



Communication and Dissemination Results 2

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1. Summary

Communication and dissemination play a vital role within Stance4Health project. This second-year report highlights the activities carried out by the communication and dissemination work package (WP8) during the period of October 2019 to October 2020. These activities include: updating the communication and dissemination plan (D8.1) and project website (D8.6), as well as producing a second infographic (D8.12) and content for social media and project website. The report also highlights some of the challenges from the previous year and the plans for communicating about the Stance4Health project going forward.

2. Introduction

Global adoption of a Western diet has caused a shift in dietary and nutritional intake and resulted in an increased prevalence of non-communicable diseases. The Stance4Health project aims to address this shift by developing a complete smart personalised nutrition service based on the use of mobile applications combined with tailored food production. In turn, tailored foods aim to optimise the gut microbiota activity, while the use of modern technologies ensures long-term consumer engagement. The novel tools and services developed throughout the project have the potential to directly impact more than 67 million European adults and 8 million children by 2022. Therefore, the need to communicate about the project is crucial to ensure a successful uptake of these novel digital services for personalised nutrition as well as to achieve citizen engagement and acceptance for Stance4Health products.

The aim of this report is to provide an overview of the project's communication and dissemination activities in the second year of the project. Both TTC and EUFIC have worked with all project partners to process, tailor and target the communication materials for an efficient dissemination, communication and exploitation of Stance4Health.

3. Objectives

The goal of the communication and dissemination work package (WP8) is to maximise the impact of the project by reaching all relevant audiences. The main audiences identified for

Stance4Health are European consumers, dieticians and other licensed nutrition counsellors, European/national food and health authorities and the scientific community (primarily in nutrition, medicine and biology). To achieve this goal, the work package must fulfil two main objectives:

1. To create an attractive showcase around the Stance4Health project results to inspire and engage stakeholders in the Stance4Health concept and promote the use of results among key target audiences.
2. To ensure the long-term sustainable impact of Stance4Health outcomes by establishing a sound exploitation strategy, including innovation management.

4. Challenges and Opportunities

The second year of the project has been brought with it some unique challenges for all work packages, including the communication and dissemination work package (WP8). In March 2020, the COVID-19 pandemic led to the postponement of many activities among several work packages of the Stance4Health project. These delays have limited the availability of project results and have narrowed the scope of dissemination throughout the year.

Due to the lack of results, the scope of dissemination through the website and social media channels limited the overall outreach to certain audiences (i.e. scientific community). To overcome these challenges, WP8 activities shifted to primarily focused on furthering the projects identity, highlighting the projects aims and furthering the public interest in personalised nutrition.

Fortunately, the pandemic has not required a delay to all the deliverables. The article on EUFIC website (D8.9) and infographic 2 (D8.12) have been completed successfully. However, due to the postponement of activities and events by other partners, there has been limited content to disseminate through the newsletter, which has delayed the release of further issues, as well as Information factsheet 3 (D8.17). To overcome this delay and move forward with the newsletter, the scope of the second issue will be modified and will not report on news or events and only provide information on the new dissemination materials such as the article on the EUFIC website, new infographic and new blog posts.

5. Results

5.1 Communication and dissemination plan update (D8.1)

During the first three months, EUFIC developed and completed a communication and dissemination plan (D8.1) that aims to ensure effective communication towards the above-mentioned objectives. The plan sets out a strategy to reach target audiences via appropriate tools and channels and provided them with information about the project and its outcomes.

Since completing the initial communication and dissemination plan, both EUFIC and TTC have reviewed and updated the plan to ensure all roles and responsibilities are clearly defined and that all outputs are reaching the target audiences in the most effective and engaging way possible.

5.2 Corporate identity and project website (D8.6)

5.2.1 Project website updates

The website was designed and created by TTC in the first three months of the project. It is the most informative and resourceful communication and dissemination tool of the Stance4Health project. As the main information channel for the project, it is harmonised and interrelated with the main goals of WP8 to disseminate the project findings as well as to engage key stakeholders with a view to share knowledge.

Since last reporting, the website was updated with some new features, including an interactive blog and publications tab (figure 1). The blog tab provides updates on some of the latest developments from each of the different work packages.

Since last reporting, the website has reached 4,744 sessions with 13,266 pageviews (total to date: 10,463 sessions with 25,027 pageviews).

