



LOWINFOOD

**Multi-actor design of low-waste food value chains
through the demonstration of innovative solutions
to reduce food loss and waste**

GA No. 101000439

D6.2. LOWINFOOD ONLINE MEDIA ACTIVATION

WP6 - Type of deliverable: Websites, patents filling, etc - Dissemination level: Public - Due date: 30 June 2021

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THIS DELIVERABLE HAS BEEN SHARED AND REVISED WITH THE PROJECT COORDINATOR



LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439.

The views and opinions expressed in this document are the sole responsibility of the author and do not necessarily reflect the views of the European Commission.



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Summary

This document compiles the actions and activities carried out for the accomplishment of the **online media activation** of the LOWINFOOD project, and it also sets the strategy to be followed for a successful feed and updating of all the activated channels.

A first description of the channels activated for LOWINFOOD had been already provided in D6.1 PEDR (Plan for the Exploitation and Dissemination of Results), submitted on 31st January 2021, as well as an initial approach related to the strategy that should be pursued by LOWINFOOD partners in order to achieve a dynamic use and interaction. This deliverable, in contrast, is intended to give a more exhaustive description of the channels activated and the use that already is being made of them. The final part of the deliverable contains the checklist shared with consortium partners with a summary of the actions and procedures they must take into account and should carry out to comply with the requirements of communication, dissemination and exploitation of the LOWINFOOD project. It has been structured as a checklist, to be it is easy for partners to audit if they are fully accomplishing what it is expected from them, or they have any issue pending. In fact, the collaboration of all partners is needed to attain the level of dissemination that is expected for the project.

This deliverable has been elaborated by Elhuyar, which is the leader and the main manager of all the online media channels activated for LOWINFOOD communication and dissemination. ELH members constitute the communication team, led by the communication manager (Manex Urruzola), and they are behind the launching and feeding of the digital channels and networks of LOWINFOOD. The content of this deliverable has been shared and revised with the project coordinator.





1. Introduction to the deliverable

LOWINFOOD, “Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste”, is a project funded by the European Commission’s Horizon 2020 framework, under the topic RUR-07-2020 — Reducing food losses and waste along the agri-food value chain. It started on the 1st of November 2020, and it has a life span of four years (52 months).

LOWINFOOD is committed to co-design, together with actors of the food chain, low-waste value chains by supporting the demonstration of a portfolio of innovations in a series of value chains particularly concerned by food loss and waste problem, due to their perishable nature, as well as the large amount of waste generated in each of them: fruits & vegetables, bakery products and fish value chains, as well as in at-home and out-of-home consumption.

The innovations are selected among promising solutions that have already been developed and tested by some partners of the consortium, with the aim to provide the necessary demonstration and upscale to allow market replication.

The project is expected to have a significant impact on different aspects, and on several audiences. Once the research part of the project is completed, the final phase will be devoted to reach the expected impact, which implies to make available to the target audiences the results and the products/materials obtained . Taking into account that social media have become an essential piece for communication, dissemination and marketing in our society, they will be essential for the achievement of the expected impact.

The joint collaboration of all partners is required to effectively carry out all the activities scheduled, including those related to communication and dissemination of information and results through social media. The LOWINFOOD consortium comprises 27 entities, located in 12 different countries around Europe, with expertise in all relevant scientific and technical areas covered by the project: innovation, demonstration, knowledge transfer, dissemination, policy advice and marketing strategy.

The **gender perspective** will be incorporated throughout the project, and it will be ensured that the material produced to be disseminated by online channels is gender sensitive and inclusive, and the use of sexist and stereotyped language, messages and images is avoided. ELH will be responsible of the verification that the gender perspective is well integrated throughout the communication, dissemination and exploitation activities, but the contribution of all partners will be required.





2. Objectives of the activation of online media

The central goal of using online media is to maximise opportunities to promote, communicate and disseminate research results throughout the lifetime of LOWINFOOD, and beyond. LOWINFOOD consortium is committed to disseminating the developments and results of this project to a wider audience, as the food loss and waste problem concerns the society as a whole.

The objectives that can be achieved by activating and regularly feeding different online channels and interacting with users through have been anticipated in the PEDR (deliverable 6.1).

1. Promoting the project and ensuring its visibility: To be online, accessible via internet, is the most efficient way to ensure the visibility of any initiatives. Social media, additionally, are one of the most profitable digital marketing platforms that boost brands and projects visibility among potential users, thus allowing reaching a bigger audience.

2. Favour networking and mutual learning among research and innovation projects related to food loss and waste reduction: The established partnership with similar initiatives under topics RUR-07-2020 and RUR-06-2020, focused on food loss and waste reduction, will help to maximize projects' impact and disseminations of results, as well as to facilitate knowledge exchange and mutual learning. The regular meetings that are being taken place, together with interaction on social media will lead to a very effective performance of objectives.

3. Raise awareness about the importance of reducing food loss and waste, and diffusion of the innovations that have been proven to be effective for that: Online media in general, and social networks in particular, can be very effective for reaching the objectives of making actors involved in the value chains in which the project works aware of the importance of reducing the amount of food loss and waste along the entire production chain, as well as of effectively disseminating the findings that will be made during the project to reduce food loss and waste.





3. Target Audience

Recognising the importance of having a significant and responsive community around the LOWINFOOD project, online media channels play an essential role both for building this community and for maintaining and raising it. The LOWINFOOD community involves a wide variety of stakeholders as set out below, and activity on digital channels must guarantee all of these stakeholders are being addressed:

1. The members of the consortium.

All partners of the consortium must have presence on the project's channels, and interaction with their corporative/personal profiles will be promoted. Indeed, an active implication of partners will be crucial for an effective diffusion of the project and the results achieved: They have the biggest potential to amplify the messages that are aimed to be disseminated, and, at the same time, they are the source of information from which news and posts can be created.

2. Stakeholders involved in the food value chains addressed by LOWINFOOD.

LOWINFOOD will make an effort to reach as many stakeholders working on fruits & vegetables, bakery and/or fish industries, as well as the hospitality sector and the public food service as possible through the online channels. It is essential to address this audience, as they are who can make a direct and concrete use of the innovations evaluated and demonstrated in LOWINFOOD, and the ones interested in the market replication of these innovations.

3. General public.

The general public is another important target audience for LOWINFOOD, on the one hand, because awareness raising messages and activities will be mainly focused on the general public, and on the other hand, when it comes to spread the results that concern the general public, i.e, the outcomes of the innovations related to the reduction of food waste at the consumption stage.

4. Policy makers.

Although it is not expected that social media channels are the main way for communication and dissemination with policy makers, activity through these channels will help to the final diffusion strategy of LOWINFOOD: policy makers can learn about the results attained in the project, as well as about the public response to the series of recommendations and tools that LOWINFOOD will provide for those who join the common objective of reducing food loss and waste in food systems.

5. Research community.

The research community is a relevant target group for communication and dissemination activities, and online media channels will help on this objective, especially the website and the professional-oriented social networks.



4. Activated online channels for communication, dissemination and exploitation

In order to successfully convey the right messages to the respective target audiences and reach the highest impact possible, LOWINFOOD has activated the following online channels for external communication, dissemination and exploitation activities.

