



The PRIMA programme is supported and funded under Horizon 2020, the Framework European Union's Programme for Research and Innovation



# DELIVERABLE 6.1. COMMUNICATION PLAN

**LOCALNUTLEG: Developing innovative plant-based added-value food products through the promotion of LOCAL Mediterranean NUT and LEGUME crops**



## Index

<b>Document information</b> .....	3
<b>Executive Summary</b> .....	4
<b>Acknowledgements</b> .....	5
<b>1. Introduction</b> .....	6
<b>2. Communication objectives</b> .....	6
<b>3. Communication strategy</b> .....	7
<b>4. Target Groups</b> .....	8
<b>5. Key messages</b> .....	9
<b>6. Communication strategy and activities</b> .....	10
<b>6.1 Internal communication activities</b> .....	10
<b>6.1.1. Plenary meetings</b> .....	11
<b>6.1.2. Periodical reports</b> .....	11
<b>6.2 External communication activities</b> .....	11
<b>6.2.1. Project's visual identity</b> .....	11
<b>6.2.2. Brand Storytelling</b> .....	13
<b>6.3. Website</b> .....	13
<b>6.3.3 Newsletter</b> .....	13
<b>6.3.4 Academic and Social media</b> .....	14
<b>6.3.5 National and international events</b> .....	16
<b>6.3.6 Scientific and technical publications</b> .....	16
<b>6.3.7 Press releases</b> .....	19
<b>6.3.8. Product demonstration</b> .....	19
<b>6.3.9. Booklet</b> .....	20
<b>6.3.10. Promotional material</b> .....	20
<b>7. Key performance indicators</b> .....	20
<b>8. Timeline of communication plan</b> .....	21

## Document information

Deliverable Number:	6.1
Deliverable name:	Communication plan
Contributing WP:	WP6: Dissemination, Communication and Exploitation Plan
Contractual delivery date:	M3, July 2021
Actual delivery date	
Dissemination level	Public
Responsible partner:	MORE
Reviewers	All partners
Version:	1

## **Executive Summary**

This report constitutes the deliverable D6.1 Communication plan of the LOCALNUTLEG project. This internal document integrates the guidelines for communication and dissemination activities planned for LOCALNUTLEG. It gives an overview on the whole communication and dissemination activities to be carried out by LOCALNUTLEG consortium. It comprises a presentation of the communication and dissemination goals, key messages, target audiences, strategies and activities, and channels that will be used for communication and dissemination during the 42 months of the project.

The execution of the Communication Plan implicates the creation and maintenance of a website constantly updated with the results of project, achieved deliverables and various multimedia features. The project will have a strong social media content spread through different social networks in order to assure a broad dissemination of the project relevant results within both the scientific community and the general public. LOCALNUTLEG contents will be presented in scientific international congresses and, on the other hand, will also be promoted in international trade fairs to reach the industry and commercial public.

The Communication Plan presented is subjected to the relevant annual reviews, according to the needs of the project.

## **Acknowledgements**

LOCALNUTLEG project has financial support provided by PRIMA programme, Call 2020, Section 1 2021 Agrofood Value Chain topic 1.3.1. The PRIMA programme is supported by the European Union.

## **1. Introduction**

The communication plan in LOCALNUTLEG will pave the way for an effective exploitation of the project results, both at a project level and by individual partners. Communication activities will ensure a proper disclosure of the project results, making them easily available to stakeholders' groups (policy makers, food industry, research community, consumers), and public. This will be achieved using several communication channels (e.g., website, social media, general press) but also by enabling open access to scientific publications, by offering development tools, and by the use of other mechanisms that are described in this document.

This communication plan has been developed by Collaborative Laboratory Mountains of Research, Association (MORE), the leaders of WP6 - Dissemination, Communication and Exploitation Plan. However, this communication plan was drafted, discussed with all partners, and validated with the WP leaders, according to the specific objectives of each WP. The plan includes communication strategies and tools. The document is dynamic, in the sense that it may be finetuned according to the results and the specific needs of the actors and networks.