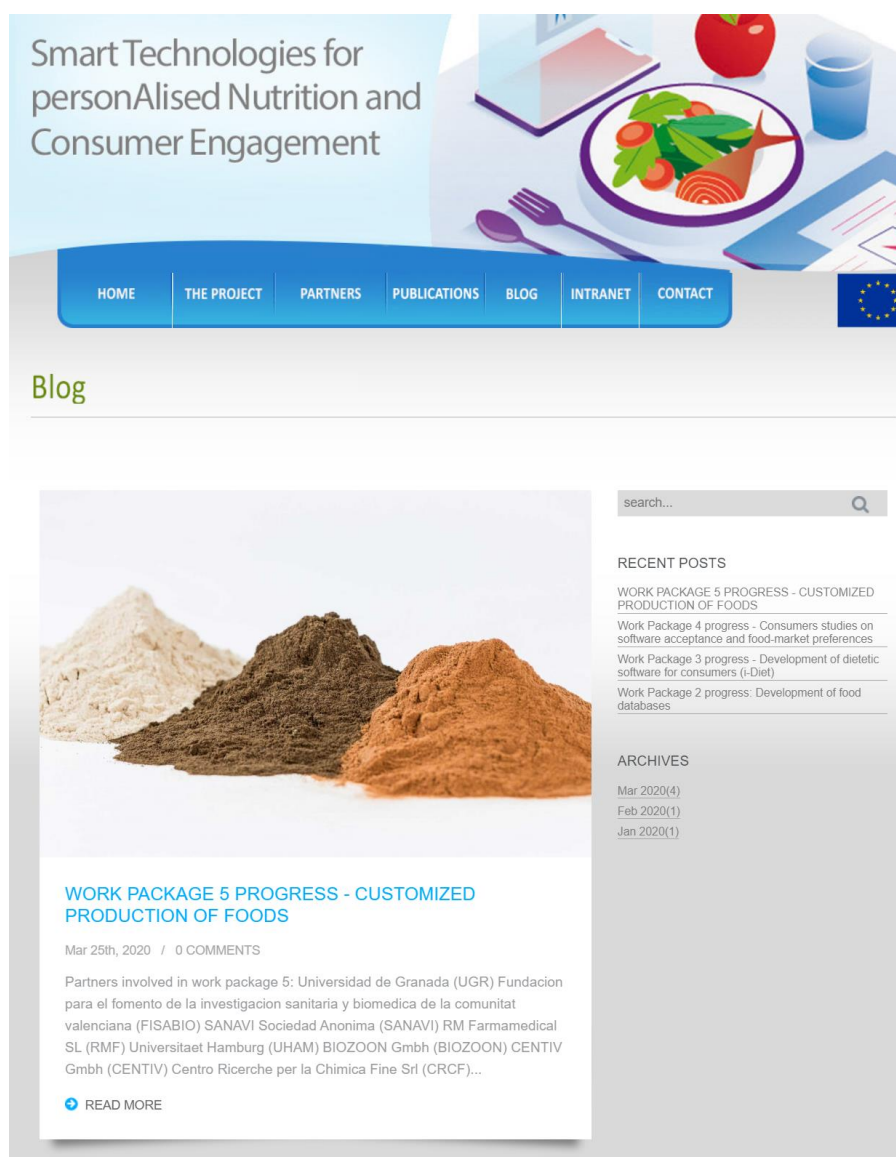


Figure 1. New blog section of Stance4Health website.