Project website

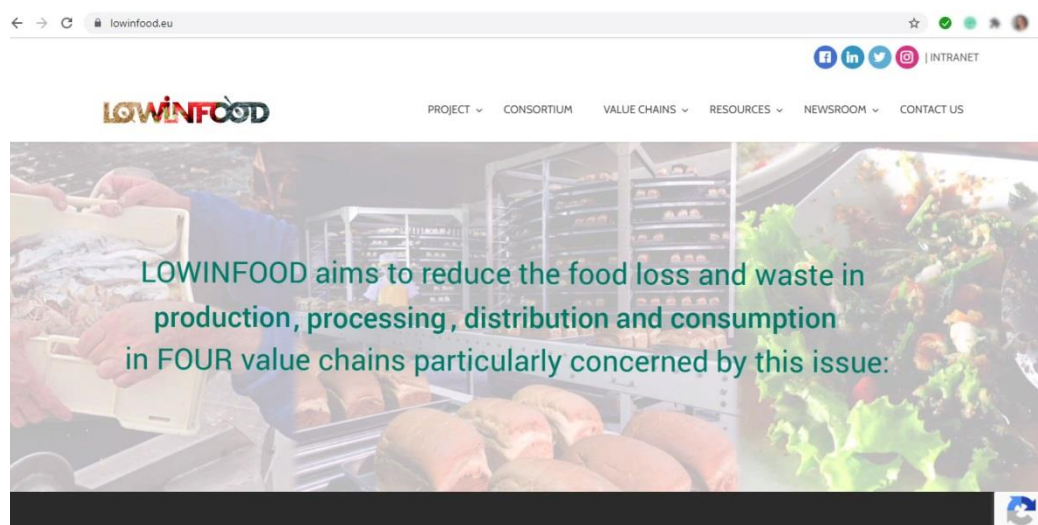


Figure 1: Screenshot of the LOWINFOOD website landing page.

The project website (Figure 1), <https://lowinfood.eu/>, has been established (powered by Wordpress) in November 2020, in order to enable all the stakeholders and the general public to readily follow the development of the project. The project website is intended to serve as the main tool for communication, dissemination and exploitation, and it will be the repository of all the material aimed to be publicly available. The dynamic website benefits from an eye-catching design and it is easy to navigate. It is accessible by any citizens with internet access, and the layout adapts to be navigated by tablets and smartphones. It is being used as a gateway to diffuse project information as widely as possible. It is being constantly updated with videos, pictures, informative texts, public tools and public deliverables as soon as they become available. It is linked to and from other channels and content developed in the project, as well as other initiatives similar to or related to LOWINFOOD.

Roles assigned to the website:

- Public image of the project and the main online access for the target groups as well as for the general public. Information source on the project's objectives, activities,



outcomes and relevant updates.

- Repository of information in order to store and make available project resources and publications and to general public. All the public deliverables will be available on the web, in different formats, such as specific web sections, or documents for their download or consultation.
- It is provided with an intranet platform, which is protected by a username and a password, and can be only accessed by partners and close collaborators. This is the project's repository, the platform to share documents and information among people involved in the project.

The content on the website will be constantly updated, and the structure will be modified to better respond to the requirements of the outputs reached and the needs emerged during the project. Among others, it is expected, for example, to develop and display on the website a toolbox for market replication of innovations, at the end of the project; it will describe the most promising options that will provide the innovations to be deployed and tested in LOWINFOOD, their efficacy, socio-economic and environmental effects.

Structure:

The preliminary structure of the website has been arranged as follows:

Home. The homepage (Figure 2) displays the latest most important content of the website. It is arranged in a way that the four value chains the project works on are displayed very visually, below a header with a 20-second video where the main objectives and approach of the project are presented, to see the project “at a glance”. The last news, and produced documents, publications, call to action and promotional material will be featured on the homepage, as well as a call to subscribe to the newsletter.

Project. The project section (Figure 3) provides information about the framework within which the project has been conceived. The “project” element on the top menu shows a dropdown menu, through which users can navigate to several pages with broad information about the project: **background** (Figure 4), where the importance about reducing food waste is explained (Why?); the **approach** (Figure 5) of LOWINFOOD (What? How?); a brief description of the **Work Packages** (Figure 6) (Who, How and When?), and a page devoted to the **partnership** (Figure 7) collaboration that has been established with sister projects. Additionally, each of these pages has on the bottom one hyperlink to go back to the previous section and another one to go forward to the next one.

Consortium. All the consortium partners (Figure 8) are presented visually, represented by their organisation's logo, and sorted by the type of organisation each one belongs to (researchers, innovation providers, the ones belonging to the food sector, public institutions and communication partner). A brief description is





given for each of them, as well as the role(s) that have been assigned to each one. An additional section is devoted to the External Advisory Board.

Value chains. The value chains section (Figure 9) is composed by the four value chains that are addressed in the project: fruits & vegetables, bakery, fish and consumption. Each of the value chain will bring the visitor to a specific webpage (they are under construction), where more detailed information is provided about the challenge of food loss and waste reduction and the approach LOWINFOOD has designed to foster it. Updates will be applied to each of these subsections as the project progresses.

Resources. The resources section (Figure 10) is the repository for communication, dissemination and exploitation materials, such as the videos, the training packages, the flyers, the recommendations, etc. These materials are available to be visualized and downloaded, when pertinent. It comprises two subsection for now: one for videos (under construction), and the other one for the flyers, where the project's flyer is available (Figure 11).

Newsroom. Project results, outputs, publications, events and actions are being announced on the newsroom of the website. Relevant information about other related projects will be featured on this section as well as every event or action consortium partners organize or attend reported. All partners are requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item. The newsroom is composed by some pages (as can be seen in Figure 12), each of one devoted to a specific purpose: the **news page** (Figure 13), where all news items are displayed, along with the social media feed and like boxes; the **events page** (Figure 14), which is the repository of all relevant events LOWINFOOD partners organise or assist, and the **newsletter page** (Figure 15), where the delivered issues will be available, together with the form to subscribe to it. This way, a general view of the public communication and dissemination activities is displayed on a single place.

Contact. A page with contact information (Figure 16) has been provided, and a contact form added, which allows any visitor to easily interact with the consortium.

Social Media channels

Social media is a critical component to any promotional effort. From the beginning of the project social media accounts were signed out and all partners have been asked to follow them, as well as to retweet or resend the messages that are posted on them. The creation of [Facebook](#) (Figure 17), [Twitter](#) (Figure 18), [LinkedIn](#) (Figure 19) and [Instagram](#) (Figure 20) profiles in November 2020 is helping to expand the outreach of the project, enabling thus to communicate the key project results to specific target groups and to readily react to





comments and questions from the audience. Additionally, a Youtube channel will be established, which will be the public repository for the audio-visual material produced during the project. Once published on Youtube, videos will be embedded to the official LOWINFOOD website, and will also be shared by the other social media accounts.