## **2. Communication objectives**

The main goal of the communication strategy is to disseminate the results and impact of the LOCALNUTLEG project on a European and international scale through adequate means, to promote the effective exchange of knowledge, experience and skills between target groups. Communication activities will support all work packages ensuring maximum visibility, accessibility and impact of the project activities. Communication activities will be designed to make the project outcomes visible and accessible to the different target groups.

The following are the specific objectives of the communication strategy of LOCALNUTLEG project:

- To raise public awareness about the project, its results and progress within target groups using effective communication means and tools, such as online and offline dissemination, scientific publications, and networking events;
- To disseminate the fundamental knowledge, methodologies and products developed in the project;
- To engage key players in the Mediterranean nut and legume industries on the project activities;
- To announce and promote LOCALNUTLEG events, contributing to increase its attendance and potential engagement;
- To establish links and synergies with potential local Mediterranean nut and legume industries, SMEs, start-ups, investors, public bodies, and policy-makers.

- To guarantee the maximum visibility of the project
- To develop dissemination materials and tools (e.g. leaflet, poster, video);
- To disseminate LOCALNUTLEG outcomes in articles, interviews, press releases, conferences, etc
- Ensuring the achievement of impact after the end of the project.
- Define target groups for disseminating the progress and outputs of LOCALNUTLEG to ensure the widest possible dissemination.
- Participation at local, national and international level events and conferences.
- Develop a varied set of innovative and high quality, online and printed communication tools;
- Ensure wide visibility of the project results through networking activities linked to both project specific and external events;
- Monitor the impact of the communication activities.

### **3. Communication strategy**

In particularly, the purpose of this deliverable is to define and establish an agreement on a common approach and roadmap to an effective internal and external communication and dissemination of LOCALNUTLEG project. The objectives mentioned above will be translated into the following operational actions:

#### **✓ *Internal communication plan***

- Face to face project meetings, handouts, bulletins, mailing lists, help desks, and digital networking (Internal social media) will be established at the kick-off meeting.
- Other consortium meetings will be scheduled once a year (M1,12, 24, 36, 42), covering a multi-topic agenda of progress updates (i.e., future workplans, setbacks, communication strategies, and the website).

#### **✓ *External communication plan***

- Scientific publications
- Conference proceedings
- Newsletters
- Creation of a website and social network profiles (eg., Facebook, Instagram, and Twitter, Researchgate)
- Development of a booklet to promote local Mediterranean nuts and legumes
- Food tasting sessions
- Patents related to the processes used to develop new foods based on nuts and legumes

- Participation in national and international events (conferences, symposia, trade-fairs) related to the field of agri-food
- Local workshops to be held once a year in nut and legume fairs/festivals/conferences
- Development of informative bulletins delivered at agriculture associations located at the main regions of nut and legume production
- Organization of a workshop at the end of the project, to present the final products near to be commercialised and the outputs of the project to the scientific and the industrial participants

#### 4. Target Groups

The internal and external communication that will be developed during this project aims to reach interested groups through different channels.

**Table 1** - Targeted internal and external groups to which the communication plan will focus on and the adequate channels to address each purpose.

Target group/Profile	Objective	Channels
<b>Internal</b>		
<b>Consortium</b>	- All partners LOCALNUTLEG  Ensuring that the consortium is up to date on project progress and results.	Website Contacts via e-mail and calls Face-to-face or online meetings.
<b>External</b>		
<b>Scientific communities</b>	- Academia / universities - Scientists - R&D organizations - Researchers - Students - Public and Private research centers - Technological Institutes - Scientific journals and other press  Divulgate the results obtained during the project and the events, seminars, and workshops organized by the network.	Website, Social networks, Scientific publications, Reports Conferences and other events (participation and organization) Seminars
<b>Agri-food industry/Food business sector</b>	- Local nut and legume producers - Food manufacturers - Plant-based and dairy producers -Agricultural associations - Start-ups - Investors - Food SMEs - Food industries  Publicize the results and the new developed products, as well as transfer the generated knowledge.	Website Social networks Promotional materials Event organization Informative bulletins Scientific articles Reports Participation in Fairs Product demonstration
<b>General Public</b>	- Nut and legume, plant-based and dairy consumers  Promote the new products developed based on local nuts and legumes, collect information regarding consumer preferences, and help on the	Website Social networks Local workshops Product demonstration

		internationalization of the newly developed plant-based food products	
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>- Health Councils,</li> <li>- Decision makers</li> <li>- Regulators</li> <li>- European and African Policy makers</li> <li>- National Food Safety Authorities</li> <li>- European Food Safety Authority (EFSA)</li> </ul>	Inform on the project outcomes	<ul style="list-style-type: none"> <li>Patents</li> <li>Social networks</li> <li>Local workshops</li> </ul>

