context, including an internal and external analysis of the project environment. This analysis identifies the main organisations and influencers, presenting an initial overview of the NECTAR network.

Section 7 reviews the main Dissemination and Communication objectives, and how the project performed against these.

Section 8 identifies the lessons learnt from the initial 18 months of the project and sets out recommendations to improve dissemination and communication activities for the remainder of the project.

Section 9 proposes a set of actions and communication channels that will be used to implement the plan in a successful way to accomplish the proposed goals.

2 KEYWORDS:

Communication, Dissemination, Stakeholder Mapping, Visual identity, Monitoring

3 REVIEWERS

REVIEWER NAME	EXTERNAL REVIEWER	ORGANISATION	DATE OF APPROVAL
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4 VERSION HISTORY AND AUTHORS

Version	Name / Organisation	Status*	Date	Provided Content/Comment/ Summary of Changes
1	John Farrell, RSCN	A	26-01-2021	Draft Version 1
1	Seema Akbar, WIAB	IF	27-06-2022	Review first Draft Version of the report, correction of minor spelling mistakes and adding a few comments
2	John Farrell	A	27-06-2022	Final Version

*Status indicates if:

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

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6 INTRODUCTION

NECTAR Dissemination & communication activities are 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 actually reach the target groups and end beneficiaries of the project outputs.

Both the horizontal as well as the vertical dimension are undertaken using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner.

The primary target group for project communication and dissemination activities are:

- Health and Care Providers
- VET providers
- Accreditation/Certification organisations
- Local, regional, and national governments – including public authorities, policy and decisions makers, and practitioners
- Chefs (Gastro Engineering)
- Agri Food & Fish sector
- Older adult patients and service users

The secondary target group includes:

- Non-governmental organisations and civil society – such as specific food NGOs, older adult associations, etc
- Academia and research sector
- Professionals involved in food engineering, food quality in all its aspects, nutrition and diet
- Chef schools and colleges
- Local businesses

The tertiary target group includes:

- Media
- Multipliers: stakeholders that spread the word about the project
- Unusual suspects: stakeholders that develop an interest in the project for unexpected reasons
- European Greenddeal
- Other relevant European projects

Dissemination activities throughout the project includes:

- Public engagement events organised to raise awareness of NECTAR and to maximise engagement of relevant stakeholders at pilot sites. For example, one short-term result related to dissemination is "NECTAR will be disseminated at least once per year in EIP on AHA events"
- 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).
- At least 3 scientific papers referring to NECTAR will be published,
- At least 2 newsletter per year will be published

- All partners' websites will disseminate NECTAR results
- Dissemination of pilots, which will be managed mainly through local network of partners described in detail in tasks of WP5.
- A final conference 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 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 are will in adopt the Curriculum and replicate the project results, after the project ends

This Interim Report reviews the dissemination and communication activities undertaken in the first 18 months. It also reflects on lessons learnt to improve dissemination and communication activities for the remainder of the project, particularly for ensuring the key exploitation results contribute to the sustainable and long-term impact from the project after it ends.

7 NECTAR DISSEMINATION AND COMMUNICATION OBJECTIVES

7.1 Overall Objectives

The NECTAR Dissemination and Communication (D&C) Plan was developed to ensure:

- a) products and outcomes from the project are widely spread among the appropriate target communities, at the right time and using the right methods and approaches, and
- b) potential contributors to the development, evaluation, uptake, and exploitation of NECTAR outcomes are identified and encouraged to participate on a systematic and regular basis.

Within this the objectives of the dissemination and communication plan were:

- 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.

Dissemination and Communication would therefore be carried out at European, national, and local levels during the course of the project.

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 Chef Gastro Engineer (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 at 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.

7.2 First Year Objectives and Achievements

Objectives in the NECTAR Dissemination and Communication Plan for the first year focused on raising awareness and dialogue with the key stakeholders. These objectives were:

- To define the dissemination plan establishing the partners involved and responsibilities in each task. This objective guided the activity to prepare and produce this deliverable.
- 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 achieve visibility of the project among target audiences defined 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 as the primary communication tool and reference for project's image, brand and content. It would address all targeted stakeholders and would have information on the project, consortium partners and pilot sites with a view to helping stakeholders and individuals identify whether NECTAR matches their needs and how to interface with the consortium.
- Creation of the NECTAR visual identity including 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 would be produced in English and the native languages of the pilot sites.