An active attitude is being followed in the Social Media channels (Facebook, Twitter, LinkedIn and Instagram), not only feeding it regularly with LOWINFOOD news, possibly but not exclusively collected from the partners, catchy data on the situation, objectives, but also retweeting and commenting partners', sister projects' and other stakeholders' messages and the interesting messages related to the project topic. When posting any content, we will make audience feel there are real people behind, by using close, personal language, as well as by posting inclusive and gender-sensitive messages, and avoiding stereotyped language, messages and images.

Another habit when feeding the social media accounts is to broadly use the trendy hashtags linked with food loss and waste challenge. More general hashtags such as #H2020 and #AgriResearchEU are also be added to the tweets and posts, and @EU_H2020, @EUAgri are also tagged in them, as it is a good way to benefit from a larger audience.

Following the general recommendations for a successful communication and to drive traffic to the project's website through social media, visuals will be broadly used when posting content, and, of course, links to the website where users can learn more about the information they have just seen.

Newsletters

Periodic newsletters are planned to be designed and delivered during the whole duration of the project, compiling all the relevant information on the advancement of the project so far. People interested in receiving the newsletters will be invited to fulfil the subscription form on the website dedicated section, so that all mailings will be in compliance with the requirements of the current data protection laws.

The first newsletter has been released in M7, May 2021, ([view the newsletter](#)). It was an introductory issue, which offered a general view about the initial stage of the project. Thereafter, newsletters will be delivered **every six months**, unless important results or relevant information emerge. If so, dedicated newsletters can be circulated in addition. For example, the celebration of the General Project Meetings will include sending a newsletter issue, to share information about the meeting and the relevant information provided by partners.

Although the PEDR anticipates that newsletters were going to be sent through a dedicated Mailchimp account, **SendinBlue** is the platform that has finally been chosen for the newsletters delivery. The reason for this selection has been the location of the servers for data collection of this company: they state that "hosting servers on which SendinBlue processes and stores its databases are all located within the European Union, on our own





servers, on Google Cloud or on AWS". Indeed, this is the most effective way of safeguarding personal data in accordance with the GDPR, the European Union data privacy law that requires organizations to keep data safe, while also giving people more control over how their data are used. SendinBlue also complies with all other requirements of the GDPR.

Apart from people that are actively subscribed to the newsletter, all the staff contributing to the LOWINFOOD project (those who signed the Informed Consent for being added to the contact list of the project, as foreseen by deliverable 7.1, submitted on 30th April 2021) will receive the newsletter, and they will be invited to share it with their own contacts and invite them to subscribe to it. Stakeholders will also be invited to subscribe to the Newsletter e-mailing, as well as the people working in other projects under similar topics (RUR-07-2020, RUR-06-2020). ELH will be responsible for a smooth subscription process.

Special mention should be made of the interaction established with sister projects funded by the EU under topics RUR-07-2020, RUR-06-2020. Several collaboration initiatives have been agreed in the regular meeting that are being organised among the five H2020 projects joined in this partnership: FoodRUs, CO-FRESH, FAIRCHAIN, Ploutos and LOWINFOOD. The aim of these initiatives is to take advantage of the networks that are being developed within each project, to promote and disseminate news and results of the others, for which activated online media are being broadly used.

Firstly, websites of all the five projects have a specific page devoted to this partnership: FoodRUs, [CO-FRESH](#), [FAIRCHAIN](#), [Ploutos](#). Besides, all projects partners have been asked to subscribe to all projects' newsletters, in order to reach a broader diffusion. Finally, a collaborative approach has been agreed also for social media: on the one hand, a hashtag has been selected from an initial list of possible hashtags to represent and to refer to the sister projects network: #H2020FoodSis. On the other hand, a list of common hashtags related to FLW has been mutually agreed to be used: #agrifood #AgriResearchEU, #behavior, #behaviorchange, #benefits, #businessmodels, #design, #EU_H2020, #fairchain, #fchain, #foodchain, #foodcluster, #foodinnovationsisters, #foodloss, #FOODRUS, #foods, #foodsisterprojects, #foodsisters, #foodsustainability, #foodsustainability, #foodwaste, #H2020, #H2020coop, #innovation, #lowinfood, #ploutos_h2020, #supplychain, #sustainability, #sustainable, #tech, #technology. Additionally, all projects are followers of the others on social media, and everyone likes each other's pages, and all partners committed themselves to amplifying others' social media posts.

This cooperation network has led also to a series of workshops planned for the sister projects until December 2021. The first one was within the Green Week workshop, where on 27th May 2021 the workshop entitled "Collaborative and circular food systems to reduce pollution and improve health" took place, and all project coordinators presented their own project.





5. Online channels for internal and/or non-public communication

LOWINFOOD has activated some other online channels for purposes other than the public dissemination of the project and its results. Indeed, internal or at least non-public communication constitutes a very important aspect of the project, and online channels have become indispensable for the accomplishment of this essential activity.

These are the main online channels activated for these purposes:

Emailing

Emailing is the standard practice to exchange information among LOWINFOOD partners. A list of LOWINFOOD participants has been created (as foreseen by deliverable 7.1, submitted on 30th April 2021), linked with the organisation they work for, as well as the work packages they are involved in, and this list is used to address people according to the needs of the different persons involved in the exchange of information.

Intranet

A password protected platform (intranet) has been developed as a part of the website, to facilitate remote work and content management. It is the project document repository. Partners and actors involved in the project have their own credentials to access the web platform and share with all others their relevant information, such as technical information, confidential deliverables, raw project results, etc.

Regarding the access and edit permission to the intranet, two categories of profiles have been created for the project partners: partners and leaders. Members of both categories have access to the intranet, and are allowed to consult and download the information and documents available. Yet just those partners registered with the leader role will have the permission to feed the intranet platform, and thus edit or delete content, or add new one. The leader role has been assigned to all WP leaders, WP6 task leaders and communication and dissemination team members. The three members of the External Advisory Board have also been registered as partners to the intranet, in order to give them full access to the information and knowledge generated during the project.

Online meetings

All LOWINFOOD meetings celebrated for now had been held online due to the health crisis generated and the travelling restrictions imposed by the Covid-19 pandemic. These meetings had ranged from the kick-off meeting, celebrated on 2-3 December 2020, to the periodic Scientific Board meetings, the meetings held so far to discuss and agree different aspects of the evaluation methodology that will be followed during the project, the webinars that have taken place among research partners, innovators and stakeholders, the regular meetings with sister projects' partners, etc.





No specific channel has been activated to carry out these online meetings; for each meeting, people in charge of organising it have used the online platforms already activated in their own company (mainly via Zoom or Microsoft Teams), and the meeting is held through the link shared by them.



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| INTRANET

PROJECT ▾
 CONSORTIUM ▾
 VALUE CHAINS ▾
 RESOURCES ▾
 NEWSROOM ▾
 CONTACT US

Through the deploy, validation and boost of technological tools and organizational and managerial solutions

Value chains

LOWINFOOD has selected these value chains to work with, due to their perishable nature, as well as the large amount of waste generated in each of them.

Latest news

In food loss and waste reduction, gender also matters, we are not blind to this issue
8 MARCH 2021

LOWINFOOD Kick-off meeting held online
4 DECEMBER 2020
LOWINFOOD celebrated its kick-off meeting on December 2 and 3, but it was held online, due to the covid-19 pandemic. More than...