## 5. Key messages

The communication plan messages have been carefully designed and tailored with each of the stakeholders in mind and will be adapted to the different LOCALNUTLEG communication channels. The different tools and activities of dissemination will be focused on spreading the following key messages:

✓ **Agri-food industry/Food business sector:**

- LOCALNUTLEG brings innovative plant-based food products made with local nuts and legumes in market;
- LOCALNUTLEG pretends to incorporate plant-based alternatives in an emerging food sector thus enforcing the nut and legume sectors in the local economies;
- LOCALNUTLEG aims to foster innovation in food processing methods.

✓ **Scientific communities**

- LOCALNUTLEG optimizes eco-friendly food processing technologies and tools to preserve the original nutritional value and enrich the valuable bioactive contents in the final food products, compared to conventional methods;
- LOCALNUTLEG provides a complete nutritional and biochemical portfolio of around 50 identified local nut and legume crops with PDO/PGI/autochthonous identity from Mediterranean countries.

✓ **General Public:**

- LOCALNUTLEG develops convenience and ease of preparation of innovative food products;
- LOCALNUTLEG develops new value-added food products/forms based on traditional Mediterranean diet with proven health benefits, available in market;

- LOCALNUTLEG provides a complete nutritional and biochemical portfolio of around 50 identified local nut and legume crops with PDO/PGI/autochthonous identity from Mediterranean countries.

✓ **Policy makers**

- LOCALNUTLEG adopts innovative and sustainable food processing technology;
- LOCALNUTLEG outcomes will contribute to the development of sustainable and innovative products by increasing the added value competitiveness of the target food sectors;
- LOCALNUTLEG helps to increase the range of local nut and legume-based products at Mediterranean level;
- LOCALNUTLEG intends to promote the existence of plant-based alternatives in the food markets and increase their accessibility to the general public.

## 6. Communication strategy and activities

The communication plan will be implemented using different approaches to diversify and maximise the outreach of the target groups, stakeholders, and general public. Thus, this section includes the communication activities that will be carried out during the whole project.

### 6.1 Internal communication activities

IRTA will be the responsible for the internal communications between all partners and will act as communication link between the consortium and the PRIMA Foundation. A website will be designed as the main communication channel of the project; it will have a private section for the consortium members, where they can share all information about the different developments that are being carried out. Frequent communication will be maintained between partners by e-mail and other means of contact to inform and gather information of all the material generated in order to develop the External Communication Plan. In Table 2 the internal communication matrix is described.

**Table 2** – Internal communication matrix

Who	To who	What	How	When
Coordinator	Partners	Information exchanged with the Project Officer	e-mail	Whenever received

Coordinator	Partners	Reports, working documents, relevant communications	Project website	Continuously
WP participant	WP leader	Information about results and progress of the tasks	e-mail; videocalls (e.g. Skype, Teams, Zoom)	When requested
WP leader	Steering Committee	Detailed progress of the WP, successes, and shortcomings	Face-to-face and e-email	Plenary meetings
Technical Committee	Partners	Results obtained in the different WPs next steps, additional requests	Face-to-face and e-email	Plenary meetings; When needed
Partners	Coordinator	Any concern or problem at both scientific or financial level	e-mail; phone	When needed

### 6.1.1. Plenary meetings

Plenary meetings will be organized to keep the LOCALNUTLEG consortium engaged and monitor the activities.

