

aN Eu Curriculum
for chef gasTro-engineering
in primAry food caRe



DISSEMINATION AND COMMUNICATION PLAN

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1 ABSTRACT:

The scope of this document is to define the overall dissemination and communication strategy of the NECTAR project materialising the task 7.1 Dissemination & Communication activities. This plan will be subject to regular review and further development as the project progresses and will also take account of the evolution of the stakeholder ecosystem. As this is a continuous deliverable which includes a revision after 12 months, followed by 6 monthly reviews to the end of the project, this first version will be focused on the first-year programme.

This document has been structured as follows:

Section 6 provides a short introduction about the NECTAR context, including an internal and external analysis of the project environment. This analysis identifies the main organisations and influencers, presenting an initial overview of the NECTAR network.

Section 7 builds on this analysis and NECTAR's goals and establishes the main objectives, both at global and local level with special focus on the first year of the project.

Section 8 includes an overview of the target audiences to be reached considering the variety of project domains. The main messages to be communicated are described.

Section 9 describes the structure of the Dissemination and Communication activity group and the basis of the workflow for daily activity and processes.

Section 10 describes in detail the NECTAR visual identity and the materials available for the partnership to follow the agreed brand guidelines.

Section 11 reflects a set of actions and communication channels that will be used to implement the plan in a successful way to accomplish the proposed goals.

Section 12 sets out how implementation of the Dissemination and Communication Plan will be monitored.

As Dissemination and Communication activities have a relevant relationship with most work packages a specific working group to oversee the its delivery has been defined in Section 4, Methodology and Workflow.

2 KEYWORDS:

Communication, Dissemination, Stakeholder Mapping, Visual identity, Monitoring

3 INTERNAL REVIEWERS

REVIEWER NAME	EXTERNAL REVIEWER	ORGANISATION	DATE OF APPROVAL
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4 VERSION HISTORY AND AUTHORS

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*Status indicates if:

- A - Author (including author of revised deliverable)
- C - Contributor
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6 INTRODUCTION

The promotion of active and healthy ageing throughout the “whole life course” is a key objective of national public health strategies. Demographic change resulting from people living longer has placed additional demands on both health and social care systems, and those that support them. Governments and Health and Care providers increasingly recognise the need for robust health promotion strategies supporting a range of interventions and initiatives to prevent, or defer, age related diseases. Within this context good quality, tasty and safe food have demonstrated to be effective strategies in addressing malnutrition, sarcopenia and frailty and thus improving their quality of life and preventing older adults from morbidity, and disability.

The WHO promotes a lifespan approach in order to put the basis of healthy ageing in the early stages of life. More important to NECTAR, however, is the fact that they also state malnutrition in institutionalised older adults, or older adults living at home, must be tackled at international level due to its high prevalence and the numerous and costly consequences it can have.

The quality of institutional food services is important as it influences patient/client nutritional intake as well as their quality of life and the satisfaction with their overall experience. However, the prevalence of malnutrition in hospital and residential aged care settings remains unacceptably high. The causes of malnutrition are both diverse and complex, with inadequate nutritional intake contributing substantially. The reasons behind inadequate nutritional intake are multifactorial and may be the result of an individual’s age and/or disease-related factors combined with the quality and nutritional value of the food, as well as with the taste and food service provided, that influence intake. Indeed, numerous studies have reported that meal quality can influence a patient’s/clients’ level of consumption. Consequently, the meals offered should satisfy standards of quality as well as provide the individual nutritional requirements of patients, taking food preferences and individual problems with food intake into account.

To tackle all these challenges, a common nutritional approach that is nested in the European Innovation Partnership for Active and Healthy Aging (EIP-AHA) has been established. This approach aims to provide the first common European program translating an integrated approach to nutritional frailty in terms of a multidimensional and transnational methodology. It is consistent with other EU initiatives on active and healthy ageing. The interventions align with WHO’s partitioning of health care (primary, secondary, and tertiary):

- Culinary/gastrological approach (Primary level: primary food care - PFC)
- Gastrological-Clinical approach (Secondary level: collaboration PFC and SFC)
- Clinical approach (Tertiary level: exclusively clinical food and medication).

The collaboration of Chefs Gastro-engineering (CGE) as equal partners in interdisciplinary teams in health and social care facilities can help ensure a personalised and tailored approach to addressing malnutrition in pre-frail and frail older adults and those who suffer from disabilities or illnesses that imply specific food requirements. However, there is a mismatch between the skills currently offered by cooks and chefs working in hospitals, residential care and homecare and those required by healthcare institutions, private service providers and final end-users in order to play a pivotal role in PFC.

The main challenges can be summarised as follows:

1. most cooks and chefs are not specialised in PFC and show a gap in job-specific skills such as managing food related problems leading to loss of appetite and reduced food intake, steering techniques for organoleptical quality, nutritional physiology, ICT and engineering applied to food.
2. an existing curriculum for the specialisation of chefs in gastro-engineering is currently designed and only delivered in one EU-member state (Belgium). It is a local initiative and doesn’t refer to a formalised EU occupational profile based on WHO and EU policy recommendations yet;

3. policy makers, institutional stakeholders and representatives of market demand require guidance, time, and funding for adequately investing on the integrated culinary/clinical approach.