Hello world!
1 NOVEMBER 2020
November 1st, 2020, is the day when LOWINFOOD project's activities started. With funding of 5.5 million euros, the Lowinfood project brings together...

Subscribe to our Newsletter

☐ Man
 ☐ Woman
 ☐ Non binary

We use Sendinblue as our marketing platform. By clicking below to submit this form, you acknowledge that the information you provided will be transferred to Sendinblue for processing in accordance with their terms of use.

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Figure 2: General overview of the LOWINFOOD website home page.



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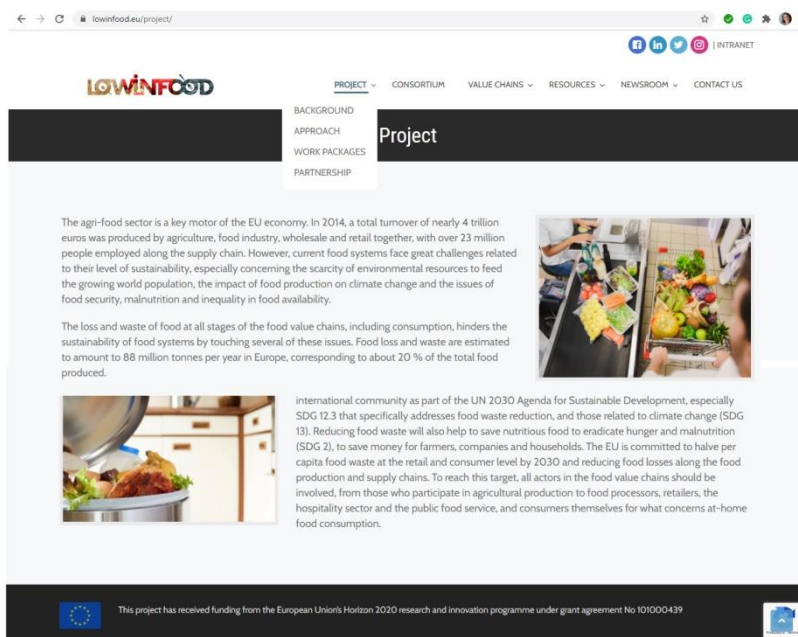


Figure 3: General overview of the page about the project and the subsections that can be found.

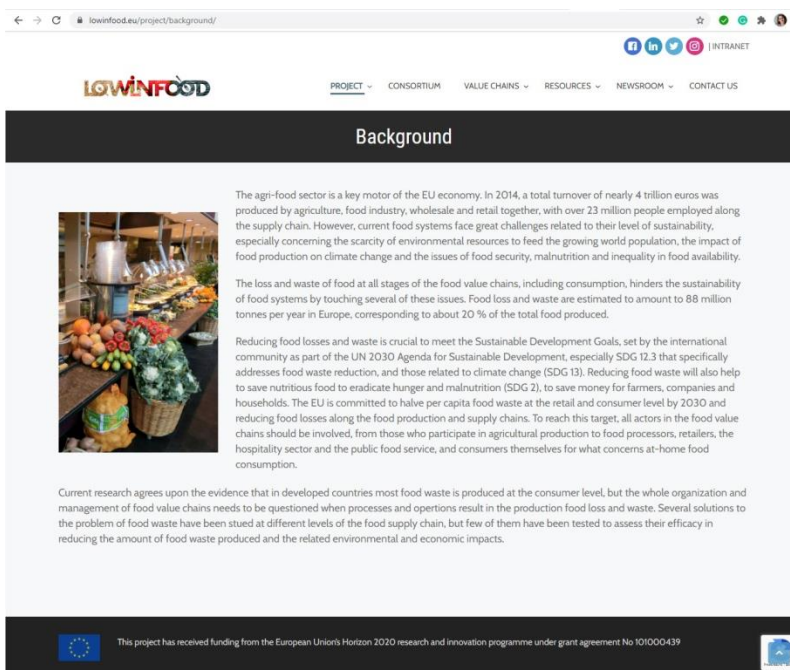


Figure 4: General overview of the page about the project background.



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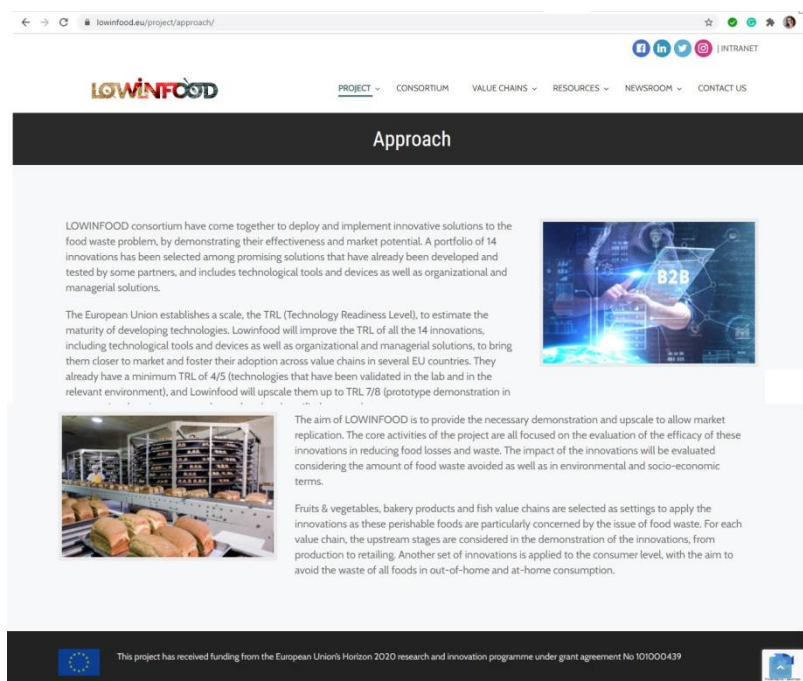
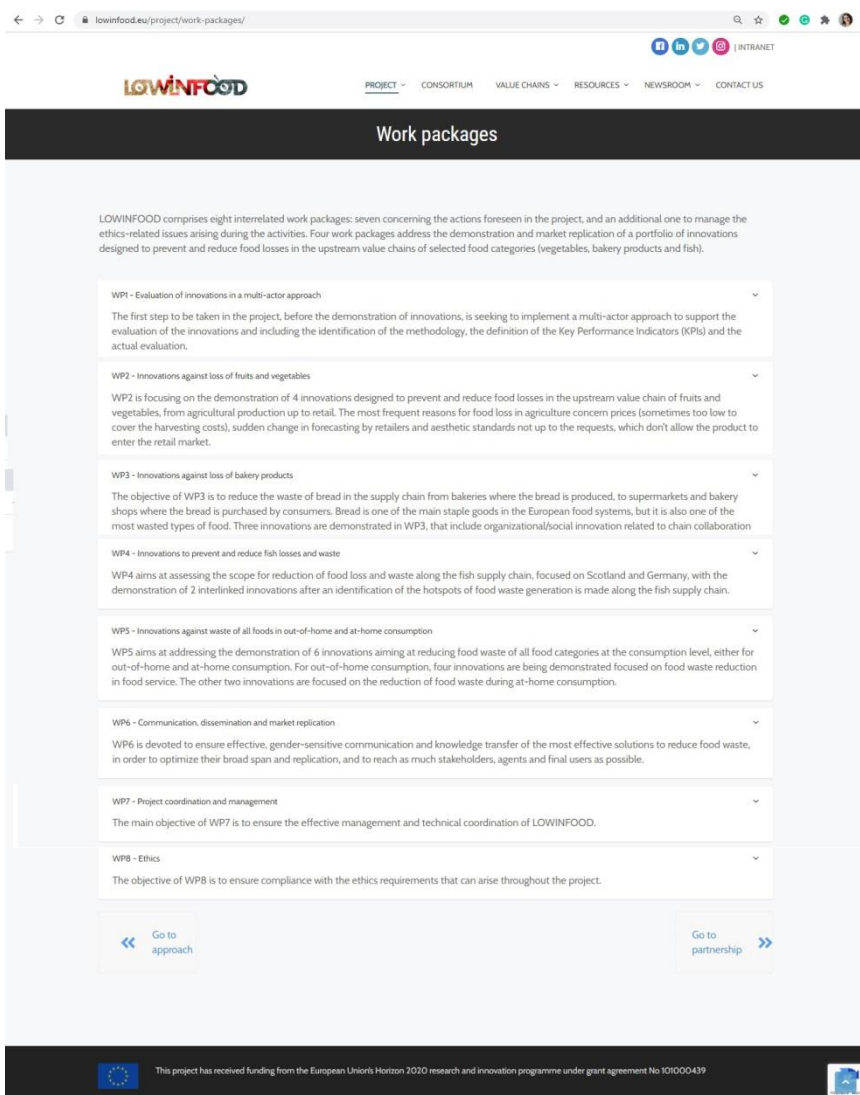


