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Designing a world-class infrastructure to facilitate research

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## Executive Summary

This deliverable is the final dissemination report for the RICHFIELDS project. It exemplifies and reflects on the challenges and opportunities encountered in communicating and disseminating RICHFIELDS activities throughout the project's lifetime and in preparation for the period immediately afterwards, during the development of the Food, Nutrition and Health Research Infrastructure (FNH-RI). The activities comprised online dissemination, such as the creation and maintenance of the project website [see D2.2 Project identity (logo, poster, email, Word & PowerPoint templates and website (CMS & extranet, content & hosting)), social media engagement, *ad hoc* articles to engage different audiences, and newsletters [see D2.4 Web-based dissemination (eufic.org, videos, social media and e-newsletter)] as well as offline activities, such as the creation of dissemination instruments, such as a leaflet, a poster, a bookmark and a roll-up [see D2.3 Dissemination materials (a flyer, a leaflet, a press release, a Food Today article, infographics and a roll up)].

The project has achieved major successes in communicating about the topic, and the project's objectives and outcomes. The creation of the project identity, and a press release (sent to over 6,000 journalists), raised awareness of the project and lead stakeholders to the project website which gives detailed information and has achieved over 22,000 pageviews to date. The project results were put into context in the final leaflet (1,000 distributed) and notably in two engaging videos which bring the project to life and make the project understandable for a wide audience. The videos help demonstrate how the outcomes of RICHFIELDS are relevant for researchers, businesses and citizens.

One of the major challenges in communicating and disseminating RICHFIELDS (project) and the design for a consumer data platform was to provide concise and inclusive information for the concept (design of the platform) and make its role and functionality in the FNH landscape understandable to a wider audience, in partnership with stakeholder activities (e.g. WP3: Stakeholder Interaction). Dissemination objectives were set in advance (see D2.1 Project dissemination plan). Regardless of how dissemination was carried out (format or channel), the goal of each approach was to reach and engage target audiences. In this, an important role was also played by project beneficiaries, who not only provided the necessary content but also network through which communication and dissemination efforts were multiplied.

As a project, RICHFIELDS is the latest iteration exploring the DISH concept (D – determinants, I – intake, S – status & H – health) following on from EuroDISH (Study on the need for food and health research infrastructures in Europe, Project ID: 311788, [www.eurodish.eu](http://www.eurodish.eu)) and focused on determinants for purchase, preparation and consumption of foods, and will be one element of the proposed FNH-RI. Thus, dissemination resources were designed for longevity and will continue to be used at future events (e.g. RICHFIELDS and FNH-RI videos, and final leaflet).

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# 1. Communication and dissemination: Challenges and opportunities

## 1.1 Introduction

Communication and dissemination are key elements in EU-funded projects. Activities, progress and results need to be communicated through different channels to engage different stakeholders and demonstrate how projects are relevant to citizens. Communication and dissemination tasks described in the Description of Action (DoA) have been elaborated in detail in Deliverables D2.2 (Project identity (logo, poster, email, Word & PowerPoint templates and website (CMS & extranet, content & hosting)), D2.3 (Dissemination materials (a flyer, a leaflet, a press release, a Food Today article, an infographics and a roll up)) and D2.4 (Web-based dissemination (eufic.org, videos, social media and e-newsletter)). The successes and challenges associated with each type of communication and dissemination are discussed in Sections 2-5 as well as recommendations for the future FNH-RI.

## 1.2 Challenges

RICHFIELDS was a three-year project, the outcomes of which may inform part of a larger initiative FNH-RI (Food, nutrition and health research infrastructure). Communicating the role of RICHFIELDS, as a project with an unusually intangible output (i.e. design for a consumer data platform rather than – for example – a prototype), and as a part of the wider DISH concept, leading to a proposed FNH-RI has been challenging because the concepts are complex and abstract.

RICHFIELDS and FNH-RI build on concepts developed by EuroDISH and the recommendations of the European Strategy Forum on Research Infrastructures for a food and health research infrastructure (ESFRI). By 2024, FNH-RI aims to be operational and bring together resources from previous EU-funded projects (e.g. EuroFIR, NuGO, GloboDiet, ISEKI-Food, Food4me, Quisper, IFAAM, REFRESH, SUSFANS and RICHFIELDS) as well as national resources. For now, however, the FNH-RI remains a proposal, which again makes presentation to stakeholders difficult.