- Publication of at least 2 Newsletters providing updates on the project's 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.
- Delivery of a pan European webinar through the RSCN network of EIP on AHA Reference Sites to raise awareness of the project and the importance of tasty, healthy, safe and personalised meals for older adults.

Substantially all the above activities were delivered, the exceptions being: 1 newsletter was published instead of 2; and 2 external webinars were delivered. Supplementing these achievements' other dissemination and communication activities were undertaken by pilot sites to raise awareness of the project and engage with training provider organisations. The following Table highlights examples of dissemination and communication activities undertaken by partners and pilot sites:

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 "Look back - Think ahead"</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 are being developed by Pilot Sites, some examples</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>NECTAR volantino pilot.pdf</p> </div> <div style="text-align: center;">  <p>slide presentazione NECTAR.pptx</p> </div> </div> <p>Pilot Sites organised presentations and meetings with schools, hospitals, and care homes to increase awareness of the project</p> <p>Advisory Board Members (5 in total) + External Reviewer were provided with an update on the project and links to the Project Brochure, first Newsletter and the NECTAR Website. Advisory Board members are important stakeholders as they are experts from different countries and are reviewing some deliverables. It is necessary therefore to keep them updated on the project. Advisory Board members were asked to support dissemination of the Project by sharing the NECTAR Brochure, link to website and update on 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> <div style="text-align: center;">  <p>NECTAR Newsletter_ NOV 2021-final.pdf</p> </div>

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 is 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. By analysing and categorising the stakeholders it has been possible to align the project's Dissemination and Communication Plans to ensure the level of engagement is appropriate to each stakeholder.

The following Table provides an overview of the main target groups for the NECTAR Dissemination and Communication Strategy and the main messages to be addressed. The target groups are based on the Stakeholder Analysis:

Table 2: Target Audience and Messages to Transmit

WHO	WHAT
Vocational (Higher) Education Training Providers	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • 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. • Benefits of tasty and high-quality food on Quality of Life of older adults • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
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"> • Information on the NECTAR project and its Ecosystem • Good Practices in high quality food for older adults and those who need a more personalised diet or with extra care needs • Benefits of tasty and high-quality food on Quality of Life of older adults or patients recovering from surgery or have other health conditions • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
Health and Social Care Providers (Hospitals, Care Homes)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Good Practices in high quality food for people with extra care needs • Benefits of tasty and high-quality food on Quality of Life • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
3 rd Party Providers (Private Care Homes)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Best Practice in high quality food for people with extra care needs • Benefits of tasty and high-quality food on Quality of Life

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

7.3 Managing Dissemination and Communication

The consortium consists of different types of institutions: research institutions, healthcare & social care providers, academic and public authorities, Chefs’ schools and colleges; all with a different interest and focus on certain target groups, and different efforts assigned to dissemination. To achieve optimal results, NECTAR defined a specific Dissemination & Communication structure, with an Expert Board and a Dissemination and Communication Working Group. The Expert Board (EB):

- Determines and agrees the overall dissemination strategy and the guidelines to be followed
- Oversees the definition of the main objectives and activities that will be deployed during the life of the project, along with annual updates
- All core decisions in terms of NECTAR dissemination will be discussed within the Expert Board, and if needed, shared with the Project Steering Committee, including budgetary.

It is composed of three partners: Odisee, SI4Life, and RSCN, who will also lead it.

The Dissemination and Communication Working Group (DCWG) is an inter cluster group that maintains proper coordination among those tasks that can enrich and support the communication

and dissemination of project activities and results through the NECTAR channels. The Group comprises one representative from each Pilot Site along with representatives from Si4Life and RSCN.

The working relationship between the 2 Groups is as follows:

Top-down approach: The Expert Board defines the main guidelines to be followed in terms of global messages, digital strategy, marketing materials, event attendance, etc., for NECTAR dissemination. The Dissemination and Communication working group and each partner may follow these guidelines.