**Table 3** - LOCALNUTLEG Plenary meetings.

Meetings	Month
1 <sup>st</sup> Project meeting (Kick off meeting) (virtual)	M1
2 <sup>nd</sup> Project meeting (virtual)	M2
3 <sup>rd</sup> Project meeting (virtual)	M6
4 <sup>th</sup> Project Meeting (virtual)	M12
5 <sup>th</sup> Project Meeting (INRAE, France)	M24
6 <sup>th</sup> Project Meeting (virtual)	M36
Project Meeting (Final meeting) (IRTA, Lleida, Spain)	M42

### 6.1.2. Periodical reports

Every 6 months, partners will deliver periodical reports of their activities, using a report template provided by the coordinator. These reports will contain both scientific progress and resource allocation information and will be used by the coordinator to evaluate the progress of the activities and to detect any deviations. These reports will be uploaded and available on the restricted area of the project website.

## 6.2 External communication activities

### 6.2.1. Project's visual identity

Visual identity plays a fundamental role in the communication plan. The identity was designed and thought so that the legumes and nuts can be identified in the logo and the whole of its elements

is graphically coherent. Brown colour has been chosen to underline the natural colour of nuts and dry legumes (e.g., chestnuts, almonds, beans, carob), as well as, to remember the soil and fields where these nuts and legumes grow. Furthermore, the brown colour is also associated the concept of “all natural” linked to the expected result, namely, to developed natural ingredients and products. The circle of LOCALNUTLEG logo was chosen to illustrate the main aim of the project, namely, to develop innovative products that will be result of the combination of local legumes and nuts from different Mediterranean regions. Moreover, the name of project is included in the logo to makes the target audience remember (visual memory) the name of project, and then they will be able to find more information through the name.



**Figure 1** - LOCALNUTLEG logo.

Along with the LOCALNUTLEG logo, all dissemination material will showcase the PRIMA and EU symbols to show the project's funding entities.



**Figure 2** – Symbols of the financing entities.

Whenever no logos are able to be included, a short acknowledgment statement must be inserted as follows: “LOCALNUTLEG project has financial support provided by PRIMA programme, Call 2020, Section 1 2021 Agrofood Value Chain topic 1.3.1. The PRIMA programme is supported by the European Union.”

Different templates will be designed to establish a similar image in all documents used during the LOCALNUTLEG project:

- Deliverable Report Template
- Power Point Template
- Word Templates

### **6.2.2. Brand Storytelling**

The Mediterranean Sea joins Europe, Asia and Africa bringing together a wide range of cultural identities. This heterogeneity gives place to a diverse and rich Mediterranean diet acknowledged as Intangible Cultural Heritage of Humanity by UNESCO since 2010, that is closely associated to the local farmers and high-quality crops to which they are devoted to, namely legumes and nuts, often trademark registered. With the purpose of empowering the local Mediterranean nuts and legumes, a consortium of 20 partners from 8 countries came together and gave birth to the idea of LOCALNUTLEG, in 2019.

Focused on legumes and nuts, LOCALNUTLEG pretends to create alternative-protein and nutrient/bioactive compounds-rich solutions to be adopted in the Mediterranean diet, in the form of plant-based dairy analogues, potential plant-based flours for bakery and pasta as well as added-value traditional ready-to-eat meals.

With LOCALNUTLEG, this consortium takes on the responsibility to adapt the Mediterranean diet to the growing demand for healthiness, sustainability, meat- and dairy-analogues through the development of innovative and healthy plant-based food products, increase the range of plant-based products derived from local nuts and legumes varieties, as well as empowering suitable business models for Mediterranean SMEs to commercialize and exploit new developed products.

Looking forward to a cleaner, greener and more sustainable planet Earth, LOCALNUTLEG takes a positive step towards the innovation of food products, promoting a sustainable and healthy diet and preserving the biological and cultural heritage of the Mediterranean region.

### **6.3. Website**

A functional and user-friendly website (available in <https://localnutleg.eu>) will be designed and used as a major communication and dissemination tool. It has the capability to address a wide range of stakeholders who can easily access the information they are interested in. The website will contain most of the important information about the project and will be frequently updated. It will include general information about the project (description, objectives, work packages, partners involved, deliverables), dissemination actions (promotional materials and articles), news, newsletter subscription, events and multimedia gallery. All contents will be written in English/French/Spanish and most of them will be prepared with no-technical language so that the message can reach a wide range of audiences. This form of external communication is being developed.