In this context the NECTAR project has been developed to address the absence of:

- recognised national and regional qualifications for specialised chefs in PFC.
- awareness and information among the main stakeholders all over Europe about the need of specialised chefs in PFC.
- a complete EU reference Occupational Profile of the specialised chef, based on the actual and current needs of PFC.
- an EU reference curriculum based on a “culinary engineering/ clinical integrated approach”
- guidelines for Vocational Education Training providers supporting the substantiation of local curricula and validation of prior learning
- guidance for efficient investments on specialised chefs in PFC both for public and for private employers.
- agreements for specialised cooks’ mobility and EU credit transfer

To achieve this ambitious goal, the collaboration between existing communities from the health and care and education sectors will become crucial. Considering this, NECTAR will build an ecosystem to establish dialogue with these communities with the purpose of addressing their wide range of needs to develop certified and recognised education programmes. The Dissemination and Communication strategy will boost the interconnection and knowledge sharing among them.

7 OBJECTIVES

The major focus of the NECTAR Dissemination and Communication (D&C) plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of NECTAR outcomes, encouraging participation on a systematic and regular basis. The D&C plan will be based on five components that aim to address: *WHY* there is a need to disseminate, *WHO* (target audiences), *WHAT* target audiences will receive (key messages), *HOW* (communication channels), and *WHEN* (implementation and time planner). The objectives of the dissemination and communication plan are:

- to raise awareness of the project among all relevant stakeholders.
- to provide tailored communication to each stakeholder so that they are educated about the major aspects of NECTAR that have relevance and impact for them.
- to identify new stakeholders over time, who can contribute to NECTAR as multipliers.
- to monitor and evaluate all dissemination and communication activities, in order to provide reliable data about the effectiveness of these activities.

To maximise the opportunities for dissemination and communication it will be conducted at both European and Local level.

European Level

To ensure higher visibility of the project publicly.

- gain acceptance of a new profession for Chefs at European level especially an EU reference Occupational Profile of the specialised chef, based on the actual and current needs of PFC.

- raise awareness of the benefits and opportunities that NECTAR solutions, based on curricula and certification of training programmes for chefs, can offer and progressively engage and involve all the target stakeholders in the ecosystem.
- share the knowledge and “know-how” with other relevant EU funded projects on active and healthy ageing, and EC entities in order to maximise the impact of the achievements, learnings, etc. through transversal activities such as Working Groups.
- transmit a coordinated and homogenous message about NECTAR applying the visual identity created to all the offline and online materials so the main stakeholders can easily identify the project.
- to promote the urgent need for an Occupational Profile for the CGE that is able to prepare personalised, tasty, safe, healthy and sustainable meal components.

National-Local Level

To ensure a higher impact of the project dissemination and visibility actions at each of the pilot sites.

- increase the impact at national and local level of each broader dissemination activity, getting a deeper and wider impact within each region.
- define a local strategy to gain high visibility of each deployment site and NECTAR project in each country.
- implement an effective promotion campaign oriented to recruitment purposes in order to involve the expected number of users in each Pilot Site, and consequently at European level. Local Dissemination and Communication strategies and campaigns will be elaborated by all Pilots Sites in the upcoming months. Those plans will be included on the Dissemination and communications activities and materials to be presented on M15.
- To draw the attention of national and regional governments about the need to improve training programmes for chefs working in health and care settings.

7.1 First Year Objectives

The primary focus of the Dissemination and Communication Plan in Year 1 will be on awareness and related dialogue. Years 2 and 3 will extend to consultative focus, and exploitation and sustainability. The programme for Dissemination will blend the opportunities from strategic conferences and meetings and opportunities created such as meeting with political stakeholders, standards and industry bodies, with issues and results arising from Work Packages as their activities progress.

Objectives established for the first year at both local and European levels include:

- To define the dissemination plan establishing the partners involved and responsibilities in each task. This objective guided the activity to prepare and produce this deliverable.
- To set up all channels and tools that will support and guarantee the proper implementation of the Dissemination and Communication plan, both at European and local level.
- To achieve visibility of the project among target audiences defined regarding the scope, objectives, activities and results that NECTAR is going to address and achieve.

8 TARGET AUDIENCES AND KEY MESSAGES

Playing in this diverse arena, the success of the Dissemination & Communication plan will be characterised by a deeper knowledge of all actors involved in this ecosystem. The success of the project will rely on engaging a critical mass of different stakeholders and taking account of their needs/expectations. In this respect, the expectation is to motivate stakeholders to pursue and promote the NECTAR achievements by enticing their involvement in the ecosystem and active participation as appropriate. This approach is reflected in the following levels of engagement over the duration of the project.



Awareness: To make identified target audiences aware of the NECTAR project, its objectives, approach, developments and outcomes. By raising awareness of the project, the ultimate goal is to raise awareness of the contribution of personalised, high quality and safe meal components, which is both tasty and healthy, have on addressing malnutrition, sarcopenia and frailty and thus improving quality of life and well-being and preventing older adults from morbidity, and disability. At the same time to increase knowledge of good practice training programmes for chefs working for persons in need of care as well at home, in hospitals, in health and care settings and the types of certified chef training programmes available.