Figure 5: General overview of the page about the project's approach.



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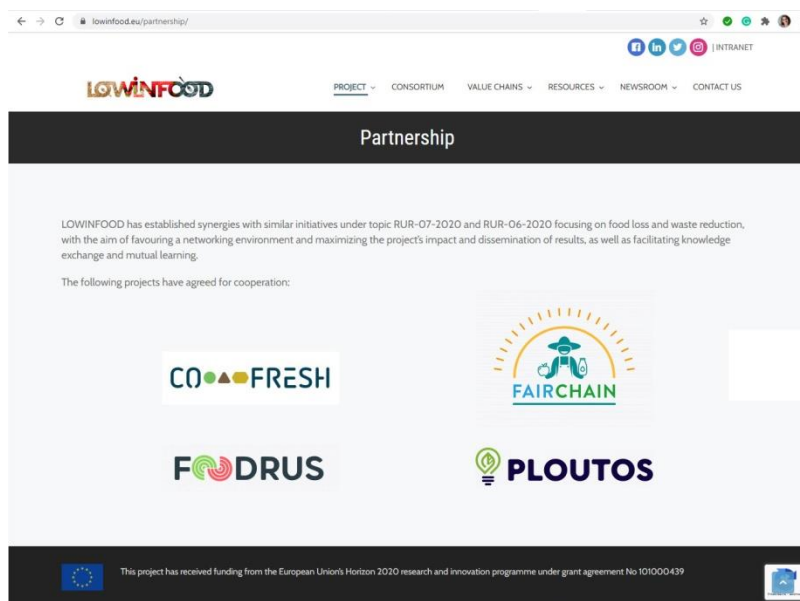


Figure 7: General overview of the partnership established with sister projects.



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← → ⓘ lowinfood.eu/consortium/research-partners

lowinfood PROJECT CONSORTIUM VALUE CHAIN RESOURCES NEWSROOM CONTACT US





Consortium

In LOWINFOOD, a multi-actor approach is used to trigger the adoption of effective innovations against FLW in selected food value chains. It integrates 27 partners from several disciplines, as the study and implementation of solutions against food loss and waste requires. Engineers, environmental scientists, economists and human geographers are all included among the scientific partners of the project. Start-ups providing the innovations and companies working in the food sector are also included in the consortium to support the demonstration process with their action and their practical expertise. Regional and local governments, as well as associations representing specific sectors of the food chain and from the civil society will directly contribute to the demonstration of some innovations and will act as multipliers in the dissemination of the project results.






A deep involvement of stakeholders is sought throughout LOWINFOOD to foster the process of knowledge exchange among actors and to jointly design the methodology to assess the efficacy of the innovations. Such methodology should be scientifically sound but also feasible and highly replicable, therefore requiring the contribution of experts and researchers together with actors operating within the value chains, including producers (farmers and fishing companies), processors, retailers, catering companies, public institutions and consumers.

An External Advisory Board is also participating in LOWINFOOD, and its main function is the evaluation of project progress and providing guidance throughout the duration of the project. It is committed to evaluate the progress made during the project, give recommendations for further actions for consideration to the project consortium, facilitate a dialogue with wider community and companies. Three international experts of food waste are joining the External Advisory Board (see below).








Research partners

 Università degli Studi della Tuscia (Coordinator), Italy	 Alma Mater Studiorum - Università di Bologna, Italy	 Sveriges Lantbruksuniversitet, Sweden	 Fachhochschule Münster, Germany
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Partners providing innovations

 The James Hutton Institute, UK	 Universität für Bodenkultur Wien, Austria	 Tampere University, Finland	 Haskopio University, Greece
 Österreichisches Ökologie-Institut, Austria			


Partners belonging to food sectors

 Unverschwendet GmbH, Austria	 Akademie Deutsches Backhandwerk Nord GmbH, Germany	 Planeta Cospro srl, Italy	 CNA Associazione di Viterbo e Civitavecchia, Italy
 Assemblée des Régions Européennes Françaises, Algériennes et Horicoles	 Blue Meltem Hotel and Spa	 Iridanos Iambelos SA Thalassa Hotel, Greece	

Public institutions

 Regione Emilia-Romagna, Italy	 Uppsala Kommun, Sweden
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Communication partner



External Advisory Board

International experts of food waste are joining the External Advisory Board:

Julian Parfitt, the technical director of Anthesis and expert on supply chain food waste.

Kate Parizeau, an Associate Professor of the Department of Geography, Environment & Geomatics of the University of Guelph.

Dr. Felicitas Schneider, expert on food waste for Thünen Institute of Market Analysis (Germany) and First Zero Waste & Organic Cycle Organisation (IOINGO, Austria)



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Figure 8: General overview of the page dedicated to the consortium partners and the External Advisory Board.