#### **6.3.3 Newsletter**

A periodic e-Newsletter will be produced with input and support of all LOCALNUTLEG partners. e-Newsletters will provide information on project progress and results as well as links to public deliverables, articles, news, and events. Free subscription to the newsletter will be possible from the website. Newsletters will be made available on the project website, in order to improve visibility of the project via electronic means, and sent-out to consortium members and their networks, industry, policy makers at European, national, and regional level.

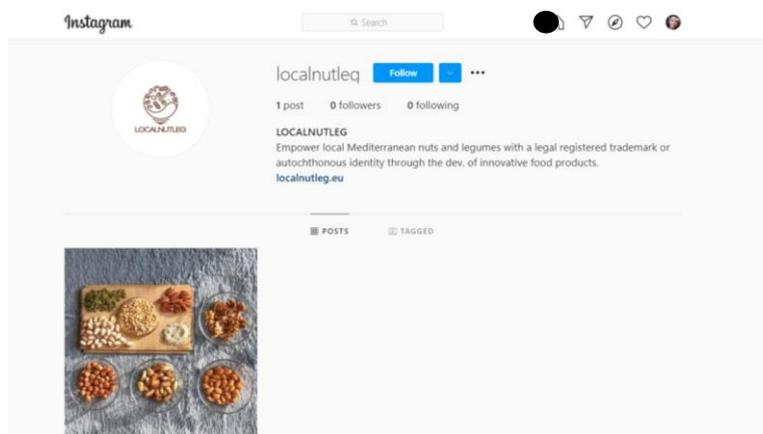
### 6.3.4 Academic and Social media

LOCALNUTLEG participation in social networks aims to strengthen project visibility, promote the website, and help increase the network of contacts. So, specific Facebook (<https://www.facebook.com/LOCALNUTLEG/>), Instagram (<https://www.instagram.com/localnutleg/>), and Twitter (<https://twitter.com/localnutleg>) and Researchgate (<https://www.researchgate.net/project/LOCALNUTLEG>) profiles of the LOCALNUTLEG project are established. All members of the consortium will share these profiles with their network of contacts on each platform. These networks will be used to disseminate the results and the main activities carried out in LOCALNUTLEG project, as well as to energize the communication with potential service claimants offered by the consortium or with people interested in the work carried out, whether researchers, industry, retailers, or consumers in general.



**Figure 3** - Screenshot of the LOCALNUTLEG Facebook page.

Facebook profile is intended as a mirror of the main updates in LOCALNULEG website. The most relevant contents and news of LOCALNUTLEG will be posted on this profile in order to reach a wider audience.



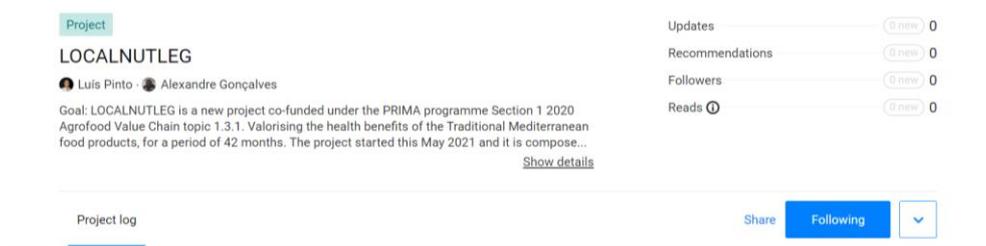
**Figure 4** - Screenshot of the LOCALNUTLEG Instagram page

Instagram profile will be used for public project communication in the form of pictures and videos of legumes and nuts, agronomic fields, production processes, farmers/producers, partner meetings, and the presence in fairs and conferences. This social media channel is set up to spread information to the general public.



**Figure 5** - Screenshot of the LOCALNUTLEG Twitter profile

Use of Twitter will be focused on broadcasting relevant LOCALNUTLEG news, events and partners activity, in real-time if possible (e.g. live action of a LOCALNUTLEG partner in an external event). This social media channel is set up to provide information for relevant stakeholders.