Understanding: To make identified target audiences understand the importance of Primary Food Care in contributing to the health and well-being, and quality of life of older adults; and to highlight the opportunities for co-creating innovative and sustainable policies and training programmes for chefs gastro-engineering.

Commitment: To encourage the commitment of different stakeholders to take an active role in the project, by participating in consultations and surveys; and by engaging them in the co-development and the co-testing of new training programmes.

Action: To make stakeholders move from commitment to practice, by achieving their support in the adoption of certified and accredited training programmes for chefs working in health and care settings. Ownership, internalisation and institutionalisation play a significant role in this action phase and can contribute to wider exploitation and scaling up of the project.

Some potential risks that might be faced during these phases:

- **Aware of unawareness:** For some people unawareness is an active decision. The challenge is to convince them to open their eyes and ears to the information.
- **Confusion of concepts:** Clinical/scientific ideas might sometimes be misunderstood. It is important to effectively and clearly communicate them, by tailoring messages to different audiences.
- **Negative perception:** Confusion can sometimes lead to negative perception. This might lead to a decision not to commit, not to act and not to support. Transparent communication is key. It is also important to let stakeholders know that the project consortium is open to receive questions.
- **Inaction:** If a group of stakeholders does not take action, it is important to analyse the possible reasons (right communication channels? right communication products? unawareness? indifference to the topic? lack of understanding of the approach?)

The primary target group for project communication and dissemination activities are:

- Health and Care Providers
- VET providers
- Accreditation/Certification organisations
- Local, regional and national governments – including public authorities, policy and decisions makers, and practitioners
- Chefs (Gastro Engineering)
- Agri Food & Fish sector
- Older adult patients and service users

The secondary target group includes:

- Non-governmental organisations and civil society – such as specific food NGOs, older adult associations, etc
- Academia and research sector



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- Professionals involved in food engineering, food quality in all its aspects, nutrition and diet
- Chef schools and colleges
- Local businesses

The tertiary target group includes:

- Media
- Multipliers: stakeholders that spread the word about the project
- Unusual suspects: stakeholders that develop an interest in the project for unexpected reasons
- European Greendeal
- Other relevant European projects

The following Table provides an overview of the main target groups for the NECTAR Dissemination and Communication Strategy and the main messages to be addressed. The target groups are based on a stakeholder analysis currently being undertaken and which will be completed in M4.

Table 1: Table 1: Target Audience and Messages to Transmit

WHO	WHAT
Vocational (Higher) Education Training Providers	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Good Practice in high quality food tailored for older adults, for patients recovering from surgery or have other health conditions such as dysphagia or loss of taste, or chewing problems, etc • Benefits of tasty and high-quality food on Quality of Life of older adults • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
Qualification and Accreditation Bodies (National, International)	Any relevant outcome of the NECTAR project regarding standardisation efforts, food safety, experience, data, and evidence or practices adoption from pilot regions under operational conditions.
Professional Organisations (Chefs, Cooks)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Good Practices in high quality food for older adults and those who need a more personalised diet or with extra care needs • Benefits of tasty and high-quality food on Quality of Life of older adults or patients

	<ul style="list-style-type: none"> recovering from surgery or have other health conditions • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
Health and Social Care Providers (Hospitals, Care Homes)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Good Practices in high quality food for people with extra care needs • Benefits of tasty and high-quality food on Quality of Life • Needs of the pilot regions during the project • Value of accredited training programmes in recruiting Chefs/Cooks
3 rd Party Providers (Private Care Homes)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Good Practice in high quality food for people with extra care needs • Benefits of tasty and high-quality food on Quality of Life • Value of accredited training programmes in recruiting Chefs/Cooks
Primary Food Care (Organisations manufacturing/producing food – “farm to the fork”)	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Gastro/Food engineering, Taste steering and healthy food guidelines
Policy Makers	<ul style="list-style-type: none"> • Information on the NECTAR project and its Ecosystem • Cost-effectiveness of intervention • Potential and current value-based healthcare benefit from high quality (as well taste, texture, nutrient composition, presentation) and more personalised diets • Need for recognition of accredited qualifications for chefs cooking for people with additional care needs whether or not in health and care settings.
Influencers (Networks/European Organisations)	<ul style="list-style-type: none"> • Information on the project including goals and objectives

	<ul style="list-style-type: none"> • Successful or exemplary activities and results
End Users (Older Adults, Informal Care Givers)	Personalised information about taste steering, food safety and high-quality food
General Public	<ul style="list-style-type: none"> • Information on the project including goals and objectives • Gastro/Food engineering, Taste steering, food safety, and high-quality food guidelines

8.1 Dissemination and Communication Activities

In terms of roles & responsibilities, the dissemination & communication activities are based on the following two dimensions:

- 1) Horizontal dimension: it contains all activities to strengthen the communication and dissemination between the participants.
- 2) Vertical dimension: it concentrates on all activities designed to reach the target groups and final users of the project outputs.

Both the horizontal as well as the vertical dimension will be carried out by using different approaches, methods and instruments of dissemination, always dependent upon the most adequate means and possibilities of each project partner.

