

**Horizon 2020**  
**INFRADEV-1-2014 - Design studies**

**RICHFIELDS Working Packages 2**  
**Deliverable D2.1**

**Project dissemination plan**

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**Deliverable lead beneficiaries:**  
EUFIC

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## D2.1 Project Dissemination Plan

*The dissemination strategy aims to explain how the visibility of the project outputs and outcomes will be maximised, and how the project outcomes will be shared with stakeholders. It should be planned in consultation with the project partners and explain:*

- *Message (what)*
- *Audience (to whom)*
- *Purpose (why)*
- *Method (how)*
- *Timing (when)*

### **Message (what)**

RICHFIELDS is developing a platform to collect, align and share real-time data on consumer food behaviour.

### *Aim*

RICHFIELDS will ensure the effective dissemination of the project's results by engaging with stakeholders, and actively promoting and encouraging them to think about:

- gaps and needs for a consumer database platform
- design of this platform
- use of the platform as a data provider and data-user.

**Key messages for the different work phases were developed based on discussions at the kick-off meeting.**

- **Phase 1 Slogan: Mapping consumer-generated data and tools: making sense of complexity**
- **Phase 2 Slogan: Mapping business- and research-generated data and tools: making sense of complexity**
- **Phase 3 Slogan: Designing the research infrastructure to facilitate sharing of data for better food and health**

### **Audience (to whom)**

The project's key stakeholders have been identified through **stakeholder analysis as part of WP3**: negative interest groups, positive interest groups, international government/policy bodies, national government bodies, customers/general public, project partners, trade/science/industry/academic organisations (including technology, financial and legal industry, and existing RIs and projects/initiatives), and the media (as an important channel to reach stakeholders).

The key potential user and/ or contributors will be identified (Research, Industry, Technology and Funding) and invited to join the Stakeholder Platform (as part of WP3). Stakeholders will be invited to join the project's online platforms to share information and provide feedback.

Stakeholder group	Why interested in RICHFIELDS?	Approach
Negative/positive interest groups	To further disseminate the project activities to their networks. To be informed about the state of the art of issues relating to data sharing and other information arising from the project's discussions. To keep up to date on the development of the RICHFIELDS RI platform. To have their say on how the RI platform is developed.	Website, articles, pod/web/video casts, LinkedIn group, twitter.
Government/policy bodies (international and national)	Interest in how RICHFIELDS contributes to tackling societal challenges. To be informed about the state of the art of issues relating to data sharing/privacy and other information arising from discussions.	Website, articles, pod/web/video casts, LinkedIn group, twitter.
General public (and consumer organisations)	Not the main target audience for the project, are affected by some issues involved in the access to and use of their data.	Section on website discussing <b>data privacy</b> and the <b>value of their data</b> directed at the general public, to raise awareness. A simple Q&A or an infographic may be suitable to explain the issues for a lay audience.
Trade/science/industry/academic organisations	Potential data providers, users, or communicate to consumers.	Website, articles, pod/web/video casts, LinkedIn group, twitter.
Other projects, initiatives and research infrastructures	To exchange best practices (user-strategy & access, ethical/IPR, risk analysis for privacy and protection of data). Avoid duplication of work. Input into their work.	Personal contact through partners. Section on website discussing issues, pod/web/video casts, LinkedIn group, twitter.
Financial sector (including national funding bodies)	Benefits that RICHFIELDS will bring. Revenue requirements.	Section on website discussing funding – EC funding not long-term, co-funding/Public-Private Partnerships. Could be articles, pod/web/video casts, LinkedIn discussions.
Legal sector		Section on website discussing legal issues of <b>data privacy</b> , <b>IPR</b> , etc.

### **Purpose (why)**

RICHFIELDS is designing a research infrastructure on food and health consumer behaviour, combining a real-time approach, linking research infrastructures and their facilities. The active involvement of relevant stakeholders is required throughout the project, to guide the project methodology and ensure the research infrastructure design is optimised for a range of end users. This requires that dissemination activities are well planned throughout the project's lifetime and beyond. Interaction with future users via the Stakeholder Platform (WP3) will help raise awareness and improve understanding, stimulating action and exchange of ideas.