**Figure 6** - Screenshot of the ResearchGate page

The ResearchGate page will be used to communicate and discuss with the scientific community the scientific materials produced by LOCALNUTLEG partners, such as articles, abstract of conferences, poster, patents and other. The RESEARCHGATE page is set up to spread the scientific results of LOCALNUTLEG to the research community.

### 6.3.5 National and international events

The LOCALNUTLEG project will be divulged at conferences, congress, workshops, seminars, trade fairs, and other events that align with the scope of the project.

The partners will participate in *international and national scientific conferences* that assemble researchers and scientists from different domains, (such as innovative plant-based products, functional foods, food quality and health benefits, innovative processes/technologies, sustainable circular economy) in order to spread and promote the new products/processes developed, the results and other advances of the project. On the other hand, the consortium will also participate in *workshops/seminars* in each participating country, to communicate project results to the participating regional industries, agricultural associations, local nut and legume producers, as well as the general public.

In addition, the LOCALNUTLEG Consortium will organize a *workshop* as a final public dissemination event, targeting primary producers (farmers), industry; retailers, European and national regulators/policymakers, researchers, public bodies, investors, and consumers. Finally, to promote and advertise the new developed products, some food tasting and demonstration sessions with consumers and industries will be organized in *trade fairs*.

The table below shows some of the events in which the LOCALNUTLEG partners will participate.

**Table 4** - Targeted events that LOCALNUTLEG partners will attend.

Type	Event
<b>Trade Fairs</b>	Sial (Paris) Alimentaria (Spain) TuttoFood (Italy) ISRAFOOD (Israel) Djazagro (Algeria) FoodTech (Denmark) Food Africa (Egipt) Urla International Artichoke Festival (Turkey)
<b>Scientific Conferences</b>	EFFoST International Conference International Symposium on Gluten-Free Cereal Products and Beverages ICC Conference Food Chemistry Conference EuChemS Chemistry Congress 3rd International Conference on Food Bioactives & Health Luso-Galician Chemistry Meeting EuroFoodChem
<b>Workshops</b>	Pastaria Festival

### 6.3.6 Scientific and technical publications

Scientific and technical publications, book chapters, and mini communications are important dissemination channels for sharing LOCALNUTLEG results to academic and industrial

stakeholders, creating knowledge impact and enabling other researchers to use the results in their own work. The first submissions of scientific manuscripts will take place when substantial scientific results emerge from the project.

For scientific publications, LOCALNUTLEG project will guarantee gold open access to peer-reviewed publications, which will be made available also through the project website in a pre-publication format.

The following is an example of a list of some scientific journals where project results will be presented.

**Table 5** - Targeted journals for submission of publication

<b>Journal</b>	<b>Area of interest</b>	<b>Coverage</b>
<b>Scientific</b>		
<b>Food Chemistry</b>	Agricultural and biological sciences; Food Science; Chemistry, Analytical Chemistry	International
<b>LWT-Food Science &amp; Technology</b>	Food chemistry, biochemistry, microbiology, technology and nutrition	International
<b>Food and Bioprocess Technology</b>	Engineering and science of all types of processing technologies	International
<b>Food and Bioproducts Processing</b>	Engineering and science of foods	International
<b>Foods</b>	Agricultural and biological sciences; Food Science; Chemistry, Analytical Chemistry	International
<b>International Journal of Food Science and Gastronomy</b>	The interface of food science and gastronomy	International
Microbiology, several journals of interest: - <b>International Journal of Food Microbiology</b> - <b>Frontiers in Microbiology</b>	Incidence and types of food and beverage microorganisms, microbial interactions, microbial ecology of foods, intrinsic and extrinsic factors affecting microbial survival and growth in foods, and food spoilage; Microorganisms involved in food and beverage fermentations (including probiotics and starter cultures); Fermentation of milk alternatives; bacteria metabolism and adaptation on plant matrices;	International
<b>Journal of Agricultural and Food Chemistry</b>	Chemistry and biochemistry of agriculture and food, in combination with biological/sensory/nutritional/ toxicological evaluation related to agriculture and/or food.	International
<b>Food Research International</b>	Food quality; Health and nutrition, emerging technologies	International