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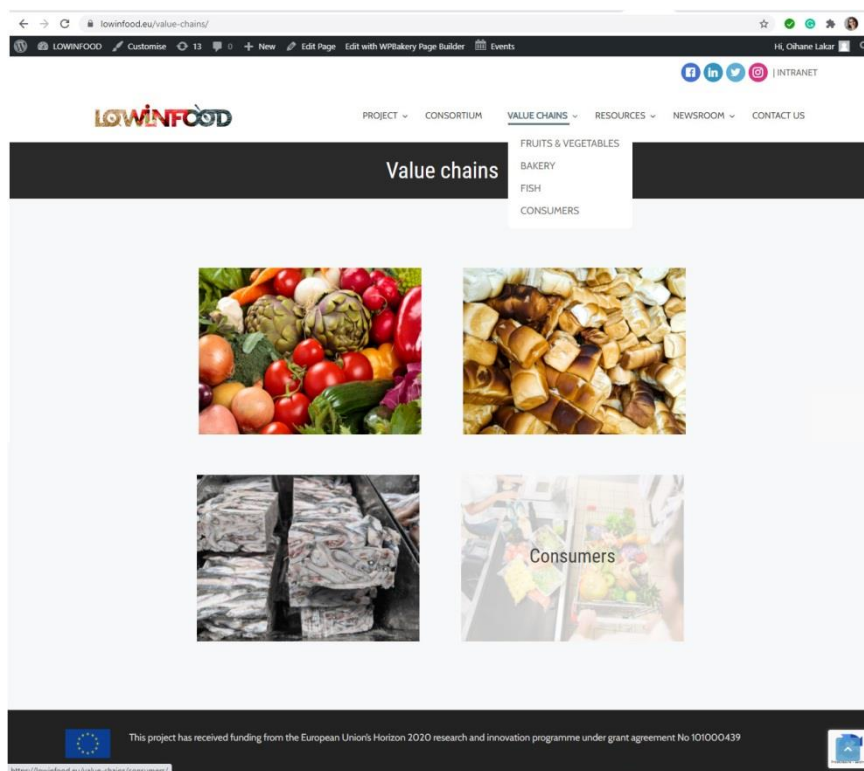


Figure 9: General overview of the section where content related to specific value chains can be visited.

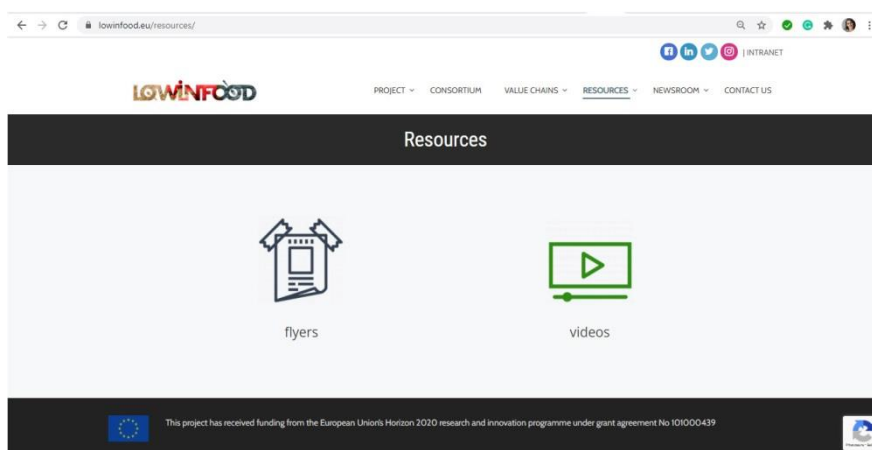


Figure 10: General overview of the resources section, with hyperlinks to specific content.



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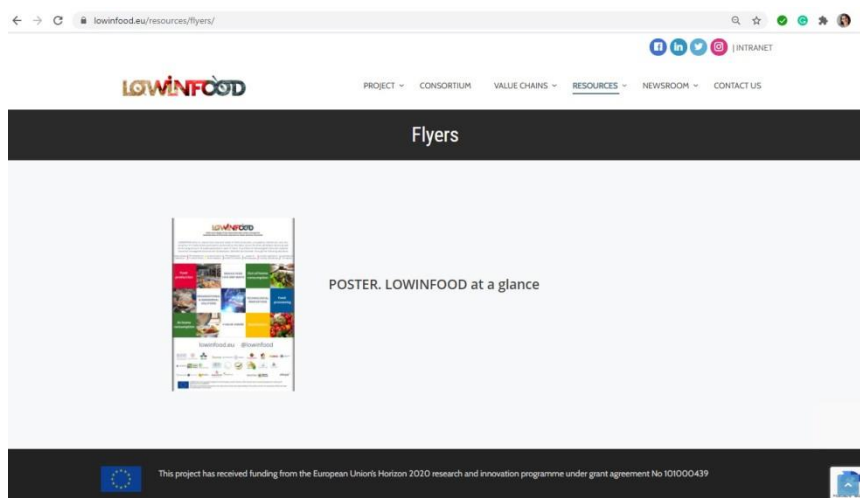


Figure 11: General overview of the subsection where the promotional material can be visited and downloaded.

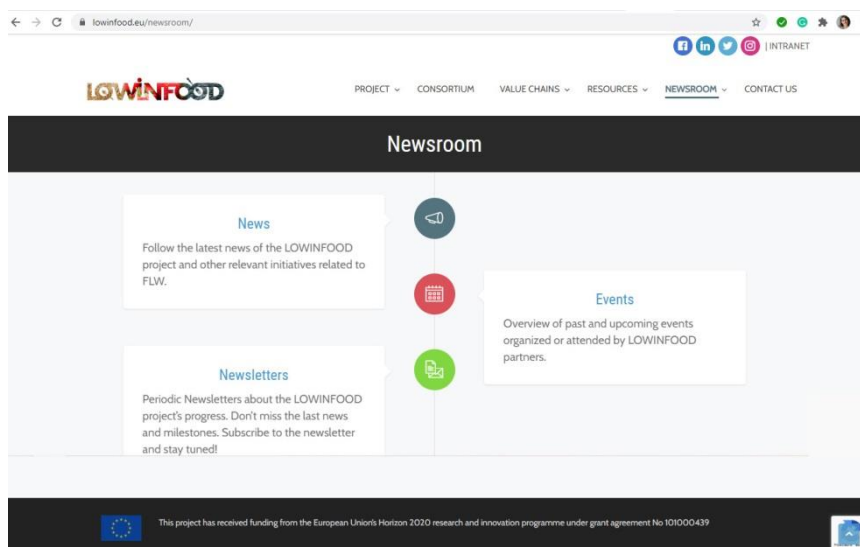


Figure 12: General overview of the newsroom; different subsection can be accessed on it.



