

DELIVERABLE 9.1

Title: Communication plan

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European Food Information Council (EUFIC)

Nina McGrath

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All NanoPack partners

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (Including the Commission Services)	
RE	Restricted to a group specified by the consortium (Including the Commission Services)	
CO	Confidential, only for members of the consortium (Including the Commission Services)	

Document information

Additional author(s) and contributing partners

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NanoPack: Dissemination and communication plan

The communication and dissemination plan sets out a strategy to maximise the impact of the project, to increase its visibility, and to ensure that project results reach a wide audience of relevant stakeholders. Importantly, all partners are seen as ambassadors of the project and are involved to different degrees in communication and dissemination efforts.

The communication and dissemination plan addresses the following elements:

- Purpose ("why?")
- Messages ("what?")
- Key audiences ("who?")
- Methods ("how?")
- Time ("when?")

1. Purpose ("why?")

NanoPack will develop and demonstrate a solution for extending food shelf life by using novel antimicrobial surfaces, applied in active food packaging products. The aims of the communication and dissemination activities of the NanoPack project are to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of results from the project by the industry. Better performing, safer and 'smarter' products will position Europe as the leader in food nanotechnology and smart antimicrobial packaging while increasing competitiveness and growth of industry.

2. Message ("what?")

The overall objective of the NanoPack project is to demonstrate and validate the feasibility and the advantages of halloysite nanotube-based antimicrobial films in three food



packaging industrial environments with a high level of consumer acceptance. This technology will enhance food safety, prevent foodborne illness outbreaks and reduce food waste caused by early spoilage.

In the early stages of the project, dissemination will focus on general messages explaining potential benefits of application of nanotechnology and antimicrobials in food packaging.

As project results become available, specific messages on the project's progress and achievements will be produced for each outreach activity, and will be adapted to be accessible and understood by each the relevant target audiences listed below.

3. Key audiences ("who?")

The NanoPack project addresses a wide range of stakeholders and audiences each requiring its appropriate tailored information. Each outreach task will be carefully designed to have the maximum change of reaching the audiences concerned.

Target audience	Objective	Approach
Industry (food producers, brand owners, producers of food packaging and materials, retailers, trade associations)	<ul style="list-style-type: none"> To increase awareness of benefits of nanotechnology in packaging for antimicrobial purposes To create awareness of the project and to promote use of project results by industry To gain endorsement of project results as a route to encouraging acceptance of the technology by SMEs 	Website, articles and leaflets, webinars and videos, e-newsletter, LinkedIn Stakeholders Forum, training workshops, open days, exchange of personnel, conferences and events.
General public & consumer organisations	<ul style="list-style-type: none"> To increase awareness of benefits of nanotechnology in packaging for antimicrobial purposes To increase consumer confidence in nanotechnology and its applications in food packaging To minimize the risk of consumer rejection of technologies developed during the project To create dialogue with the public as a way of bringing awareness nanotechnology to 	Website, popular media, articles, infographic, Twitter, Facebook

	food/packaging manufacturers	
Opinion leaders and regulators/policy makers	<ul style="list-style-type: none"> To create awareness of the project progress and results 	Website, articles and leaflets, webinars and videos, infographic, social media, conferences and events, Stakeholders Forum
Scientific community	<ul style="list-style-type: none"> To create awareness of the project progress and results 	E-newsletter, academic journal articles, conferences and events, Advisory Board, Twitter, ResearchGate
The media	<ul style="list-style-type: none"> Amplify outreach of project results to all other audiences 	Website, press releases, articles, project events, Twitter

4. Method ("how?")

EUFIC will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and communication objectives of the project.

A dedicated **NanoPack Dissemination Cabinet** (NDC) has been established to serve as a sounding board and to support the development of the website and communication materials. Regular meetings of the NDC will ensure alignment between WP8 (Innovation management, exploitation and business planning) and in particular to make sure that results of consumer & retailer behaviour studies (Task 8.3) are taken into account when planning dissemination activities. Members of the Cabinet (listed below) will provide feedback and suggestions over the design and contents of the website and other dissemination materials, to ensure the best quality, and address the specific needs of different stakeholders.