The RICHFIELDS project posed further challenges for communication due to the nature of the topic. The concept of ‘research infrastructure’ is relatively new and may be difficult for all audiences to understand. We deemed it necessary to add information boxes in all communication materials where possible, to clarify the meaning of ‘research infrastructure’. Furthermore, our communication role was challenged by the difficulty of scientific experts to communicate on a topic they know very well but others do not know. Bridging the gap between experts and non-experts is the art of science communication. While the general public were not the main target audience, many stakeholders do not necessarily have background knowledge about designing a research infrastructure. Therefore, it was necessary to act as a filter and increase the chances to involve an audience of non-experts.

### 1.3 Opportunities and their exploitation

The communication team was mindful of the challenging issues in all communication activities and during the whole project. For example, a section of the leaflet was dedicated to a basic definition of ‘research infrastructure’ (i.e. the facilities, resources or services which support the scientific community to conduct top-level research; giving examples such as CERN). We also used well thought-out imagery to visualise the concepts discussed within the project (shown in D.2.3).

Major stakeholders were reached through the interactive stakeholder platform meetings and workshops, organised by WP3 (D3.1, D.3.2, D3.4, D3.5) and by WP8 (D8.3). Stakeholders attending these events were invited to join the LinkedIn Group, and the dissemination materials encouraged them to visit [www.richfields.eu](http://www.richfields.eu) where they can sign up for the project newsletter, and tweet using **#RICHFIELDS**. At the final event, all attendees were given a copy of the project’s leaflet containing the final outcomes, and both videos were played to the audience.

The RICHFIELDS 2 minute video was submitted for the European Commission’s competition and will be added to the DG Research and Innovation YouTube [Channel](#) which will increase its visibility and dissemination.

## 2. RICHFIELDS Project dissemination plan

The project’s dissemination plan set out a strategy to maximise the visibility of the project and share the outputs and outcomes with stakeholders. In consultation with the project partners, the plan defined the message (what), the audience (to whom), the purpose (why), the method (how) and the timing (when) of the communication and dissemination (see D2.1 for details). Outcomes of tasks planned in D2.1 Project dissemination plan are summarised in Appendix 1 of this report (for details see D2.2, D2.3, D2.4, and dissemination reporting).

### 2.1 Successful aspects of the dissemination plan

Key messages for RICHFIELDS communication and dissemination, about the design of the consumer data platform, were elaborated in the initial dissemination plan. The dissemination plan set out 18 activities, including a range of methods to increase outreach and impact of the project results. This plan helped streamline messages about the project and activities associated with design of the platform, audiences, communication channels, and how to promote, encourage and leverage participation of partners in communication, as multipliers. These activities have been developed throughout the project and have been informed by feedback from stakeholders’ meetings (e.g. WP3 Workshops 1-3). In addition, beneficiaries carried out many more dissemination activities, such as presentations, workshops and news articles (see Dissemination reporting).

## 2.2 Challenging aspects including how these were overcome

At the beginning of the project, when the plan was developed, it was not possible to fully define (the what, to whom, why, how and when of) each dissemination activity as this is reliant on the development of project results. The plan needed to be somewhat flexible and was adapted during the project, in collaboration with partners. For example, because video material is more engaging, more widely accessible and more sustainable, the RICHFIELDS and FNH-RI videos, potentially, will have greater impact in the longer term. Therefore, a considerable portion of the budget was used to produce these tools. The videos were produced in the last year of the project, after the message, audience and purpose had been defined. Further deviances are noted in Annex 1.

## 2.3 Recommendations for FNH-RI

The FNH-RI initiative will need to implement its own dissemination plan, to make use of the materials developed within RICHFIELDS and to continue to reach relevant stakeholders.

## 2.4 Future fate of the plan

This final dissemination report is a follow-up of the Project dissemination plan.

# 3. Project identity (logo, poster, email, Word & PowerPoint templates and website)

The project's corporate identity includes a logo and communication templates, and is visualised on the project's website (see D2.2 for details).

## 3.1 Successful aspects of the project identity

The RICHFIELDS project logo symbolises the core aspects of the project. The open cloud symbolises the data platform, the plug indicates "connection" of the platform (connecting researchers and other end-users to the data, to other RIs, etc.), and the fork signifies food-related consumer behaviour (data), feeding the platform.