Dissemination activities will include:

- Public engagement events (National/Local information events) will be organised in order to raise awareness of NECTAR and to maximise engagement of relevant stakeholders at pilot sites (M25-32).
- A final conference will be organised in M35-36 for the dissemination of the main project results. The objective of the event is to share the results of the project and pave way towards strengthening the network for further update and adoption of the curriculum. The event will involve EIP on AHA Reference Sites and regions, and will target European stakeholders and decision makers, VET providers and sector stakeholders (min 50 participants).
- The final conference will also be used to identify and agree Twinning partnerships across regions outside the project that will adopt the Curriculum and replicate the project results, after the project ends
- Promotion of project at relevant existing events organised by the Project Partners and their associates. Each partner is expected to present NECTAR at least at one relevant event (conference, workshop, seminar, meeting with relevant stakeholders).
- Dissemination of pilots, which will be managed mainly through local network of partners described in detail in tasks of WP5.



In addition, Webinars will be organised to promote the project and learning from it. This is seen as an important tool in facilitating the exploitation and scaling up of the project in the later stages of the project plan. A two-fold approach for webinars has been defined:

PUBLIC WEBINARS

Aim: spread the know-how from the consortium to the target audiences, positioning the project as a reference on gastro/food-engineering, as much as possible personalised high-quality meals in all its aspects including textural, nutritional, tasty and healthy meals, Chef “Personas”, and good practice education and training programmes. Moreover, this may serve to promote potential collaborations among interesting organisations. The News section of the website will be used as the main point to display the public webinars and the content will be distributed among NECTAR Social Media channels and included in the NECTAR newsletters.

INTERNAL PROJECT WEBINARS

Aim: share the know-how and good practices inside the consortium so the partners can improve their participation on the project thanks to others’ experience.

Coordination of the webinars will be led by the Dissemination and Communication Working Group who will periodically invite project partners to propose “hot topics” related to the project. Partners will be asked to propose: (a) Title/topic of the webinar; (b) Partner(s) responsible for the webinar; (c) Public or Internal category. Once the topics are approved by the Dissemination and Communication Expert Board, the Working Group and the RSCN will centralise the production of the webinars providing support on the following aspects: (i) Excel file compiling the webinars proposed by topic; (ii) Calendarisation of the webinars and coordination with the Partner(s) responsible; (iii) ensure the NECTAR PPT template supports the presentation; (iv) provide guidelines and instructions on how to: (a) introduce a webinar to the audience; and (b) run the session.

The RSCN will play a central role in dissemination: events, mailing lists, Newsletters, and other initiatives linked to the partnership will be exploited to disseminate NECTAR results.

In Year 1 the key activities will be:

- Creation of the NECTAR website. This will describe the results of the project to the general public and relevant stakeholders (linked to social media), helping individuals identify whether NECTAR matches their needs and how to interface with the consortium. It will also provide information on consortium partners and the 5 pilot sites. The website will operate from M4 and contain general information, technical reports, and software components available for download, with appropriate licence/IP issues covered. The website will represent the primary communication tool and reference for NECTAR’s image, brand and content covering all targeted stakeholders. and populating it with information on the project, consortium partners and pilot sites,
- Creation of the NECTAR visual identity. This will be available from M3 and will include the, NECTAR Logo, NECTAR Strap Line, and all project material in different formats, e.g. power point templates, Word document templates, etc.
- Development of NECTAR leaflets and other material raising awareness of the project and how to engage with it. This will initially be produced in English (M6) but

will extend to include the languages of the other pilot site countries during the rest of the year.

- Publication of at least 2 Newsletters. These will be used to publicise the project provide updates on activities and deliverables.
- Creation of NECTAR social media platforms (Linked In, Twitter, Facebook) to raise awareness of the project, promote events, and facilitate anyone wishing to engage with it.
- Organise 1 webinar event to raise awareness of the project and the importance of tasty, healthy, safe and personalised meals for older adults. This event will be targeted at the 103 EIP on AHA Reference Site regions (21 Member States) across Europe.

9 METHODOLOGY AND WORKFLOW

The consortium consists of different types of institutions: research institutions, healthcare & social care providers, academy and public authorities, Chefs' schools and colleges; all with a different interest and focus on certain target groups, and different efforts assigned to dissemination. In order to achieve an optimal result, NECTAR have defined a specific Dissemination & Communication structure, with an Expert Board and a Dissemination and Communication Working Group. The Expert Board (EB):

- Determines and agrees the overall dissemination strategy and the guidelines to be followed
- Oversees the definition of the main objectives and activities that will be deployed during the life of the project, along with annual updates
- All core decisions in terms of NECTAR dissemination will be discussed within the Expert Board, and if needed, shared with the Project Steering Committee, including budgetary.

It is composed of three partners: Odisee, Si4Life, and RSCN, who will also lead it.

The Dissemination and Communication Working Group (DCWG) will be an inter cluster group that will serve to maintain proper coordination among those tasks that can enrich and support the communication and dissemination of project activities and results through the NECTAR channels. Considering the nature of the consortium, this group will be composed by one person for each Pilot Site (PS) along with representatives from Si4Life and RSCN.