- Simon van Dam (Agora, Coordinator)
- Dan Gerstenfeld (Agora)
- Jeroen Knol (EFFOST)
- Eef de Ferrante (AIPIA)
- Andrew Manly (AIPIA)
- Brian McKenna (Head of Advisory Board)
- Nina McGrath (EUFIC)
- Sophie Hieke (EUFIC)
- Klaus Grunert (AU)
- Polymeros Chrysochou (AU)
- Katrien Moulders (BBEU)



An attractive, user-friendly project website will be developed in order to increase visibility of the project's outcomes and results to all target audiences. Mutual links between the partners' websites will drive traffic to the project website. The project website will contain:

- Latest news about the project progress and results
- Details about the project partners and stakeholder advisory boards
- Electronic materials (e-newsletter, webinars, infographic, blog posts, articles)
- Social media links/buttons/live feeds

Social media will be used to share project outcomes and redirect users towards the website. Twitter (@NanoPack_EU), Facebook accounts will be established and content related to NanoPack will be posted regularly to increase outreach. The EUFIC-managed Twitter account [Food Health Science](#) (@SciFoodHealth) that brings the latest from EUFIC's EU-funded Projects, and other partners will be amplify posts from @NanoPack_EU. The hashtag for all social media posts will be #NanoPack. A LinkedIn page and ResearchGate community will be created to liaise with the NanoPack stakeholder community and scientific community respectively to sustain interest in the project. Videos will be embedded onto the NanoPack website through EUFIC's YouTube channel.

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results

Printed material will also be produced in the form of two leaflets explaining the project objectives and outcomes in accessible language, for distribution by partners at relevant events.

Dissemination of project results will be enhanced by publication of **articles** in scientific journals, trade magazines (e.g. New Food), and popular articles in magazines for relevant audiences (e.g. consumer magazines).

Additional details about the individual materials that will be produced can be found in **Tables 2 & 3**.

Selected stakeholders will be invited to interact with the project participants by joining the **Stakeholders Forum** (SF). The key potential contributors to the SF will be identified among all stakeholders in the supply chain for example opinion leaders, regulators, food producer associations, food industry, retailers or consumer organisations. The SF will perform a consultative role, on specific aspects of the project, and a dissemination and amplification role for the project results, throughout, but particularly at the end of the project. The SF members will meet annually and stakeholders will be invited to join the project's online platforms to share information and provide feedback.



A **Scientific Advisory Board (SAB)** will be established with 3-5 well known experts from relevant fields to provide scientific advice throughout the course of the project. The world-renowned food scientist Prof Brian McKenna of the International Academy of Food Science and Technology (IAFoST) will lead the SAB which will meet once per year (either at annual project meeting or conference/workshop).

Open days will be organised at each of the pilot production sites to demonstrate the NanoPack technology to the relevant groups of stakeholders. Two **training workshops**, open to both large industrial companies and SME's will be organised to facilitate a smooth transfer of knowledge to industrial partners in the food and packaging sectors. Additional training activities will be implemented through the **exchange of personnel** (stationing young scientists to perform experimental work at the industrial partners and hosting personnel from industrial partners at the labs of academic partners).

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to EUFIC's inputs on social media, proactively sharing information with EUFIC about project results, listing their own communication activities in a shared file, and providing EUFIC with translations of lay materials in their local language. Where possible partners will translate press releases into their national languages and keep EUFIC informed about plans, by creating lists of national media channels they will try to reach.

The respective actions and timings of WP9 activities are listed in **Table 2**. **Table 3** shows partners' dissemination activities; **Table 4** groups up the Public dissemination level deliverables ordered by due date.