The logo was designed in collaboration with the consortium, where the logo was voted for from a selection of three variations, to give partners pride in representing the project having chosen its graphic identity.

## 3.2 Challenging aspects including how these were overcome

The initial designs took some time to develop, especially due to the challenges of communicating about RICHFIELDS (as explained in section 5.2). The graphic designers first had to understand the project in order to propose a suitable graphic identity.

Logo design, and graphics in general (particularly colour choice), can be very subjective with differing personal tastes. Not all partners preferred the same logo, and therefore we had to select the most highly ranked.

Communication templates required follow-up rounds of editing, to adjust for changes in beneficiary names and logos.

### **3.3 Recommendations for FNH-RI**

It will be important for the FNH-RI branding to use consistent branding, to enable stakeholders to easily identify the research infrastructure. The FNH-RI logo has already been created, its design originates from the EuroDISH logo which makes it recognisable for stakeholders. Since the RICHFIELDS logo was developed within the project, it will need to be decided whether the Consumer Data Platform will receive a new logo in the context of FNH-RI. If so, it may be helpful to adopt the design elements of the RICHFIELDS logo to aid stakeholders' recognition and understanding.

### **3.4 Future fate of these resources**

The project logo and dissemination templates can still continue to be used by beneficiaries when presenting results of the project.

## **4. Dissemination materials (a flyer, a leaflet, a press release, a Food Today article, an infographics and a roll up)**

A range of communication and dissemination materials were produced to disseminate the results of the project to a wide audience (see D2.3 for details).

### **4.1 Successful aspects of the dissemination materials**

The dissemination materials enabled the project to be present at a large number of stakeholder events, as the partners were encouraged to share the project bookmarks and leaflets. In addition, three roll-ups were produced, for visual presence and displayed in partner organisations and at major events.

The EUFIC Food Today article was electronically circulated to 46,000 health professionals, educators, opinion leaders/regulators, the media, industry, consumers and other multipliers in 11 languages. The Press Release was shared with 6,865 journalists, to raise awareness of the project. It was translated to Swedish and Finnish by partners, for increased national dissemination. The Press Release was picked-up by the media: [FoodNavigator.com](https://www.foodnavigator.com), [nutritioninsight](https://www.nutritioninsight.com) and [food-monitor](https://www.food-monitor.com).



## 4.2 Challenging aspects including how these were overcome

The concepts of the RICHFIELDS project are complex and abstract (further explained in section 5.2). The communication was therefore aided by the development of infographics. For instance, the structure of the work packages, the conceptualisation of the final design, and how the project relates to existing and future initiatives were graphically represented (shown in D.2.3).

## 4.3 Recommendations for FNH-RI

During the ongoing development of FNH-RI, the materials developed within RICHFIELDS should continue to be disseminated to stakeholders (further discussed in section 8 Sustaining communication and dissemination).

## 4.4 Future fate of these resources

The dissemination materials will remain on the RICHFIELDS website for three years without further updates, and the printed copies will continue to be disseminated to stakeholders at events attended by beneficiaries.

# 5. Web-based dissemination (eufic.org, videos, social media and e-newsletter)

News about the project was disseminated online through websites, social media and e-newsletters (see D2.4 for details). Communication and dissemination efforts were multiplied through the networks of beneficiaries.

## 5.1 Successful aspects of the web-based dissemination

The RICHFIELDS project website [www.richfields.eu](http://www.richfields.eu), is an attractive portal of project information, including detailed information about the project, publications, news items, and engaging blog posts. To date (06.09.2018), the website has received 22,136 pageviews, during 7,463 sessions in which users have on average visited 3 pages per session. Furthermore, 8 websites of beneficiaries link and drive traffic to the project website. Outreach was expanded through social media. During the project, tweets from @SciFoodhealth reached 213,441 people and had 2,563 engagements, partners and stakeholders also tweeted about the project (see Dissemination reporting).