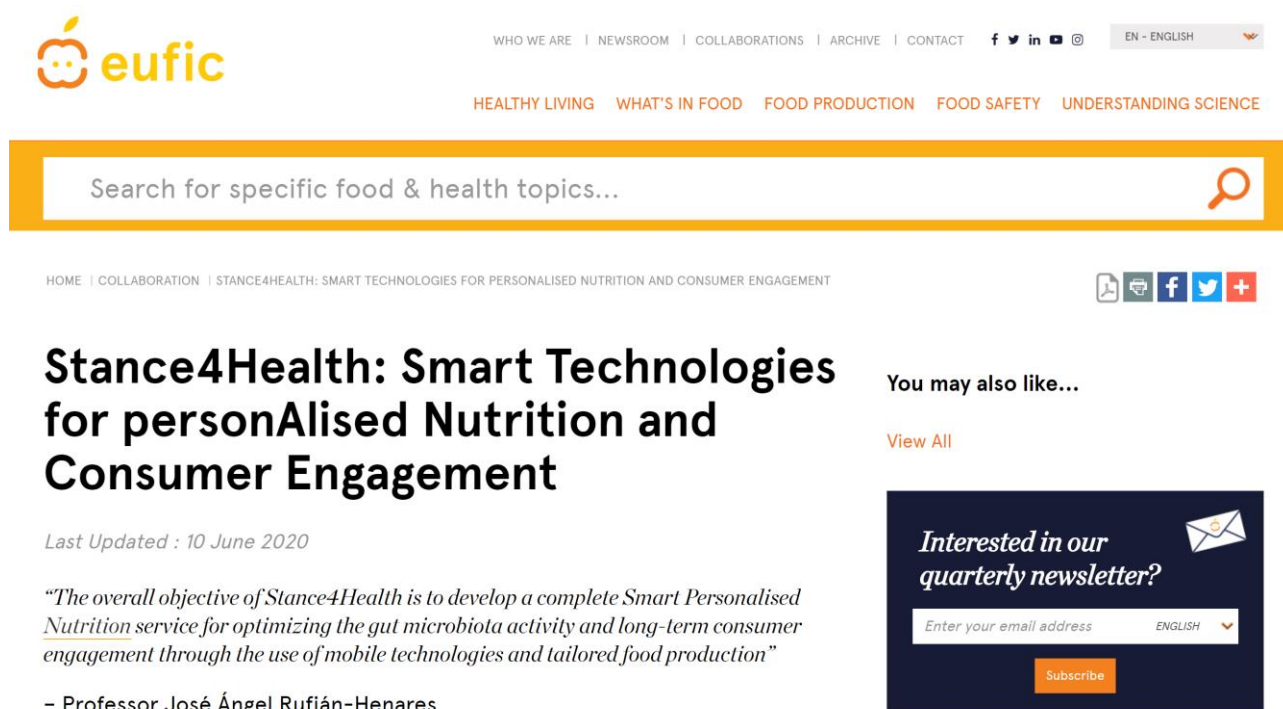
5.3 Dissemination materials

This section highlights the communication materials created by Stance4Health partners to promote the outreach of the project during its second year.

5.3.1 Article on the EUFICs website

To further increase the public communication and outreach of the Stance4Health project, EUFIC will create and published two articles on its multilingual website. These articles are placed in a dedicated Stance4Health section within the EU projects collaborations tab of the EUFIC website.

The aim of the first article (figure 2) was to introduce the Stance4Health project to EUFIC's readers and highlight what the project is about, who is involved, what the main objects of the project are and how the project will test its new technologies. To further the exposure of the project the article was translated into French, German, Italian and Spanish. For further information, please check deliverable 8.9.



The screenshot shows the EUFIC website interface. At the top left is the EUFIC logo. To the right are navigation links: WHO WE ARE, NEWSROOM, COLLABORATIONS, ARCHIVE, CONTACT, and social media icons for Facebook, Twitter, LinkedIn, and Instagram. A language selector shows 'EN - ENGLISH'. Below this is a horizontal menu with categories: HEALTHY LIVING, WHAT'S IN FOOD, FOOD PRODUCTION, FOOD SAFETY, and UNDERSTANDING SCIENCE. A large search bar with the placeholder text 'Search for specific food & health topics...' is prominent. Below the search bar, the breadcrumb path reads: HOME | COLLABORATION | STANCE4HEALTH: SMART TECHNOLOGIES FOR PERSONALISED NUTRITION AND CONSUMER ENGAGEMENT. Social sharing icons for PDF, Print, Facebook, Twitter, and a plus sign are visible. The main article title is 'Stance4Health: Smart Technologies for personAlised Nutrition and Consumer Engagement'. Below the title, it says 'Last Updated : 10 June 2020'. A quote is attributed to '– Professor José Ángel Rufián-Henares'. To the right of the article, there is a 'You may also like...' section with a 'View All' link. At the bottom right, there is a dark blue newsletter sign-up box with the text 'Interested in our quarterly newsletter?', an email input field with the placeholder 'Enter your email address', a language dropdown set to 'ENGLISH', and a 'Subscribe' button.

Figure 2. Screenshot of Stance4Health article on EUFIC website.

5.3.2 Infographic

To support the public communication and outreach of the Stance4Health project, EUFIC will create four infographics. These provide an attractive medium to engage audiences and provide a summary of the project’s aims, results and inform the public on the broader subject area of personalised nutrition and health.

The second of these infographics (figure 3) was designed by EUFIC with the support of project partners. The aim of this infographic was to highlight the main features of the smart personalised nutrition app (i-Diet) that will be created, as well as to provide details on how the project will try to validate the i-Diet app and personalised foods and supplements in three different intervention trials. In addition to informing the public about the project, the visuals created for this infographic were also included in the article created for the EUFIC website. They were also disseminated via the Stance4Health website and social media accounts. For further information, please check deliverable 8.12.