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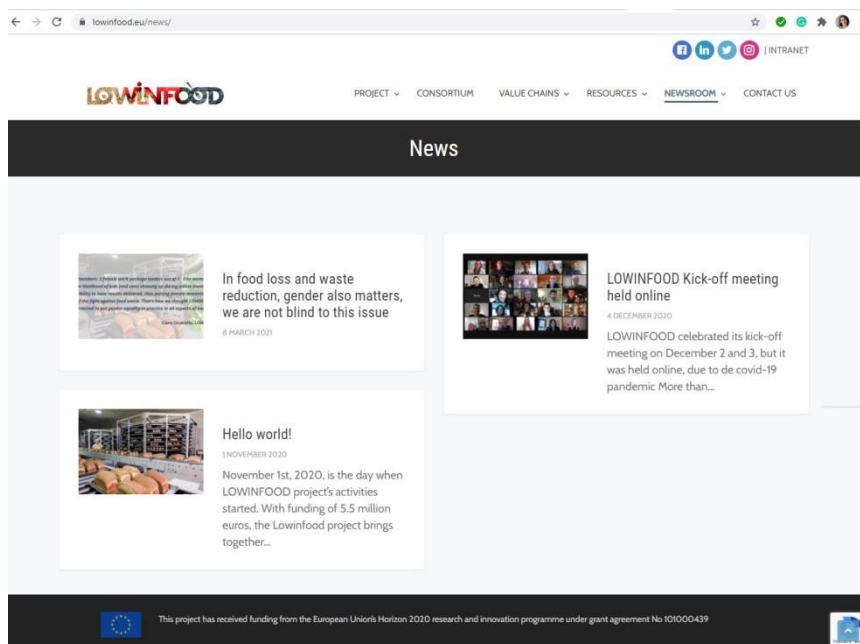


Figure 13: General overview of the news page.

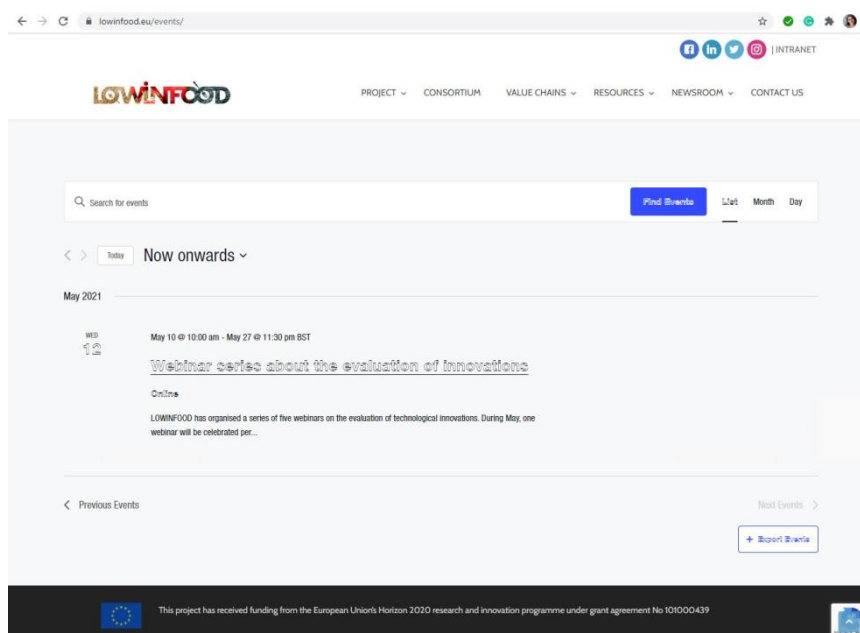


Figure 14: General overview of the events page.



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Figure 15: General overview of the newsletters page.

Figure 16: General overview of the page for contact.



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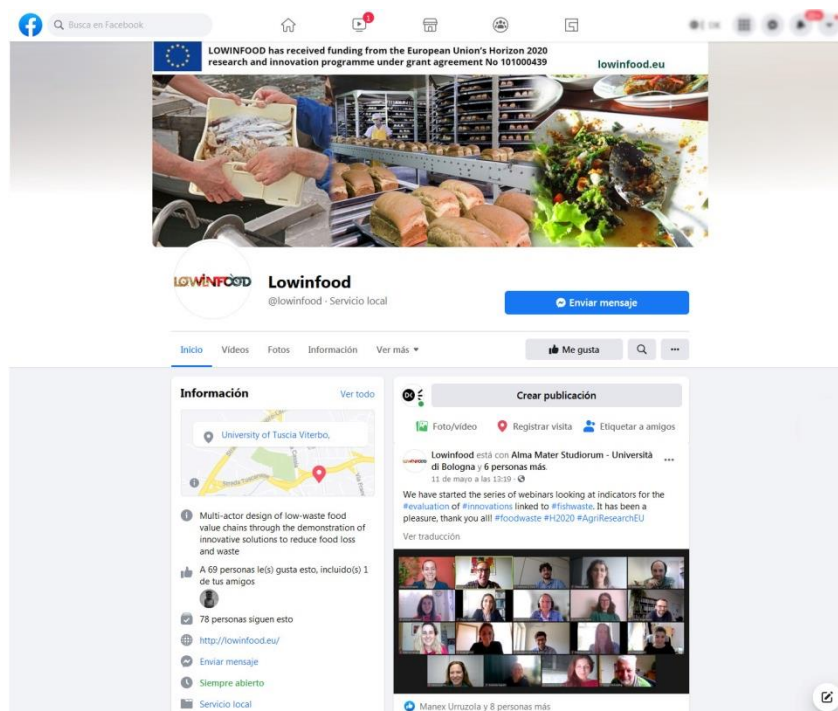


Figure 17: General overview of the Facebook page of LOWINFOOD.

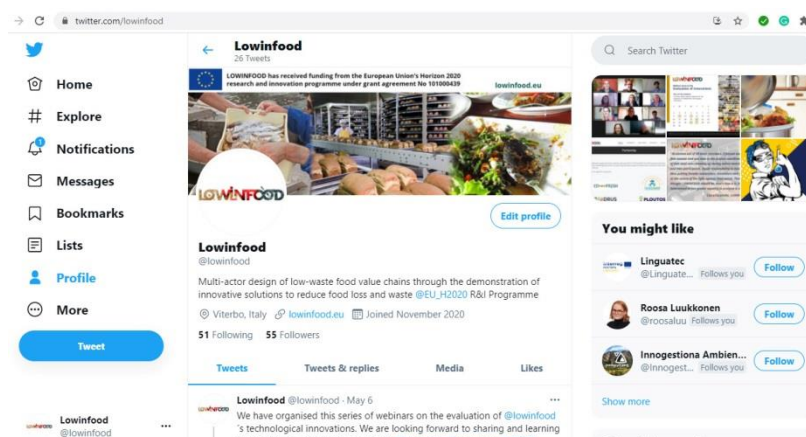


Figure 18: General overview of the Twitter channel of LOWINFOOD.