Specifically, two videos were produced ([film](#); [documentary](#)): a two-minute video which clarifies the role played by RICHFIELDS in the upcoming FNH-RI, and a short documentary where FNH-RI main players were interviewed and provided more input on the connection between the project and the research infrastructure. As RICHFIELDS operates in a European context where English is often used as a second language, we added subtitles to the videos to overcome linguistic barriers and avoid discrimination of viewers with a hearing impairment. The videos aimed to give context to the objectives of the project, making the topic accessible

to a general audience (see D2.4). The engaging videos also bring the research infrastructure to life by creating a vision for the future, with a relatable analogy - a European 'Google' for food, nutrition and health.

## 5.2 Challenging aspects including how these were overcome

The videos took significant time to develop, especially due to the challenges of communicating about RICHFIELDS (as explained in section 5.2). The graphic designers first had to understand the project, the purpose, and the audience, in order to propose an impactful concept. The creation of the video required reiterative editing to produce the final videos which reflect the messages of the project.

Updating the website and sharing news on social media and in the e-newsletter was dependent on receiving updates from partners, about the developments of the project. Therefore, we periodically contacted partners asking for their input.

## 5.3 Recommendations for FNH-RI

The FNH-RI website could share the news story about the RICHFIELDS final event, and the outcomes of the project, and embed the project videos. The videos could also be shown at selected events.

## 5.4 Future fate of these resources

The RICHFIELDS website will remain live for three years, and only updated with major results such as scientific publications which may be published after the project closes.

# 6. Beneficiaries' roles in communication and dissemination

## 6.1 Introduction

EUFIC led the communication and dissemination WP, with inputs from EuroFIR and WUR (coordinator), and with every partner in the project acting as an ambassador.

## 6.2 Challenges in beneficiary participation

It is always difficult to stimulate participation of every beneficiary in communication and dissemination, since partners are focused on other WP tasks and this is exacerbated by the challenges faced in science communication. In addition to the dissemination plan (D2.1), a communication guidance document was created to act as a practical tool to assist all partners and increase impact and dissemination for RICHFIELDS. To obtain the support and drive of all partners from the beginning of the project, the document first emphasised why all partners have a role in communicating the project:

- Increase the likelihood of success (e.g. implementation of the RI).

- Draw the attention of stakeholders to the need for and, ultimately, benefits of research.
- Attract the interest of potential partners (engaging stakeholders in developing the RI during the project and implementation of the RI subsequently as well as future proposals).
- Encourage talented students and scientists to join your partner institutes and enterprises.
- Enhance your reputation and visibility at local, national and international level.
- Help the search for financial backers, licensees or industrial implementers to exploit results.
- Generate market demand for the products or services developed.

The guidance also included:

- An explanation about the importance of the project identity, and the use of project templates which all include the EU flag logo and the funding details (and grant number).
- How to order bookmarks/leaflets, and encouragement to distribute these among stakeholders.
- An explanation about why partners should communicate through social media:
  - Increase traffic visiting [www.richfields.eu](http://www.richfields.eu)
  - Improve search engine rankings
  - Increase and widen visibility and coverage
  - Innovation: gain new ideas through interaction
  - Loyalty: build a relationship with stakeholders
  - Engagement: interact with target groups and key stakeholders.
- Advice on how to use Twitter, tips including to use the #RICHFIELDS hashtag and include a html link to the project website, and project partner handles to follow.
- How to manage media relations.
- The importance of continued communication and dissemination reporting, with a link to a shared google document for tracking.

### 6.3 Opportunities in beneficiary participation

Partners have been very active in communicating and disseminating about the project; **these activities will be reported using the [reporting template](#) which will be finalised at the end of the project.** RICHFIELDS was disseminated at academic and non-academic conferences all around Europe (at over 60 events, including 16 keynote presentations); related news stories were disseminated on the website and on social media to increase audiences' curiosity. Offline dissemination materials (bookmarks, leaflets) were distributed to all partners to use

for raising awareness about the project among their networks. Three project roll-ups were also printed and displayed and various events in multiple countries.

Written accounts and images of these events were disseminated through the project's website, to further increase outreach.

## 7. Sustaining communication and dissemination:

### 7.1 What is next for RICHFIELDS outputs

Since RICHFIELDS will become part of the FNH-RI project - which will be put into action in 2024 - the sustainability of its communication and dissemination in the future is fundamental. The project's aim was to design a consumer data platform, but no participation of consumers was required. Their future engagement will therefore be key to practically implement the data platform within FNH-RI. Further communication will also be required to raise awareness about the importance of collecting consumers' data to help people eat more healthy diets and increase the sustainability of our diets.