<b>Journal of Functional Foods</b>	New food bioactives; Healthy food constituents	International
<b>Journal of Food Composition and Analysis</b>	Food Science; Chemistry, Analytical Chemistry	International
<b>Food &amp; Nutrition Research</b>	Food and Nutrition Science; Chemistry, Analytical Chemistry, Health claims on foods	International
<b>European Journal of Nutrition</b>	Impact of nutrients and non-nutrients on immunology and inflammation, gene expression, metabolism, chronic diseases, or carcinogenesis; on epidemiology, on biofunctionality of food and food components, or the impact of diet on the environment.	International
<b>Current Opinion in Food Science</b>	Food Engineering and Processing, Food Chemistry and Biochemistry, Food Bioprocessing, Food Microbiology, Food Safety, Sensory Sciences and Consumer Behavior, Functional Foods, Innovations in Food Science.	International
<b>Trends in Food Science &amp; Technology</b>	Current technology, food science and human nutrition	International
<b>Innovative Food Science &amp; Emerging Technologies</b>	Food science and emerging food process technologies.	International
<b>Journal of the Science of Food and Agriculture</b>	Food qualities; Food - Health and Nutrition; Food safety; Food Science and Technology, Sustainable Production	International
<b>European Food Research and Technology</b>	Food Science; Chemistry, Analytical Chemistry	International
<b>Journal of Cereal Science</b>	Functional and nutritional quality of cereal grains and their products	International
<b>Food Science and Human Wellness</b>	Food Biochemistry; Food Microbiology; Nutrition and Immunology; Food Safety and Toxicology.	International
<b>International Journal of Food Science and Technology</b>	Food Science; Chemistry, Analytical Chemistry	International
<b>International Journal of Food Sciences and Nutrition</b>	Food science and nutrition	International
<b>Journal of Food Measurement and Characterization</b>	Food property measurement and characterization	International
<b>Cereal Chemistry</b>	Biotechnology, composition, processing, and utilization of cereal grains and pulses	International
<b>Journal of Food Quality</b>	Food Science; Food quality	International
<b>Journal of Food Science and Technology-Mysore</b>	Food Science; Chemistry, Analytical Chemistry, Post-harvest science, Nutraceuticals, functional foods and functional ingredients	International
<b>Cyta-Journal of Food</b>	Food Science; Sensory, nutritional and physiological aspects of food, Food microbiology and biotechnology.	International
<b>Food Science &amp; Nutrition</b>	Food Science and Nutrition	International

<b>Journal of Applied Botany and Food Quality</b>	Botany and plant food quality	International
<b>Food Science and Technology International</b>	Food science and technology	International
<b>International Journal of Food Properties</b>	Food measurement methods; food property data, databases, artificial intelligence applications; and food technology.	International
<b>Technical</b>		
<b>Pastaria International</b>	All aspects related to pasta	International
<b>TecniFood</b>	Food technology	National (Spain)
<b>Revista Alimentaria</b>	Agrifood chains and sustainability; Food technology; Food safety	National (Spain)
<b>Process alimentaire</b>	Dedicated to the private food sector	National (France)

### 6.3.7 Press releases

Media is known to be an effective way to reach not only stakeholders, but also the general public. The consortium will have regular contact with scientific and general press to ensure that they are informed about the project breakthroughs. The press releases will be distributed to the press contacts of the LOCALNUTLEG partners, published on the project website, and promoted via social media.

The image shows a screenshot of a website page from IRTA. At the top left, there is a logo for 'R+d+i RECALL D'INFORMACIÓ' and the text 'L'espai de comunicació interna de l'IRTA'. To the right is an aerial photograph of a large agricultural research facility. Below the photo is a navigation bar with links for 'Últim R+d+i', 'Destacades', 'Estructura Científica', 'Centres', 'Serveis corporatius', and 'Més enllaç de l'IRTA'. The main content area features the headline 'Un projecte coordinat per l'IRTA aconsegueix la subvenció de la convocatòria PRIMA 2020 Section 1' dated 'dijous, 03 desembre 2020'. The text describes the PRIMA 2020 Section 1 call for projects, mentioning a total budget of 33.2 million euros and the selection of the LOCALNUTLEG project, which is coordinated by the 'Àrea de Producció vegetal' and funded with 400,000 euros. It also lists the consortium partners: Germany, Spain, France, Italy, Portugal, Morocco, Israel, and Turkey.