The working relationship between the 2 Groups is as follows:

Top-down approach: The Expert Board defines the main guidelines to be followed in terms of global messages, digital strategy, marketing materials, event attendance, etc, for NECTAR dissemination. The Dissemination and Communication working group and each partner may follow these guidelines.

Bottom-up approach: The Dissemination and Communication working group must update the Expert Board about the general situation in each of the Pilot Sites, and any upcoming activities for each partner such as publications, event attendance, appearance in local media, etc. In addition, it will advise the Expert Board on progress of the individual dissemination plans. This information will be used 1) to create a global message about NECTAR, and 2) to update the global channels with the activities and results achieved in each Pilot Site and tasks. In order to



have an effective local strategy and cover each Pilot Site and tasks needs, the dissemination leader may be able to support them regarding any dissemination activity at local level. Each activity effort must be previously evaluated in terms of cost and time.

Both approaches will be managed through monthly teleconferences. For this purpose, a specific distribution mailing list has been created including the appointed contacts. As with other NECTAR project tasks the repository in Microsoft Teams will be used to share all the Dissemination and Communication materials and resources among the working group.

10 NECTAR IDENTITY AND BRAND

The NECTAR identity and branding aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities.

10.1 Visual Identity

A visual identity of NECTAR was created at the beginning of the project. The NECTAR logo was designed to express the integration of gastro/food engineering, and a high quality and healthy diet into improving the quality of life. This is represented by incorporating a Chef's hat, representing the preparation, the engineering of delicious and personally adapted healthy and tasty meals, with a Smiling Face, representing a person's contentment. The colours were selected to provide a bright airy feeling.



This visual identity has to be used in all the dissemination outputs, such as the project website, social media platforms, leaflets, etc. Although it was not specified in the original project plan the Project Steering Committee has agreed an Identity Handbook, including Guidelines for publications, defining the use of the logo, will be developed and made available to all partners to provide a clear and coherent approach to communication and materials. Partners must use the rules defined in the Identity Handbook for any official publication.



The Handbook will contain:

- The project logo in various forms.
- Typographies (also for deliverables and other texts).
- The Core Colour Palette.
- Standard texts for NECTAR publications and the use of the European flag.

10.2 Strapline and Tags

The NECTAR extended name (aN Eu Curriculum for chef gasTro-engineering in primary food caRe) should be used as the project strapline in all dissemination materials. This helps to characterise the project immediately for the different target groups. A specific version of the logo has been created for this purpose.

**aN Eu Curriculum
for chef gasTro-engineering
in primARy food caRe**



The following tags are suggested for online communications (depending on the specific publication topic), for example as hashtags for Tweets: *Food engineering, gastro-engineering, Taste Steering, Personalised Meals, Sustainability, Healthy Diet, Active and Healthy Ageing, Chef Curriculum, Chef Gastro Engineering, Primary Food Care.*

10.3 Documentation

For the most commonly used documents (Power Point presentations, and Word Agendas, Minutes, Deliverables, etc) templates will be designed and distributed within the consortium. Additionally, images resources in main corporative colours have been shared so the partners can elaborate professional documentation. The brand resource catalogue will be updated periodically

11 DISSEMINATION AND COMMUNICATION CHANNELS

Since NECTAR is a transnational project, with partners from different EU Member States, communication activities will require input from all project partners, to ensure that the target audience(s) and key message(s) are appropriate for their respective region and activities. The dissemination & communication activity is planned to allow maximum stakeholder input and the widest possible reaching across the EU and beyond. The “waterfall effect” will be possible only through the continuous interaction between project partners and the direct target groups and the potential beneficiaries.

11.1 Project Web Page

The NECTAR website will serve as the main digital point of information about the project, providing a public online showcase, including an overview of the project and up to-date information on results

and key activities. The deliverable D7.2.1 Project Website provides a detailed description of this channel. The website will be available from M4. The website domain address for the project was secured and is <https://www.nectar-project.eu>

The architecture for the web site is shown at Table 2, with an example of the sub section structure using “About the Project” set out at Table 3.