### **Method (how)**

EUFIC will work with EuroFIR and LEI to develop the dissemination content (dissemination plan, logo/website, flyer/leaflet, press release, infographics), and select appropriate tools and channels (including relevant conferences and events) to meet the information needs of the target audiences and communication objectives of the project. See table below (actions with timings).

**All project partners** will be required to support dissemination. A practical guidance document will be created to assist partners (including e.g. use of logo, how to order leaflets). EUFIC and EuroFIR will establish a **Communications Super Team**, including **project ambassadors** from the consortium, who will be given access and support to upload/edit content on the website. This will ensure project results are fed into WP2 and WP3, and stakeholders engaged throughout the life of the project and beyond.

Important meetings to target stakeholders, where partners will be present, should be identified, and suitable give-aways (e.g. fridge magnets with project logo) will be developed, subject to budget.

WP2 will support WP3 in developing material for the stakeholder meetings. Stakeholder meetings will also be harnessed to gather information from stakeholders (which will feed into pod/video development, leaflets etc.), and potentially as a testing ground for dissemination material.

LinkedIn is the world's largest professional network. A LinkedIn Group was created as part of EuroDISH (March 2014). Currently, the group connects 150 people with an interest in research infrastructure for the study of food and health. The group will evolve as part of RICHFIELDS, engaging more diverse stakeholders and help sustain interest between meetings.

Details of all dissemination activities must be recorded for reporting to the EU.

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.

WP2 Deliverable	What	Audience	Why	Who/How	When	Deadline
D2.1 Dissemination plan	The message (what), audience (to whom), purpose (why), method (how), and timing (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.	Nov	M3 (Dec 15)
				Partners input asked at kick-off meeting.	Nov/Dec	
				EUFIC/EuroFIR/LEI finalise.	Dec	
				EUFIC share on website and give reminders at meetings.	Jan	
D2.2 Project identity and website	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.	Nov/Dec	M6 (Mar 16)
				EUFIC contact agencies for quote.	Dec	
				EUFIC (with EuroFIR/LEI input) tailor to project needs.	Jan-Mar	
D2.3 Dissemination materials: Flyer/bookmark	The main elements of the project presented in clear and simple language.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Increase visibility of project at events (such as the project's business card).	EUFIC/EuroFIR/LEI develop draft.	In 2016	M36 (Sept 18)
				EUFIC/LEI Finalise.		
				EUFIC Share on website/print & send to partners.		
				Partners share through networks and at events & <a href="#">record activity</a> .		
D2.3 Dissemination materials: Leaflet	A summary of the project's main outcomes.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Increase visibility of the project's main outcomes.	EUFIC/EuroFIR/LEI develop draft.	In 2018	M36 (Sept 18)
				EUFIC/LEI Finalise.		
				EUFIC Share on website/print & send to partners.		
				Partners share through networks and at events & <a href="#">record activity</a> .		