5. Time ("when?")

EUFIC will coordinate the project dissemination by providing updates on the project's website, e-newsletters, etc. EUFIC will play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information. Contents resulting from project outcomes and other activities will be published online as they become available. At an early stage, when results are not yet available, the start of the project will be announced, general information on nanotechnology and food packaging will be disseminated and the website will be promoted. The project's website will be accessible from Month 6 (June 2017).

Presence on social media will follow the creation of the website and will be fed with regular updates on progress and activities as they are out, and redirecting the users to the main platform.



EUFIC and the other partners of the consortium will keep NanoPack in the public eye with both regular and special event activities that will run throughout the lifetime of the project. These events are listed in **Table 5**. A concluding conference will directly address the industry, the scientific community and policy makers. The scientific and industrial communities will also be informed of NanoPack's achievements face-to-face at international conferences.



Table 2. WP7 Deliverables detailed [Parts highlighted in green represent the areas where a major partners' involvement is expected]

Deliverable	What	Audience	Why	Actors and tasks	When	Deadline
D9.1 Communication plan finalised	Audience (who), message (what), purpose (why), method (how), time (when) of project communications, with expected actions of all project partners.	Project partners	To meet the information needs of the target audiences and communication objectives of the project	EUFIC develop draft with NDC input	Jan 17	M3 Mar 17
				Partners input asked at kick-off meeting.	Jan 17	
				EUFIC/NDC finalise.	Feb 17	
				EUFIC share on website and give reminders at meetings.	Feb/Mar 17	
D9.2 A project identity will be created	A visual representation of the project, accompanied by an online dissemination platform.	All stakeholders	To ensure common graphics/visuals that are easily identifiable, to share information and engage target stakeholders	EUFIC develop conceptual brief (with NDC input)	Jan 17	M4 Apr 17
				EUFIC contact agencies for quotes and proposals	Jan 17	
				EUFIC/NDC tailor to project needs & finalise	Feb-March 16	
D9.2 External project website	Highlight the project's main activities and outcomes.	All stakeholders	To increase visibility of the project's outcomes and results	EUFIC to develop brief	Feb 17	M4 Apr 17
				EUFIC contact agency for quote and engage agency	Feb 17	
				EUFIC/NDC tailor to project needs	Mar-Apr 17	
				Project website online	Apr 17	

				Partners website to link to project website		
D9.3 Communication tools: Two project leaflets	A summary of the project's main aims & outcomes presented in clear and simple language.	EUFIC website visitors (opinion leaders/regulators, the media, industry, health professionals, educators general public)	To increase visibility of the project's main aims & outcomes.	EUFIC to develop draft with NDC input	First one-pager in 2017 (project aims)	M36 Dec 19
				EUFIC finalise		
				EUFIC to share on website/print & send to partners		
				Partners share through networks and at events & record activity		
D9.3 Communication tools: Two Food Today articles	The main elements of the project presented in clear and simple language.	Distribution to 47.000 subscribers (opinion leaders/regulators, the media, industry, health professionals, educators general public)	To raise awareness of the project	EUFIC develop content and publish	First article in Feb/Mar 2017 (summary of project background and objectives)	M36 Dec 19
				Partners to circulate to their networks		
D9.3 Communication tools: Two articles in the	Highlight the project's main activities and	Distribution to over 100,000 food scientists &	Increase outreach & promote awareness	EFFoST to develop content and publish	TBC	M36 Dec 19

EFFoST newsletter	outcomes.	technology professionals	of project outcomes	Partners to circulate to their networks		
D9.3 Communication tools: Press releases	Summary of the project's main outcomes and highlights of significant results.	Media – to reach target audiences: industry, policy makers and regulators, consumer/trade/academic organisations, general public	Increase visibility of the project's main outcomes	EUFIC to develop drafts based on project results and partner input	TBC	M36 Dec 19
				EUFIC/NDC to finalise		
				Partners to send EUFIC contact details of press officers		
				Partners may translate press release, to distribute nationally		
				EUFIC to circulate to AlphaGalileo/trade magazines & partners' press officers, & post online (project & EUFIC website)		
D9.3 Communication tools: Popular articles & blog posts	Messages to be developed	Policy makers and regulators, industry, consumer organisations, general public	Increase outreach & promote awareness of project outcomes, maintain interest in project	EFFoST/AIPIA/NDC to produce	TBC	M36 Dec 19
D9.3 Communication tools: Articles in Taste of Food	Messages to be developed	Industry, policy makers and regulators	Increase visibility of the project's main outcomes	EFFoST to produce	TBC	M36 Dec 19