Bottom-up approach: The Dissemination and Communication working group updates the Expert Board about the general situation in each of the Pilot Sites, and any upcoming activities for each partner such as publications, event attendance, appearance in local media, etc. In addition, it advises the Expert Board on progress of the individual dissemination plans. This information can be used: 1) to create a global message about NECTAR, and 2) to update the global channels with the activities and results achieved in each Pilot Site and tasks. Each activity effort must be previously evaluated in terms of cost and time.

Both approaches will be managed through regular online meetings. For this purpose, a specific distribution mailing list has been created including the appointed contacts. As with other NECTAR project tasks the repository in Microsoft Teams is used to share all the Dissemination and Communication materials and resources among the working group.

Reviewing our dissemination and communication efforts this has been an area that could have operated more effectively. Having established the structures, it was difficult to coordinate regular meetings, particularly amongst the DCWG where there was often competing priorities for members of the Group. This meant that there was a greater reliance on email communications to build up a picture of what was happening in Pilot Sites. As the project moves towards the testing of the NECTAR curriculum the pilot sites recognise the importance of dissemination and communication in promoting the curriculum programme, recruitment of students, and influencing key policy makers in their regions. The DCWG will be re-energized for the remainder of the project and an immediate task for the pilot sites is to set out their dissemination and communication plans for the next 18 months. Regular monthly meetings will also be scheduled monthly after the summer holiday season.

8 LESSONS LEARNED

In the wider NECTAR project, a number of key deliverables have been completed particularly those which will inform the Exploitable Results which will be developed during the life-cycle of the project:

Table 3: NECTAR Exploitable Results

Result Number	Exploitable Result	Beneficiary
1	CGE Occupational Profile	Policy Makers, Regulatory Bodies, Health and Care Providers
2	CGE Curriculum	Policy Makers, Regulatory Bodies, VET Providers
3	CGE Web-based Designers' Kit	VET Providers

4	Open Access Educational Resources	VET Providers
5	Online Educational Toolkit	VET Providers
6	Pilot Sites CGE Course Programmes	Policy Makers, VET Providers

It will be critical to the success of the project that lessons learned from the first 18 months are identified and acted on. Key within this will be maintaining the regular engagement across the consortium partners and pilot sites to understand what is required, and what action is being taken, to secure the delivery of the Exploitable Results. Pilot Sites will need to review their Dissemination and Communication Plans to ensure they are engaging with policy makers, VET providers and accreditation bodies to promote and secure support for the curriculum and occupational profile, and in the recruitment of students. In many cases Pilot Sites have begun developing presentation packs and promotion leaflets, these should be reviewed and updated regularly to ensure the information and messaging is current and the objectives set for the communications are being met.

Supporting this, and referred to already, the DCWG will be re-energized to ensure there is a continuous flow of information on the plans and activities of the Pilot Sites and how the project can support their dissemination and communication actions.

Understanding the project's stakeholders and the extent to which they can influence or impact on the project is essential when designing communication messaging and engagement strategies. The NECTAR Stakeholder Map should be regularly reviewed to ensure any new stakeholders are identified and included in communication messaging activities.

Traffic to the NECTAR website and social media channels could be improved. This will require a specific strategy to be developed in conjunction with an increased effort from all partners and pilot sites to promote the website e.g. through links on their own organisational websites and social media platforms.

To ensure information on the project is regularly available to the public and stakeholders, the website and social media channels should be regularly updated with news articles and items of interest relevant to the project. A template will be introduced to capture information from pilot sites and Work Package leaders on a monthly basis for uploading to the website and to our social media channels.

The above lessons learned from the project will be integrated with the next stage iteration of the Dissemination and Communication Plan. This will also include the dissemination and communication activities necessary to support the delivery of the NECTAR Exploitation Results.

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)	X
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	X
Language, grammar and spelling acceptable	X
Objectives of the application form covered	X
Work deliverable relates to adequately covered	X
Quality of text is acceptable (organisation and structure, diagrams, readability)	X
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	X
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	X
Deliverable specific quality criteria	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	X
Checklist completed and deliverable approved by Name: Seema Akbar Date: 27.06.2022	