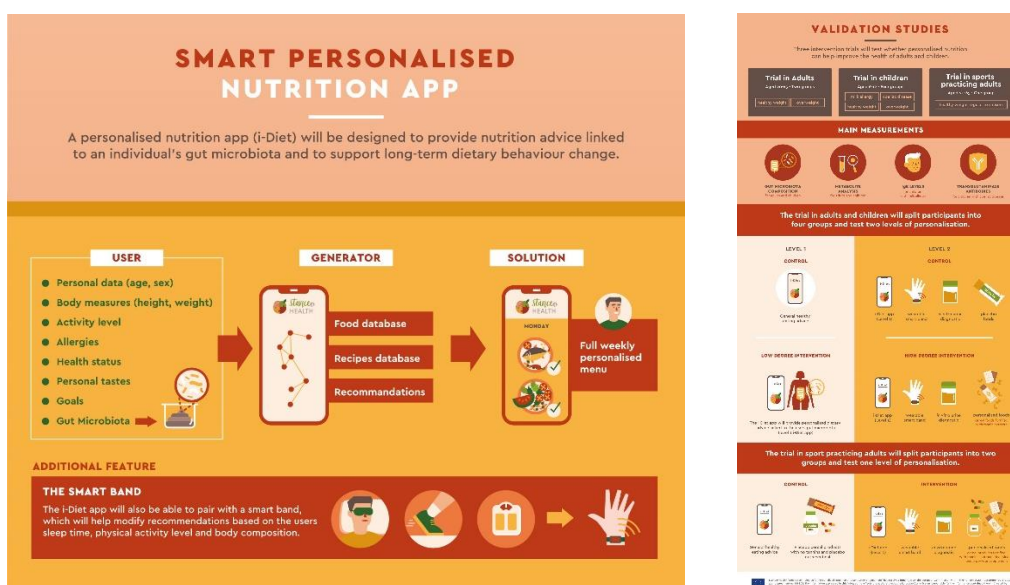


Figure 3. Infographic 2.

5.3.3 Information factsheet 3 (D8.17)

To provide attractive summaries of the results of the project and highlight the projects contribution to practitioners’ challenges and potential for exploitation, TTC will create five factsheets throughout the project. These factsheets are designed for more specialist audiences, including dietitians, food and health authorities and scientific community. Due to the COVID-19 pandemic, it was not possible to gather all content for the Information factsheet 3 (D8.17) which will be delivered at a later stage.

5.4 Dissemination via website and other online outlets

To monitor the communication and dissemination activities of the project an online document was created and sent to all partners. Partners are responsible for recording all their dissemination activities including attended conferences and events, publications (both scientific and those for the public audience) and future events they will attend. This allows for the continual monitoring of dissemination activities, multiplying the outreach by communicating about them as well as timely social media promotions of future events.

Partner	Date	Type of activity	Title	Place	Type of audience	Size of audience	Details
UGR	02/04/2019	oral presentation at 6th International conference on food digestion - satellite symposium	In vitro gastrointestinal digestion and in vitro fermentation method: effects on SCFAs production and polyphenols metabolism	Granada	Scientific community	200	http://www.info-gestgrana2019.com/
UGR	02/04/2019	oral presentation at 6th International conference on food digestion - satellite symposium	Smart Technologies for personalized nutrition and consumer engagement	Granada	Scientific community	200	http://www.info-gestgrana2019.com/

Figure 5. Dissemination recording template.

5.4.1 E-Newsletter

To further the dissemination of the Stance4Health projects activities, a dedicated E-newsletter was created by EUFIC and TTC. The newsletter highlights past events and the most recent dissemination materials and activities of the project. To maximise the outreach of the newsletter it was disseminated through a dedicated section of EUFIC's newsletter which is sent to over 47, 000 subscribers. In addition, it was also added to the project website and disseminated through social media.

The first e-newsletter (figure 6) gave an overview of the past events which Stance4Health researchers have taken part in, as well as provided links to all dissemination materials including factsheet 1 and 2 and the first infographic.



Welcome to the first Stance4Health Newsletter!

STANCE4HEALTH – Smart Technologies for personAlised Nutrition and Consumer Engagement is a project funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No. 816303.

The overall objective of Stance4Health is to develop a complete Smart Personalized Nutrition (SPN) service based on the use of mobile technologies as well as tailored food production that will optimize the gut microbiota activity and long-term consumer engagement.

Figure 6. Screenshot of 1st Stance4Health newsletter.