D9.3 Communication tools: A paper in New Food	Messages to be developed	Industry, policy makers and regulators, scientific community, food scientists & technologists	Increase visibility of the project's main outcomes	EFFoST to produce	TBC	M36 Dec 19
D9.3 Communication tools: Section on eufic.org	The main elements of the project, linking to the project's website.	EUFIC website visitors (opinion leaders/regulators, the media, industry, health professionals, educators, general public).	Increase visibility. Around 600,000 visitor sessions per month. Referral rate on average around 30%. Prime position with major search engines.	EUFIC will create based on agreed website content.	When website live.	M36 Dec 19
D9.3 Communication tools: Webinars (video recording of conference presentations)	Messages to be developed. Webinars will highlight significant project results.	Industry, policy makers and regulators, scientific community, food scientists & technologists	To further disseminate outcomes of project presented at final conference	EUFIC record and disseminate final conference	Aug 20	M36 Dec 19
D9.3 Communication tools: Infographics	Audio/visual presentation of aspects of the project. Potential topics include.	Policy makers and regulators, industry, media, consumer organisations, general public	To better communicate complicated concepts, and to engage the audience.	EUFIC to develop with input from partners	TBC	M36 Dec 19
D9.3 Communication tools: Social media presence	Messages to be developed ad hoc (to show the project is alive,	LinkedIn & ResearchGate: Professional audience Twitter: Professional & lay	Increase outreach, raise awareness and engage key	EUFIC/NDC to manage social media accounts	Ad-hoc	M36 Dec 19

	and is important, and needs stakeholder input).	audiences Facebook: General public	stakeholders, maintain interest in project	Partners to tweet/re-tweet #NanoPack, join LinkedIn and ResearchGate groups, invite contacts, and participate in discussions		
D9.3 Communication tools: E-newsletter	Highlight the project's main activities and outcomes.	Industry, scientific community, food scientists & technologists	Increase outreach, maintain interest.	EFFoST/EUFIC/NDC develop content. Partners to circulate to networks.	TBC	M36 Dec 19
D9.4 Final dissemination report	An evaluation of the dissemination activities, and sustainability strategy outlining what should happen to the project outputs at the end of the project.	Project partners	Explore how the dissemination achievements can be sustained	EUFIC to develop	Oct-Dec 19	M36 Dec 19
D9.5 Protocol concluding conference	Presentation of the results of the project to selected key stakeholders.	Industry, policy makers and regulators, consumer/trade organisations, scientific community, food scientists & technologists, media	To present the final results to key target audiences	EUFIC to organise with support from Agora/NDC	TBC (end 2019)	M36 Dec 19

Table 3. Partners dissemination activities – for further outreach

WP	Activity	Dissemination	Audience	Why	Who/How	When	Deadline
All	Conferences & events (specific conferences are listed in Table 5)	Highlight the project's main activities and outcomes at conferences & events.	All stakeholders	To raise awareness, and increase outreach. To engage stakeholders	EUFIC to create standard PPT for all partners at events	TBC	Ad-hoc
					Partners to send EUFIC delivery address to receive leaflets		
					Identify future conferences/events that may be relevant for the stakeholders		
					Partners distribute leaflets at events	TBC	
					Partners take photos at events (and tweet)	TBC	
					Partners summarise key information about event for website/newsletter	TBC	
					Partners record activity for reporting (event, date, place, audience type, audience number).	TBC	
					EUFIC share information on website/newsletter/social media	TBC	
All	Scientific papers	The main outcomes of the project, and key findings presented and discussed in scientific papers.	Scientists	To disseminate scientific results	Partners submit final copy and related information	TBC	Ad-hoc
					Green or gold open access	TBC	
					EUFIC add scientific papers on website and social media	TBC	
All	Media exposure	Interviews with media e.g. main elements of the	Media	To increase visibility and outreach. To be	Partners inform EUFIC on press activities	TBC	Ad-hoc

