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in primAry food caRe



DISSEMINATION AND COMMUNICATION PLAN UPDATE – M33

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1 ABSTRACT:

The scope of this document is to set out the key dissemination and communication activities for the final months of the project. As the project reaches its conclusion the partners' objective is to secure the long-term sustainability and exploitation of the project.

The primary focus of this elaboration of the Dissemination and Communication Plan will therefore be on the activities supporting the Final Conference, the establishment of the NECTAR Network for Cooperation and Mobility; and events after the project ends which will bring the project results to a wider European audience.

2 KEYWORDS:

Communication, Dissemination, Stakeholder Mapping, Visual identity, Monitoring

3 REVIEWERS

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

Version	Name / Organisation	Status*	Date	Provided Content/Comment/ Summary of Changes
1	John Farrell, RSCN	A	4/9/2023	Final Version

*Status indicates if:

- A - Author (including author of revised deliverable)
- C - Contributor
- IF – Internal Feedback (within the partner organisation)



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6 INTRODUCTION

Previous versions of the Dissemination and Communication Plan (M3 and M15) set out in detail the project’s plans to promote awareness of NECTAR, increase engagement of stakeholders, and facilitate the sustainability and exploitation of results both during and after the project ends. The first year of the project dissemination and communication focused on awareness building and developing relationships with stakeholders. For Years 2 and 3 of the project we would build on this and at the same time extend to the consultative focus, and exploitation and sustainability. The dissemination and communication objects and activities for Years 2 and 3 were set out in D7.1.1 (M18).

This elaboration of the Dissemination and Communication Plan focusses on the primary activities to support the sustainability and exploitation of the project’s results. Principally, these will be taken forward in the Final Conference, establishment of the NECTAR Network for Cooperation and Mobility, and identifying relevant events after the project ends where the results from NECTAR can be disseminated to a broader European audience.

7 FOCUSED DISSEMINATION AND COMMUNICATION OBJECTIVES – FINAL 3 MONTHS

The major focus of the NECTAR Dissemination and Communication (D&C) plan has been to ensure the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods; and to identify potential contributors to the development, evaluation, uptake, and exploitation of NECTAR outcomes, encouraging participation on a systematic and regular basis.

In keeping with this focus, and recognising the opportunities presented by key activities in the final stages of the project we aim to adopt a concerted effort and drive to use the Final Conferences and the establishment of the NECTAR Network for Cooperation and Mobility as key elements towards the sustainability and exploitation of NECTAR beyond the project end. Coupled with this we aim to identify, post project, at least one high level external conference to present the NECTAR results.

Final Conference – the Referenced Quality Indicators and KPIs for the Final Conference are:

Referenced Quality Indicator	Referenced KPI
The Final Conference disseminate the main project results to commonly defined EU stakeholders	Final conference is carried out with minimum 50 participants (should be most important stakeholders for further distribution)
	Participants include stakeholders such as EIP on AHA Reference Sites, Decision Makers, VET-Providers and Sector Stakeholders
The final conference is used to identify and agree Twinning partnerships across regions outside the project that are willing to adopt the Curriculum and replicate the project results, after the project ends	At least 5 Regions outside of the consortium are identified to replicate the project results (e.g. training, OP) and/or plan to adopt the Curriculum in their region

To achieve the minimum level of attendance we propose to extensively use our website and social media channels during the final months of the project to promote the conference, along



with direct emailing to relevant stakeholders external to the project. The RSCN will promote the event, through email communications, its website and social media channels to its network of 66 AHL Reference Site regions across Europe, particularly targeting health and care policy makers; health and care providers; public authorities; VET providers. Additionally, NECTAR partners will disseminate the event amongst their networks.

The effectiveness of our approach will be demonstrated by the final numbers attending the event; organisations and regions represented; and the level of uptake from external regions interested in a potential Twinning with one of the NECTAR pilot sites.

NECTAR Network for Cooperation and Mobility - The Referenced Quality Indicator and KPI for the Network are:

Referenced Quality Indicator	Referenced KPI
The MoU is signed by NECTAR partners	Signed by at least all VET-Provider and Regulatory Bodies who are full partners of the project
At least 20 possible signers have been contacted	Signed by at least by 10 stakeholders who are not full partners of the project (e.g. Associated Partners, Members of the AB)

To encourage as many organisations as possible to sign the MoU will necessitate partners increasing understanding and awareness of the project and promoting the benefits of the NECTAR Network for Cooperation and Mobility so as to further the exploitation of the project after it ends. In this respect the key dissemination and communication activities will be:

- Targeted emails to stakeholders external to the project defining the proposed NECTAR Network and the MoU
- Promoting the MoU and NECTAR Network on the project’s website and social media channels
- Organizing a dedicated workshop for the RSCN AHL Reference Site community
- Promoting the NECTAR Network on the RSCN website and social media channels
- Promoting the NECTAR Network and MoU through partners’ networks.

The success of the dissemination and communication efforts will be measured by the number of organisations signing the MoU.

Post Project External Conference – NECTAR partners have been invited to present the project at AHL Napoli 2023 which will be held in Naples on 13th to 15th November. There will be 2 dedicated sessions on food and nutrition which NECTAR will contribute to – “Strengthening the impact of healthy nutrition in primary food care NECTAR Hands-on knowledge exchange”; and a “NECTAR Food Demonstration”. This will provide NECTAR with an opportunity to promote the NECTAR network for Cooperation and Communication.

The RSCN is a co-organiser of the event and they will represent NECTAR in the development of the programme and promoting the event amongst its network of AHL Reference Site regions. Additionally, ITS-BACT, one of the NECTAR pilot sites, will, organise the Food Demonstration which will be delivered by their NECTAR students.

NECTAR partners will share in promoting the event amongst their networks.

The success of our dissemination and communication activity will be measured by the level of interest from participants at the event in following the NECTAR project.

The overall Objectives of the dissemination and communication plan are:

8 CONCLUSION

This latest elaboration of the Dissemination and Communication Plan is complementary to the previous versions of the Plan delivered at M3 and M15. It does not replace either of those reports.

We have taken the opportunity to clarify specific dissemination and communication activities supporting key deliverables in the project which will have an impact on the longer-term sustainability and exploitation of NECTAR. Through focussing on the 3 defined areas: Final Conference; NECTAR Network for Cooperation and Mobility; and Post Project External Conferences, our aim is to increase knowledge and understanding of NECTAR and its results; and to increase participation at the Final Conference and membership of the NECTAR network for Cooperation and Mobility.

As the project draws to a close it is important to create the right environment to support the sustainability of the project after it ends. The defined actions set out in this Plan will contribute to creating this environment.



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)	
Compliant with NECTAR format standards (including all relevant Logos and EU-disclaimer)	
Language, grammar and spelling acceptable	
Objectives of the application form covered	
Work deliverable relates to adequately covered	
Quality of text is acceptable (organisation and structure, diagrams, readability)	
Comprehensiveness is acceptable (no missing sections, missing references, unexplained arguments)	
Usability is acceptable (deliverable provides clear information in a form that is useful to the reader)	
Deliverable specific quality criteria	
Deliverable meets the 'acceptance Criteria' set out in the Quality Register:	
Checklist completed and deliverable approved by	
Name: Silvia Bossio Date: 4/9/2023	