5.4.2 Social media

Social media is a useful tool for increasing public awareness of the project. It has been used to share the project's outcomes, events and help redirect users towards the website. To maximise the outreach and communication about the Stance4Health project, social media activities were carried out through multiple channels. These include the dedicated Stance4Health Twitter ([@Stance4Health](#)), [Facebook](#) and [LinkedIn](#) accounts, as well as EUFIC-managed Twitter account EU Food Health ([@SciFoodHealth](#)) and other partner's social media channels. The hashtag for all social media posts is #Stance4Health and all partners were encouraged to use the hashtag when posting about the project.

To date, the Stance4Health Twitter account has 66 followers, LinkedIn has 50 followers and the Facebook page has 84 likes. Since last reporting, the Stance4Health project was mentioned in 308 posts (216 on Twitter, 56 on Facebook and 36 on LinkedIn). The Twitter posts reached 421K impressions and received 486 engagements (i.e. likes, retweets and clicks), the Facebook posts received a total of 860 engagements and the LinkedIn posts received 45 likes. Despite the dedicated project Twitter and Facebook accounts, many of the posts were made by project partners, showing the keen interest from partners to communicate about the project and share their work, greatly increasing the projects reach.

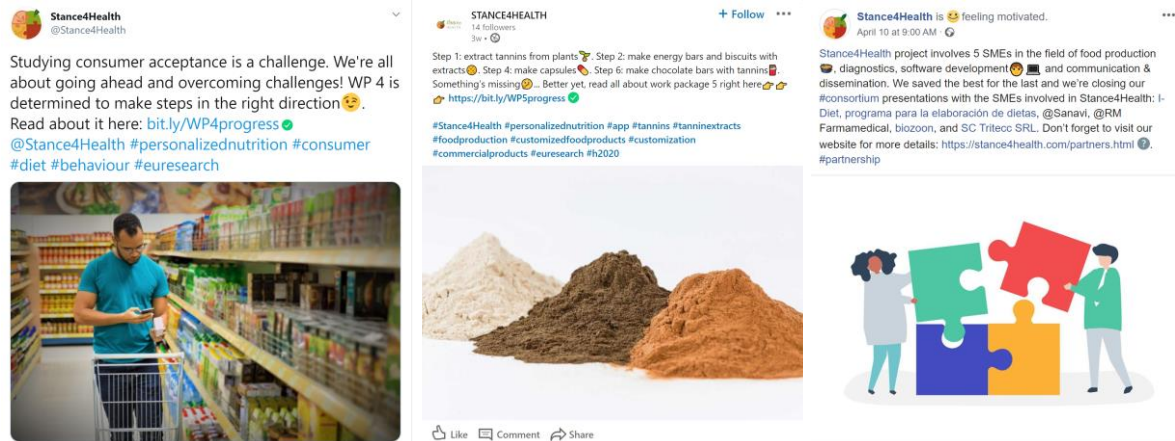


Figure 7. Example of posts from the Stance4Health Twitter, LinkedIn and Facebook accounts.

5.4.3 Media coverage

As the project is only in its second year and due to the challenges of the COVID-19 pandemic there has been limited scope for media coverage. Despite this fact, the project was mentioned in 5 news publications with a reach of respectable 21, 303, 504.



Figure 8. Example of media coverage.

Table 1. Publications and Media coverage

Title (hyperlinked)	Publication name
Valencia, capital de la investigación en microbiota intestinal de la comida y la cocción	ConSalud.es
VÍDEO L'estudi Stance4health crearà una app de nutrició personalitzada	apuntmedia.es
Especialistas europeos se reúnen en València para investigar el impacto en la microbiota intestinal de la comida y las técnicas de cocción	Elperiodic.com
Especialistas se reúnen en València para estudiar la microbiota intestinal	La Vanguardia
Investigan el impacto de la comida y las técnicas de cocción en la microbiota intestinal	Infosalus

6. Conclusion and next steps

The principal objective of this deliverable is to present all dissemination and communication tools and activities that were used to promote the project during its second year. The results section of the document presented all activities and materials undertaken by the Stance4Health consortium from October 2019 to October 2020.

During the second year of the project, the project's identity and brand have been developed further. Despite the limited results, a considerable amount of outreach was fulfilled. Furthermore, the major infrastructure for the project (corporate design, website, social media, factsheets and infographic) are in place and ready to support the growing project communication activities.

Notable communication tasks planned for the third year include:

- Factsheets
- A third infographic

Communication activities in the third year will focus on:

- Raising awareness of the project through social media content and outreach materials (fact-sheet, infographic etc.)
- Press releases for new publications to promote media outreach (when possible)
- Presenting the project at various events including both those for the scientific community and general public