	project, objectives, activities, or outcomes.		leveraged in project communications, and multiplied	EUFIC share on website/social media		
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Table 4. WP outputs (“public” dissemination level deliverables) – for further outreach

Deliverable	Description	Lead(s)	Delivery	Date
D4.4	Production of trial reels for packaging tests for WP5	Cflex	M36	Dec-19
D5.1	Assessment plan food products packaged in NanoPack films	CITA	M3	Mar-17
D6.1	Food regulatory status of the chemicals for HNT modification	FHG IVV	M3	Mar-17
D6.2	Manuscript with physico-chemical characterisation of HNTs	NRCWE	M30	Jun-19
D6.5	Report on ensuring compliance with ethics and safety issues	DHI	M6, 12, 24, 36	Jun-17, Dec-17, Dec-18, Dec-19
D6.6	Report on migration testing and sensory evaluation	FHG IVV	M35	Nov-19
D6.7	Technical Dossier for submission of EU application	FHG IVV	M36	Dec-19
D7.1	Report on Life Cycle Assessment (LCA)	Vertech	M8, 20, 36	Aug-17, Aug-18, Dec-19
D7.3	Report on Social-Life Cycle Assessment (S-LCA)	Vertech	M8, 20, 36	Aug-17, Aug-18, Dec-19
D8.1	Project-specific innovation approach and management	EFFoST	M12	Dec-17
D8.4	Report on ethics requirements related to personal data.	Vertech	M8	Aug-17
D8.5	Report on additional barriers from Stakeholders Forum	EFFoST	M34	Oct-19
D9.1	Initial communication plan	EUFIC	M3	Mar-17
D9.2	A project identity and specific project website	EUFIC	M6	Jun-17
D9.3	Communication tools	EUFIC	M36	Dec-19
D9.5	Protocol concluding conference report	EUFIC	M36	Dec-19

D10.1	Establishing governance structure	Agora	M1	Jan-17
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Table 5. Conferences and events – for further outreach (to be updated regularly)

Event and location	Date
Interpack 2017, Dusseldorf, Germany	4-10 May 2017
8th International Symposium on Nanotechnology, Occupational and Environmental Health, Elsinore, Denmark	29 May – 1 June 2017
2nd Innovations in Food Packaging, Shelf-life and Food Safety Conference, Munich, Germany	3-6 October 2017
AIPIA World Congress, Amsterdam, The Netherlands	2-3 November 2017
31st EFFoST International Conference, Sitges, Spain	13-16 November 2017
CEFood, Central European Congress on Food	Date TBC
NEEFood, North and East European Congress on Food	Date TBC
Euromat, European Congress and Exhibition on Advanced Materials and Processes	Date TBC
SETAC Europe Annual Meeting	Date TBC
IAPRI World Packaging Conference	Date TBC
International Conference on Biotechnology and Nanotechnology	Date TBC
International Congress on Safety of Engineered Nanoparticles and Nanotechnologies	Date TBC
Global Food & Beverage Packaging Summit	Date TBC
International Forum of Food Industry and Packaging (IFFIP)	Date TBC
Polymer Nanocomposites Conference	Date TBC
AMI's international conference on Polyolefin Additives	Date TBC
AMI's ninth international Multilayer Packaging Films	Date TBC
International Conference on Global Food Security	Date TBC
International Conference on Multifunctional, Hybrid and Nanomaterials	Date TBC
Global Conference on Polymer and Composite Materials	Date TBC