The public website will remain online for three years beyond the end of the project (as indicated in D2.2). At this stage, the website will be updated with only major results such as scientific publications which may be published after the project closes. Major results can also be disseminated on Twitter via the @SciFoodHealth account. The LinkedIn Group will remain open, to keep stakeholders connected, and could be used for further engagement in the future.

### 7.2 Recommendations for FNH-RI

As explained in D2.3, the final dissemination materials (leaflet, video) were conceived to be sustainable, so that they can continue to be used beyond the end the project as part of the development of the FNH-RI. The final leaflet explains how the outcomes of the project will feed into FNH-RI. One of the building blocks of FNH-RI will be the Consumer Data Platform, designed in RICHFIELDS. In this respect, the results of the project will have a direct impact and there will be ongoing communication about the project achievements. The next upcoming event where FNH-RI will be present is at the Capnutra symposium, 15-17 October 2018.

To maximise outreach and impact the FNH-RI initiative will need create its own dissemination plan for continuing communication and dissemination about the research infrastructure, including the Consumer Data Platform. This plan should include, for example, the most appropriate events to disseminate the leaflets produced in RICHFIELDS, and where to display the videos, to best reach relevant stakeholders. For instance, the videos of RICHFIELDS should be shared on the website of FNH-RI, and on the websites of the partners involved, as well as their social media networks, and be played at events where possible. The initiative could seek

to still harness the networks of partners involved in RICHFIELDS to disseminate updates about the ongoing developments.

Continued communication and dissemination about the Consumer Data Platform will be critical to its success. Further engagement with consumers is necessary, since citizen engagement was not part of the RICHFIELDS project. This is particularly relevant in view of the EU General Data Protection Regulation (GDPR). The general public needs to understand why their data is wanted, and for what purpose, and choose whether they give consent.

## 8. Conclusions

The objectives of the dissemination plan were successfully fulfilled, overcoming challenges in communicating a complex and abstract project. The plan was adapted throughout the project, in response to opportunities to increase the sustainability and outreach of the project results which will enable the project to have a higher impact.

The dissemination materials developed within RICHFIELDS will continue to be used beyond the end the project as part of the development of the FNH-RI.

## Appendix 1

Dissemination Plan							Outcome
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)	Delivered M3 ✓ Dissemination plan. ✓ Communications guidance for partners.
				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)	Delivered M6 ✓ Project identity. ✓ Branded communication templates. ✓ External website (Public). ✓ Consortium Intranet (Private - Basecamp).
				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	Interest groups, international government/policy bodies,	Increase visibility of project at	EUFIC/EuroFIR/LEI develop draft.	In 2016	M36 (Sept 18)	Delivered M8 ✓ 3,500 bookmarks
				EUFIC/LEI Finalise.			

	presented in clear and simple language.	and trade/science/industry/academic organisations.	events (such as the project's business card).	EUFIC Share on website/print & send to partners. Partners share through networks and at events & <a href="#">record activity</a> .			printed and distributed to partners for wide dissemination.
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. EUFIC/LEI Finalise. EUFIC Share on website/print & send to partners. Partners share through networks and at events & <a href="#">record activity</a> .	In 2018	M36 (Sept 18)	Delivered M36 ✓ 1,000 leaflets printed and distributed to partners for wide dissemination.  Partners will continue to disseminate the RICHFIELDS final leaflet beyond the project end.
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) EUFIC/EuroFIR/LEI develop draft. EUFIC/LEI Finalise. Partners send EUFIC contact details of press officers. Partners may translate press release, to distribute nationally.	1) Launch of website M6/7 (raise awareness of project objectives) . 2) Final conference (disseminate results)	M36 (Sept 18)	Delivered M8 (18 May 2016) ✓ PR sent to 6,865 journalists. ✓ Translated to Swedish and Finnish by partners, for increased national dissemination.