Table 2: NECTAR Website Layout

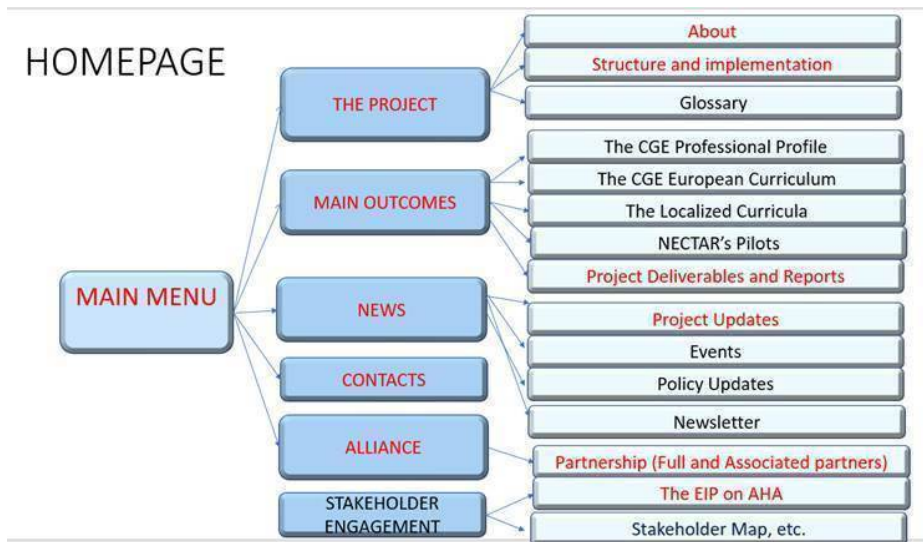
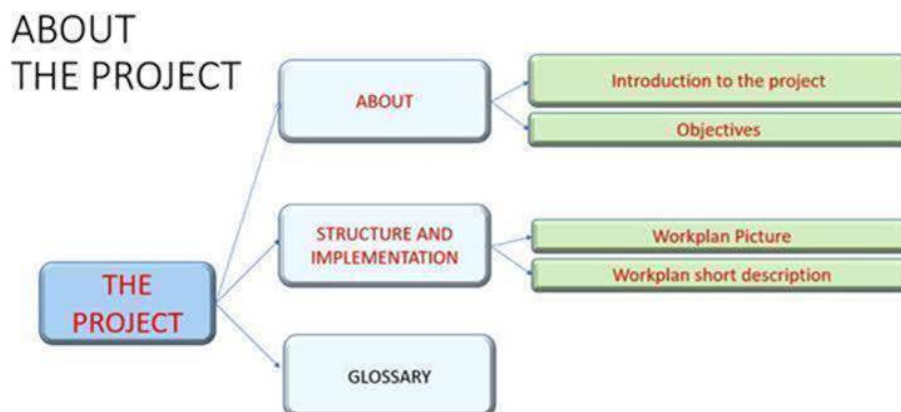


Table 3: NECTAR Website, Example of Sub Section Layout



The Footer on the website will display the logos of all the project partners as well as a “Contact” icon and an “EU Disclaimer”.

Sections on the NECTAR website:

- Home - Horizontal menu including drop down menus in those sections with more than subsection. Above the menu the Social Media channels will appear.
- Banner - this space will be used to show ad-hoc images for NECTAR events and activities campaigns. A newsletter subscription will be included below the banner. By entering the email address, users will be added to the NECTAR database to receive regular communications.
- Video – this space will be used for any videos produced during the project, including those by pilot sites. Such videos could include an overview video about NECTAR, its main challenges and uses cases, or promotional videos within pilot sites. The Project Steering Committee will need to agree the transfer of budgets between activities to cover any video costs.
- Latest news - relevant news about the project community will be highlighted at the bottom of the landing page.
- Footer - it will be divided in 3 columns including interesting links related with project domains and organisations, calendar with the next events and Twitter timeline.

NECTAR Project: The aim of this section is to an overview of the project to the audiences regarding the challenges, the project structure, the objectives and the approach. The following points will be addressed: mission & vision, governance (WPs), Impact (objectives) and Arena.

Main Outcomes: This section will include the “Persona Profile” for Chefs working for people with an extra care needs living at home or in health and care settings, including extra skills in engineering and steering of food quality to the personalised needs. It will also detail the European CGE curriculum as well as other local curricula identified from the pilot sites or more widely across other European regions. All the information regarding the 5 pilot sites and their activities undertaken in pilot sites will be set out here, updated during the life of the project and according to the status of the pilots. An interactive map will be available so the users can easily view the distribution of the pilots across Europe Finally, project deliverables and reports will be contained in this section.

News: By navigating through this section, the users will be informed about the latest achievements, news and materials produced during the project. As the project will promote webinars to increase awareness of the project and learning from it that can be transferred to other regions, information on forthcoming and archived webinars will be accessible in this section.

Alliance: This section will allow users to see the variety of the partners that make up the consortium and their roles on the project.

Education: The consortium will make use of webinars to promote the main aspects of the project. As high value content will be developed through the pilot sites the Expert Board, D&C Team and Pilot Site leads will define a strategy for taking advantage of this knowledge.

11.2 Dissemination Materials

The availability of a professional set of printed and audio-visual materials will be crucial for promoting NECTAR by project members among the target audiences in the variety of meetings and events that the consortium will attend. These materials will be adapted depending on the phase of the project as follows:

- Awareness phase: to show the project challenges, main activities and expected outcomes.



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- Understanding phase: to display the achievements of the project and preliminary results.
- Involvement phase: to expose the project outcomes and the exploitation initiatives to join the NECTAR community.