D2.3 Dissemination materials: Press Release	A summary of the project's main outcomes.	Media – to reach interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Increase visibility of the project's main outcomes.	EUFIC/EuroFIR to consider targeting stakeholders (e.g. through trade magazines)	1) Launch of website M6/7 (raise awareness of project objectives). 2) Final conference (disseminate results)	M36 (Sept 18)
				EUFIC/EuroFIR/LEI develop draft.		
				EUFIC/LEI Finalise.		
				Partners send EUFIC contact details of press officers.		
				Partners may translate press release, to distribute nationally.		
EUFIC circulate to AlphaGalileo/trade magazines & partners' press officers, & put online (project/eufic website).						
D2.3 Dissemination materials: Food Today article (1)	The main elements of the project presented in clear and simple language.	Electronic distribution to 47,000 health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers.	To raise awareness of the project.	EUFIC/LEI develop content. EUFIC publish.	Apr/May 2016	M36 (Sept 18)
D2.3 Dissemination materials: Food Today article (2)	A summary of the project's main outcomes, based on deliverables or outcomes of workshops.	Electronic distribution to 47,000 health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers.	Increase visibility of the project's main outcomes.	EUFIC/EuroFIR/LEI develop content.	TBC	M36 (Sept 18)
				Partners may be asked to provide input.		
D2.3 Dissemination materials: Infographics	Graphical/visual presentation of aspects of the project (such as conceptual framework of project).	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations, general public and media.	To better communicate topics, and to engage the audience.	EUFIC to develop with input from EuroFIR/LEI.	Conceptual framework graphic Feb 2016.	M36 (Sept 18)
D2.3 Dissemination materials	Give-aways with project logo/website ( <i>additional activity to DoA</i> ).	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	To attract attention, increase outreach and drive	EUFIC/EuroFIR will produce give-aways (e.g. fridge magnets, USBs) appropriate for selected target group.	TBC	N/A



			stakeholders to the website.	Partners share through networks and at events & <a href="#">record activity</a> .		
D2.4: Web-based dissemination: Section on eufic.org	The main elements of the project, linking to the project's website.	EUFIC website visitors (health professionals, educators, opinion leaders/regulators, the media, industry, consumers).	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 (Sept 18)
D2.4: Web-based dissemination: Podcast (audio interview)	Message to be developed.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	To engage the audience and increase visibility. Interview with expert adds credibility, and can be easily shared.	EUFIC record with partner(s), and possibly stakeholders, content/timing to be decided with EuroFIR/LEI.	TBC	M36 (Sept 18)
D2.4: Web-based dissemination: Webinar (video recording of conference presentations)	Highlight the project's main outcomes.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Further disseminate outcomes of project presented at final conference.	EUFIC record – final conference.	July 18	M36 (Sept 18)
D2.4: Web-based dissemination: Video (may include video interview, footage, graphics)	Message to be developed.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Engage audience.	EUFIC record with partner(s), content/timing to be decided with EuroFIR/LEI.	TBC	M36 (Sept 18)
D2.4: Web-based dissemination: Twitter/Facebook/LinkedIn	Messages to be developed (to show the project is alive, and is important, and needs stakeholder input).	Twitter/LinkedIn: professional. Facebook: Lay audience (e.g. consumer app users).	Increase outreach, raise awareness, and	EUFIC to manage @SciFoodHealth EUFIC to evolve EuroDISH LinkedIn group	TBC	M36 (Sept 18)



			engage key stakeholders.	Partners to re- <a href="#">tweet/tweet #RICHFIELDS</a> <a href="#">join LinkedIn Group</a> , invite contacts, and participate in discussions.		
D2.4: Web-based dissemination: E-newsletters	Highlight the project's main activities and outcomes.	Interest groups, international government/policy bodies, and trade/science/industry/academic organisations.	Increase outreach, maintain interest.	EUFIC/EuroFIR/LEI/partners develop content. Partners to circulate to networks.	TBC	M36 (Sept 18)
D2.4: Web-based dissemination: Partner's mutual links	We are a partner in the RICHFIELDS project, and stakeholders should visit <a href="http://www.richfields.eu">www.richfields.eu</a> .	Partners' audiences.	Increase outreach.	EUFIC to send partners project description, logo, html link. Partners to ensure RICHFIELDS is linked on their organisation's website.	When website live.	M36 (Sept 18)
D2.5: 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 develop. WP12 to feed in how dissemination can support sustainability.	Aug/Sept 18	M36 (Sept 18)