				EUFIC circulate to AlphaGalileo/trade magazines & partners' press officers, & put online (project/eufic website).			A second PR was not created, since this was not felt appropriate for the outcomes of the project and was not budgeted for in the DoW. The University of Surrey (partner) may write a press release to describe some of the major results, which can be shared on the project's website and social media after the project end.
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)	Delivered M7 (April 2016). ✓ EUFIC article describing project, sent to 47,000 stakeholders. ✓ Translated to 11 languages ✓ 663 page views on eufic.org.
D2.3 Dissemination materials: Food Today article (2)	A summary of the project's main outcomes,	Electronic distribution to 47,000 health professionals, educators, opinion	Increase visibility of the project's	EUFIC/EuroFIR/LEI develop content.	TBC	M36 (Sept 18)	Only one article was produced, since EUFIC has



	based on deliverables or outcomes of workshops.	leaders/regulators, the media, industry, consumers and other multipliers.	main outcomes.	Partners may be asked to provide input.			discontinued its Food Today publication, and the planned resources were directed towards other communication and dissemination activities. Two videos produced in place of the 2nd Food Today article, podcast / webinar. Video material is considered more engaging, accessible to a wider audience, and thus has a higher potential for impact.
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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)	<ul style="list-style-type: none"> <li>✓ Conceptual framework - Schematic diagram showing project WPs.</li> <li>✓ Map of FNHRI partners.</li> <li>✓ Foreseen timeline of research infrastructure development.</li> <li>✓ Consumer data platform – data, service and tools.</li> <li>✓ Consumer data platform – core offering.</li> </ul>
D2.3 Dissemination materials	Give-aways with project logo/website ( <i>additional activity to DoA</i> ).	Interest groups, international government/policy bodies, and	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	Budget was not foreseen for these additional materials (expenses of the

		trade/science/industry/academic organisations.	stakeholders to the website.	Partners share through networks and at events & <a href="#">record activity</a> .			final event and project advisory board were expected to be higher).  The materials produced were considered more valuable for meeting the objectives of communicating and disseminating information about the project.
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)	Delivered (M7) ✓ 2,229 page views eufic.org webpages linking to the RICHFIELDS website.

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)	Two videos produced in place of the 2nd Food Today article, podcast / webinar. Video material is considered more engaging, accessible to a wider audience, and thus has a higher potential for impact.
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)	Two videos produced in place of the 2nd Food Today article, podcast / webinar. Video material is considered more engaging, accessible to a wider audience, and thus has a higher potential for impact.

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)	<p>Delivered M35 (August 2018)</p> <ul style="list-style-type: none"> <li>✓ Video (footage and voiceover):</li> <li>-156 views YouTube.</li> <li>-594 views @SciFoodHealth tweet.</li> <li>✓ Documentary (interview):</li> <li>- 119 views YouTube.</li> </ul> <p>The videos will be shared beyond the project end, and lead to growth in outreach and impact.</p>
D2.4: Web-based dissemination: Twitter/Facebook/LinkedIn	Messages to be developed (to show the project is alive, and is	<p>Twitter/LinkedIn: professional.</p> <p>Facebook: Lay audience (e.g. consumer app users).</p>	Increase outreach, raise awareness, and engage	<p>EUFIC to manage @SciFoodHealth</p> <p>EUFIC to evolve EuroDISH LinkedIn group</p>	TBC	M36 (Sept 18)	<p>Twitter @SciFoodHealth - 2016: 47,071 reach, 486 engagement</p>

	important, and needs stakeholder input).		key stakeholders.	Partners to re- <a href="#">tweet/tweet #RICHFIELDS</a> <a href="#">join LinkedIn Group</a> , invite contacts, and participate in discussions.			-2017: 105,302 reach, 1,240 engagement -2018 (until September): 61,068 reach, 837 engagement.  EUFIC Facebook post about RICHFIELDS reached 2,219 people.  LinkedIn Group grew from 137 to 308 members.
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)	✓ 3 newsletters filled with project news. ✓ 124 subscribers.  A final newsletter summarising the final event and sharing the videos is currently in preparation.
D2.4: Web-based dissemination: Partner's mutual links	We are a partner in the RICHFIELDS	Partners' audiences.	Increase outreach.	EUFIC to send partners project description, logo, html link.	When website live.	M36 (Sept 18)	✓ 8 partners explain the project and

	project, and stakeholders should visit <a href="http://www.richfields.eu">www.richfields.eu</a> .			Partners to ensure RICHFIELDS is linked on their organisation's website.			link to <a href="http://www.richfields.eu">www.richfields.eu</a> on their organisation's website (driving traffic to the project website).
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)	✓ Delivered M36 (this deliverable).