**Figure 7** – Example of initial Spanish press release from IRTA

### 6.3.8. Product demonstration

Product demonstration to show the convenience, ease of preparation, and sensory characteristics of the innovative food products (e.g. bakery products with plant-based flours, desserts with plant-

based dairy analogues, and ready-to-eat meals) will be organized in partnerships with renowned Chefs, via cooking shows focusing on Mediterranean gastronomic culture.

### 6.3.9. Booklet

During the first year of the LOCALNUTLEG project, a booklet will be developed, mostly graphic (images/illustrations), promoting the focused food matrices, places of origin (PDO or PGI), production values, production processes (harvesting techniques, etc), nutritional and functional properties, and other cultural aspects that might be identified as important. A total of 200 copies of the booklet will be printed and distributed to various stakeholders and governmental entities. On the other hand, the booklet will be available online in the project website.

### 6.3.10. Promotional material

The main elements of the project will be communicated in form of publicity materials prepared by each partner in a clear language and multi-language (English mandatory). These materials will be distributed in several gatherings, conferences, and events.

This material includes:

- Project brochure – besides the PDF version that will be continuously available in LOCALNUTLEG website, the project brochure will have a printable version to be disseminated in LOCALNUTLEG events.
- Posters
- Roll-ups
- Leaflets

## 7. Key performance indicators

A series of key performance indicators (KPI) has been defined to measure the impact of the communication activities carried out by the project consortium from the project start; these can include the expected results shown in Table 6.

**Table 6** - Key Performance Indicators and expected results.

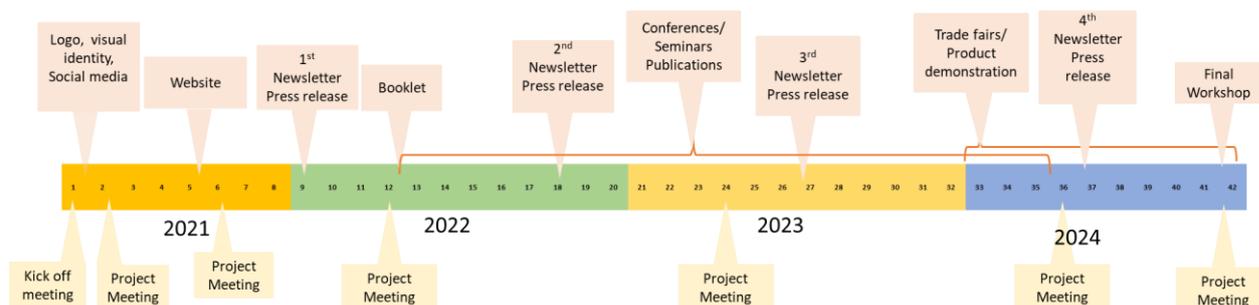
<b>Tool</b>	<b>Key Performance indicators (KPI)</b>	<b>Expected Results (M42)</b>
<b>Website</b>	Number of visits	500
	Number of downloads	300
	Number of documents and news published on the page	30
<b>Social media</b> (Facebook, Instagram, Twitter)	Number of followers	1000
<b>E-newsletter</b>	Number of published newsletters	4

	Number of online readers	100	
<b>Press releases</b>	Coverage	n.q	
<b>Scientific and technical journals</b>	Number of posts requested	n.q	
	Number of published publications	20	
<b>Events</b>	<b>Scientific conferences</b>	Number of presentations	20
	<b>Trade fairs</b>	Number of participations	10
	<b>Workshops/seminars</b>	Number of attended workshops	5
		Number of presentations	5
		Number of organized workshops	5
<b>Promotional material</b>	Number of printed brochures	100 for each partner	
	Number of delivered brochures	100 for each partner	
	Number of posters	2	

n.q. – not quantifiable

## 8. Timeline of communication plan

A general timeline of the planned communication activities for 42 months is described below. However, an update of this timeline will be done each 6 months, with contributions from all partners indicating their individual planned activities.



**Figure 8** – LOCALNUTLEG project timeline.