Partners will be responsible for preparing dissemination materials; however, they should agree this in advance with the Dissemination and Communication Expert Board to ensure consistency in messaging and use of visual identity and the NECTAR brand. The following list of materials may be prepared by Partners according to the generated brand identity guidelines

Printed

- Brochures/flyers
- Posters
- Roll ups

Audio-visual

- Videos. The Dissemination and Communication Expert Board will consider if an introductory video will be produced during the first year of the project with the purpose of showing in a comprehensive way the objectives, the purpose of the pilots and the impact expected for the various stakeholders. To achieve this, modern and clear infographic illustrations will be used. Consideration may be given during later phases of the project to produce a dedicated video about the Pilots Sites
- Some traditional videos (recorded), will be prepared throughout the life of the project.
 - interviews with project representatives in order to show audiences what are the main aspects of the project by the people directly involved.
 - videos from chefs, food engineers, gastro-engineers, product developers, VET providers, certification bodies using and benefitting from the NECTAR solutions so as to show the satisfaction with the project's deliverables.
- Newsletter. To keep the NECTAR community informed about the project achievements, a minimum of twice-yearly online newsletter will be published. In order to maximise impact among relevant stakeholders, a NECTAR database will be built gathering all contacts from the consortium network taking advantage of the variety of their connections.
- Internal Communications. The Project Coordinator will share bi-monthly progress reports and updates with all partners. Consortium partners will be encouraged to disseminate these within their organisations and regions.
- The feasibility of creating a NECTAR Podcast will be investigated by M8. An evaluation and recommendations will be submitted to the Dissemination and Communication Expert Board who will agree if it is technically and financially feasible to introduce.

SI4Life as leader of T7.2 will coordinate the design of these materials so as to guarantee the correct implementation of the NECTAR visual identity guidelines. These materials will be spread at the levels of: (a) digital channels, i.e. web and social media; (b) printed version (if applicable) for conferences and exhibitions; and (c) NECTAR newsletter.

11.3 Media

The NECTAR project will make use of the public press to promote the project. This will include presentations on the project in addition to performing interviews to disseminate the results of the project and to increase its impact. Identification of project milestones will be crucial for coordinating the launch of press releases in each pilot site at the same time in order to maximise the impact. For this purpose, the Expert Board will be in charge of controlling times and producing the press release content in English; this will be shared among the pilot site leaders for translation and adaptation to the local context.

Press releases may also be published at local level to give visibility of the progress and results made at each pilot site. Where this is the case the coordinator of WP7 must be informed about this kind of actions in order to ensure any support on the documentation preparation is provided.

The Expert Board will coordinate and validate the generation of press releases, dossiers, interviews, press conferences and media events. It will also authorise the production a PRESS KIT in English that will be updated regularly taking account of progress in the project and the message to transmit in each phase. At least one press release will be published per year. Project partners will provide details of key national and regional newspapers and media outlets. Ad-hoc campaigns will be developed to promote participation at key conferences and any public events organised by the consortium.

11.4 Social Media

The use of social media (such as Instagram, Twitter, Linked In) can provide a cost-effective approach to reaching a larger audience in promoting key dissemination and communication messages. It can also help promote further engagement from the community through their interactive nature (e.g. comments on posts, reposts or retweets, likes; groups discussions) Decisions on the which Social Media platforms will be the most effective for NECTAR will be made by M4 in conjunction with the launch of the project website. All social media engagement will be carried out through coordination project partners, tagging them in the most important messages and encouraging them to further distribute within their social media and other channels (relevant newsletters etc.).

When posting on social media the following rules will be applied:

- @ Mention a person or persons, name(s) wherever possible.
- Suitable hashtags to be used are #nectarproject #GGE #Gastroengineering (plus selected #s for each of the social media campaigns).
- Include an image or link to enrich each post.

11.5 Conferences

Consideration will have to be given to the impact COVID-19 will have on the performance of this activity. At the time of the project starting travel restrictions are in place and conferences are either moving to an online virtual platform or cancelled. Within this context attendance of NECTAR partners at conferences will be very limited. The situation will be regularly reviewed by the Project Steering Committee, taking account of National advice by Governments.

When the situation changes the following approach will be adopted by the Project Steering Committee:

- Annual review of conferences being organised to select those which present key opportunities for members of the consortium to participate and present the NECTAR project and its main results. This will facilitate preparation for attending conferences in advance particularly any ad-hoc marketing materials such as brochures, posters, booths materials and presentations.

The following categories have been identified for this analysis:

- Food engineering
- Active and healthy ageing
- Healthy and safe food
- Chefs
- Education and training
- Health and care

A list of relevant events to attend by the consortium will be compiled by M5; however, the following event has been identified at this stage:

- AAL Forum 2021, Trieste – May 2021

11.6 Publications

Over the course of the project the learning generated by the consortium will be published in scientific & dissemination publications. These activities aim at transferring knowledge with the political, scientific and medical communities, creating opinions, consolidating professionals and promoting the scientific content generated by the NECTAR consortium. In this respect a publication strategy will be defined by the Dissemination and Communication Expert Board along with the Dissemination and Communication coordinator and will be appended to the next version of this document. The following approach will be adopted:

- A distribution list for publications will be created to centralise the production, revision and submission of the NECTAR publications.
- Any group of partners from the consortium interested in making a scientific/informative publication must send a proposal to the Dissemination and Communication Expert Board for approval prior to preparing the content. The following fields must be included so as to evaluate the potential of the publication and decide if it's in line with the interests and quality expected by the NECTAR community. After analysing the proposals, the Dissemination and Communication Expert Board will directly approve the preparation of the publication or will provide guidance to reorient the proposal in alignment with the project objectives.
 - Partner responsible of the publication (main editor)
 - Authors
 - Title
 - Abstract draft
 - Source where will be published
 - Deadline for submission
- Once the publication is approved and the content prepared, the partner responsible for the publication must send the final version to the Dissemination and Communication Expert Board for final validation of the document prior to the official submission.