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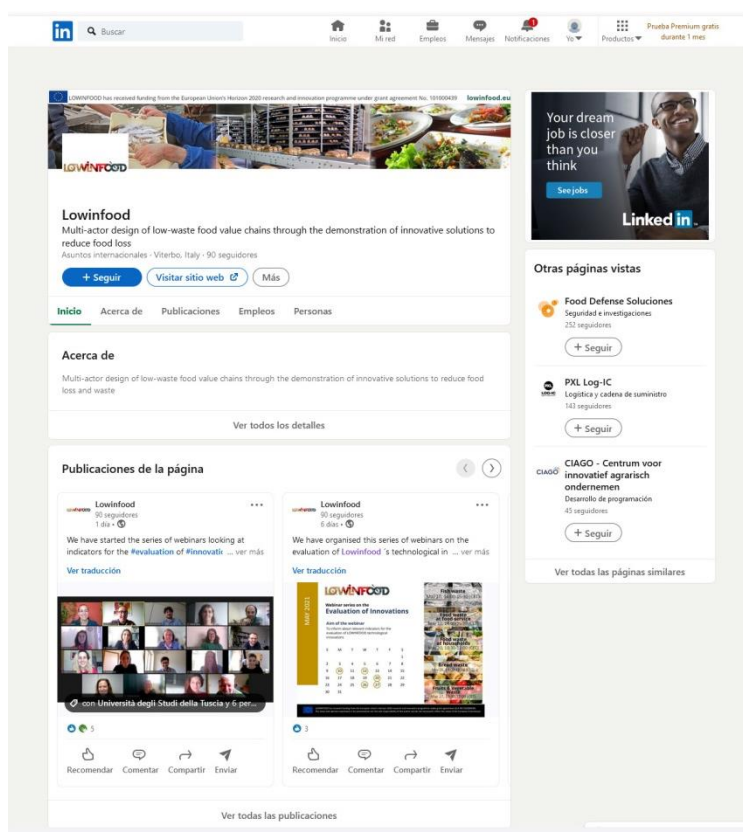


Figure 19: General overview of the LinkedIn page of LOWINFOOD.

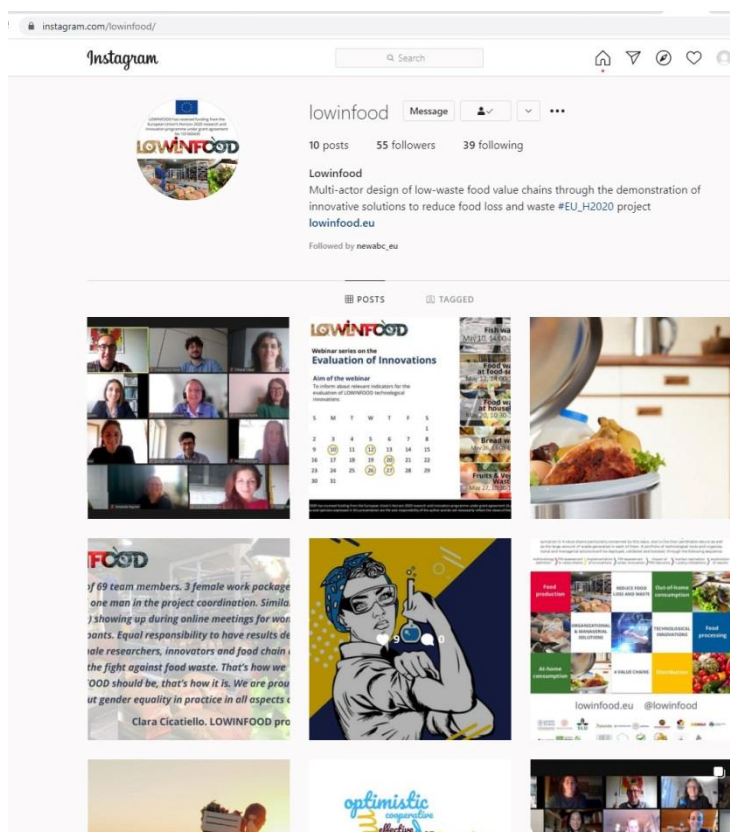


Figure 20: General overview of the Instagram channel of LOWINFOOD.



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ANNEX I. ONLINE COMMUNICATION CHECKLIST FOR PARTNERS

Success in the accomplishment of the objectives falls in all partners, and it depends on the compliance by partners of the strategy defined for communication, dissemination and exploitation or market replication purposes. An active implication of partners will be crucial for an effective diffusion of the project and the results achieved.

First of all, a general description of LOWINFOOD will be created on all partners' websites as a static information point and linked to LOWINFOOD official website. Additionally, partners will actively contribute to the communication, dissemination and exploitation activities by sharing project information with their own colleagues, collaborators and contacts, by publishing it on their own websites, newsletters and/or by specific e-mailing.

Partners will also promote the project on social media, through their personal and/or institutional social media channels, by becoming follower of them, sharing the messages posted on project's channels, using the agreed hashtags and labels for the project, etc.

ELH members will constitute the communication team, led by the communication manager ([Manex Urruzola](#)), and will carry out the design and preparation of all the necessary channels, tools and materials, especially those related to communication objectives. Additionally, ELH will be responsible of the verification that the gender perspective is well integrated throughout the communication, dissemination and exploitation activities, but the contribution of all partners will be required. Meanwhile, UNIBO will lead the Dissemination pillar, and UNITUS will be in charge of the management of the exploitation of results.

This annex compiles the necessary information and guidance for partners, in order to help them to have clear what they must do when carrying out communication, dissemination and/or exploitation activities.

Communication manager will periodically (each half a year) send a request to partners for documentation of the communication and dissemination activities they carried out, to guarantee the communication team receives all the necessary information about these issues.

CHECKLIST FOR PARTNERS AS AMPLIFIERS OF LOWINFOOD POSTS AND ACTIVITIES

- ☐ Present LOWINFOOD on your institutional website and link to the project website.
- ☐ Follow project's social media channels ([Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#)) with your organization's accounts and also with your private ones if relevant and if you use them for work-related purposes.
- ☐ Share and interact when messages are posted on LOWINFOOD accounts, and use the agreed hashtags. Please label LOWINFOOD (@lowinfood) when you publish a post so that the communication team will detect and spread it more easily.



- ☐ Provide the communication team with the social networks addresses of your organization, and, if relevant, your personal ones. This information will be added to the contact list shared on the intranet.
- ☐ Review the information offered about your institution on the website (consortium section), and suggest any amendment you consider relevant.
- ☐ Actively contribute to the communication, dissemination and exploitation plan by sharing project information on your institution's website, your own newsletters and/or by specific e-mailing.
- ☐ Engage your communication officers to disseminate the produced knowledge and results when communication manager provides you a press release. Translate it if pertinent.
- ☐ Involve national media in national level activities whenever possible.

CHECKLIST FOR PARTNERS' AS PROVIDERS OF INFORMATION TO BE DISSEMINATED

- ☐ Inform the LOWINFOOD communication team about your publications in peer-reviewed journals, and send them the link, to be published on the website and shared on social media channels.
- ☐ Inform the LOWINFOOD communication team about the conferences you are about to attend as speaker, to be included in the "events" section of the website.
- ☐ Inform the LOWINFOOD communication team about your communication activities; send them your news items and the collected media impacts.
- ☐ Document your participation in dissemination activities: Take some photos, at least one in front of the poster of the project or as a speaker, every time you participate in a workshop or a conference, and share it with the communication team, together with a brief explanation about the workshop and your intervention. This way, the communication team will have enough resources to feed the website and the social networks and to comply with the requirements of the EC.
- ☐ Remember that any dissemination material must indicate that the project received funding from the European Union's H2020 programme. Check your own material. Specifically, it should display the European Union flag, and two acknowledgement sentences: the first one related to the funding: "LOWINFOOD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000439". The second sentence is a disclaimer excluding Agency and Commission responsibility, "This communication/publication reflects only the author's view. It does not represent the view of the European Commission and the European Commission is not responsible for any use that may be made of the information it contains."



D 6.1. PEDR



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