## WP outputs (“public” dissemination level deliverables) – for further outreach

Deliverable	Name	Lead	Delivery	Date
D4.1	Outline methodology for research and inventory development of data types	USURREY	M6	Mar-16
D5.3	List of quality criteria	SIK	M10	Jul-16
D6.3	List of quality criteria	USURREY	M10	Jul-16
D7.3	List of quality criteria	WU	M10	Jul-16
D3.1	Report from first Stakeholder Platform meeting	EUROFIR	M12	Sep-16
D5.1	Report on inventory of types of purchase data and data collection	SIK	M12	Sep-16
D6.1	Report on inventory of types of preparation data and data collection methodologies	USURREY	M12	Sep-16
D7.1	Report on inventory of types of consumption data and data collection methodologies	WU	M12	Sep-16
D8.1	Report from case studies	AAU	M12	Sep-16
D1.3	Position paper of RICHFIELDS	LEI-WUR	M12	Sep-16
D3.3	Report from first Stakeholder workshop	EUROFIR	M14	Nov-16
D4.2	Report on synthesis of the findings for WP5-7	USURREY	M16	Jan-17
D5.5	Report on gaps and needs	SIK	M18	Mar-17
D6.5	Report on gaps and needs	USURREY	M18	Mar-17
D7.5	Report on gaps and needs	WU	M18	Mar-17
D3.4	Report from second Stakeholder workshop	EUROFIR	M20	May-17
D5.4	Paper on quality criteria and overview of criteria applied to available data/methods	SIK	M20	May-17
D6.4	Paper on quality criteria and overview of criteria applied to available data/methods	USURREY	M20	May-17
D7.4	Paper on quality criteria and overview of criteria applied to available data/methods	WU	M20	May-17
D10.1	Position document ‘Laboratories and research facilities in the field of food and health consumer behaviour and lifestyle’ (M 30)	DIL	M20	May-17
D4.4	Open Architecture Platform Design – initial concepts	USURREY	M22	Jul-17
D4.3	Report on the synthesis of the findings for WP8-WP10	USURREY	M24	Sep-17
D8.4	Report on recommendations on future research and policy	AAU	M24	Sep-17
D9.3	Scientific manuscript on overall case study outcomes and future framework	IFR	M24	Sep-17
D10.4	Integrated report of WP10 activities for Synthesis Report of Task 4.2	DIL	M24	Sep-17
D12.1	Alternatives of business model concepts for the RI Consumer Data Platform	CNR-ITIA	M26	Nov-17
D13.1	IPR design	LEI-WUR	M28	Jan-18
D13.2	Ethical design	LEI-WUR	M28	Jan-18
D13.3	Governance design for RI platform for consumer behaviour and lifestyle	LEI-WUR	M28	Jan-18



D3.2	Report from second Stakeholder Platform meeting	EUROFIR	M30	Mar-18
D11.3	Standardisation requirements for RI Consumer Data Platform	JSI	M30	Mar-18
D3.5	Report from third Stakeholder workshop	EUROFIR	M33	Jun-18
D4.5	Overall Synthesis report	USURREY	M33	Jun-18
D11.4	Roadmap RI Consumer Data Platform	JSI	M34	Jul-18
D1.3	Final paper of RICHFIELDS	LEI-WUR	M36	Sep-18

### Project events – for further outreach

Kick off meeting	3-4 November 2015
1 <sup>st</sup> stakeholder PLATFORM meeting	2 <sup>nd</sup> June, Brussels
Plenary meeting	28 & 29 June 2016, Milan
1 <sup>st</sup> stakeholder WORKSHOP – discuss the methodology of WPs 5-10, including an inventory of data, quality criteria assessment, gaps and needs, and a synthesised approach	27 Sept 2016, Amsterdam
2 <sup>nd</sup> stakeholder WORKSHOP – discuss the outcomes of WPs 5-10	M18 Mar 2017
Plenary Meeting	M18 Mar 2017, Surrey
Plenary Meeting	M24 Sept 2017
2 <sup>nd</sup> Stakeholder PLATFORM meeting	M28 Jan 2018 (flexible)
3 <sup>rd</sup> stakeholder WORKSHOP – engage stakeholders in Phase 3 Design of the Health and Food Research Infrastructure	M30 Mar 2018 (flexible)
Plenary Meeting	M35 Aug 2018
FINAL CONFERENCE	July 2018