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- Once the publication is submitted the partner responsible will complete all the information regarding the publication in the Dissemination and Communication reporting file available in Microsoft teams. This excel document will include a specific tab for publications with several fields to be completed.
- When this process is finished, the partner responsible for the publication must advise the Dissemination and Communication Expert Board to confirm the submission of the publication and the completion of the reporting document. This will allow the publication to be promoted through the NECTAR digital channels.
 - Publications section of the website
 - Social Media channels
 - NECTAR newsletter.

The categories of publications will include position papers, review articles, and research papers related to Food engineering, Healthy and Safe Food, Taste Steering, Sustainable Food, Chef Training, Active and Healthy Ageing, Healthcare, Healthy Lifestyles, etc.

The proposed approach for Publications will be:

1. Inclusivity to ensure all partners from the consortium are included, particularly those with a specific expertise or knowledge in a given area. This will help facilitate knowledge exchange within the project.
2. A template for writing Papers for publication will be developed and agreed. This shall be used for all Publications.
3. All authors/contributors from a partner organisation should be included even if they are not working directly on the project.
4. There will be no limit to the number of publications to be submitted; however, they will need to be relevant to the project
5. Papers may be written by Nectar partners or written principally by one of the partner organisations.
6. Where the Paper is written by Nectar partners a coordinator will be appointed and this person will be supported by co-authors nominated by other Nectar partners.
7. The listing of authors shall follow the protocols of the lead author's region and will where appropriate include principal author(s), secondary author(s), corresponding author(s). co-author(s),

Nectar partners recognise the how contributing to the writing of Publications can support young researchers. A Young Researcher Circle will be created and invitations will be issued. Members of Young Researchers Circle will choose a mentor, undertake cross-reading and do the first cleaning of a manuscript. This will facilitate peer reviews with the Publications' Team who will prepare a first draft, shape the content, and direct the cross review. Young Researchers will be supported throughout the process up to publication of the Paper.

In addition, the Dissemination and Communication Expert Board will elaborate a list of potential publications to cover, considering the hot topics of the project and the expertise from the consortium. This will be shared among consortium partners to guarantee the number of the publications expected. For assuring the quality of the articles prepared, the procedure explained above will be applied as well. A proposed list of exemplary journals and magazines in which the partners envision to participate will be available in M5:

11.7 Consortium Events

Public Events



A final project event will be organised to present the project results. The goal will be to bring together all relevant stakeholders both from the NECTAR community and beyond to celebrate the completion of the project and demonstrate the value of the services which can be transferred and scaled-up in other regions.

Engagement driven dissemination events

Outreach events at local level will be organised by the consortium to amplify the NECTAR message. The goal of these events will be to establish connections with local and regional communities' members for showing them the value of the project through the celebration of events, showcases and focus group with the main stakeholders in each domain.

User community events

The user community will be used to transmit a deep and consistent message on the values of the project and follow up. The intention is that they will multiply NECTAR messages to their associates.

Showcases

At each pilot site, showcases will be organised to demonstrate the project and activities to local / regional / national target audiences. These sessions will provide a forum for researchers, healthcare and educational stakeholders. Showcases will also support relevant conferences and may be collaborative events carried out with other stakeholders in the pilot site.

Workshops

To develop insights, understanding of needs, highlight practices and courses available within a region, and to co-design Chef personas and curricula consideration may be given to organising focus groups for VET providers, health and care providers, Chefs, caregivers, Curriculum certification bodies, food engineers etc. This could be done as an alternative to, or complementary to, undertaking surveys and interviews with relevant stakeholders to validate information obtained.

12 MONITORING IMPLEMENTATION

Communication activities will be monitored at six-month intervals, with interim and final reports on dissemination and communication activities in M18 and M36 (D7.1.2). The monitoring activity will support the adaptation of the Plan: specific indicators will be identified to assess dissemination activities and their impact, and a Tracking Tool will be shared with partners in order to support the constant monitoring of activities.



ANNEX 1 – ABBREVIATIONS

CGE	-	Chef Gastro Engineering
DCWG	-	Dissemination and Communication Working Group
EC	-	European Commission
EB	-	Expert Board
EU	-	European Union
PFC	-	Primary Food Care
SFC	-	Secondary Food Care
VET	-	Vocational Education Training
WP	-	Work Package



ANNEX 2 – QUALITY CONTROL CHECK LIST

Quality Control Check	
Generic Minimum Quality Standards	
Document Summary provided (with adequate synopsis of contents)	x
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	x
Language, grammar and spelling acceptable	x
Objectives of the application form covered	x
Work deliverable relates to adequately covered	x
Quality of text is acceptable (organisation and structure, diagrams, readability)	x
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	x
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	x
Deliverable specific quality criteria	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	x
Checklist completed and deliverable approved by	
Name: Gerardo De Paola	Date: 13 April 2021