



**SWITCH**

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

# Deliverable D8.4

## SWITCH

### Dissemination & Exploitation Plan

March 2023



Funded by  
the European Union

SWITCH - Project number: 101060483  
Call: HORIZON-CL6-2021-FARM2FORK-01-15: Transition to  
sustainable and healthy dietary behaviour

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## Document History

Deliverable Title	D8.4 – SWITCH Dissemination & Exploitation Plan
Description	First version of the Dissemination and Exploitation Plan (D&E Plan) including detailed actions planned in relation 1) publications, with different formats and purposes depending on the target audience (scientific community, public/private stakeholders, policymakers or the general public); 2) participation to national and international relevant conferences and symposia where publications and results of the activities will be presented; 3) Media events to be organized over the project duration to engage a significant number of journalists and motivate them to produce articles and contents; 4) Magazine, newsletters, articles/blog.
Type of deliverable	R — Document, report
Dissemination level	PU
Work package	WP 8 - Communication, Dissemination & Exploitation
Author(s)	Sofia Cavalleri (FFI), Camilla Carioli (FFI), Elisa Carioli (FFI)
Reviewer(s)	Mauro Buonocore (CMCC)
Due date of delivery	31/03/2023

Date	Version	Description
06/03/2023	First version	Shared with reviewers CMCC
14/03/2023	Revised version 1	Revisions and suggestions provided by CMCC
17/03/2023	Second version	Shared with reviewers CMCC
23/03/2023	Revised version 2	Revisions and suggestions provided by CMCC
27/03/2023	Third version	Shared with reviewers CMCC
28/03/2023	Final version	CMCC approved revisions and finalized the document

## Partners



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## Abbreviations and acronyms

Ci	Citizens
CMCC	Centro euro-Mediterraneo sui Cambiamenti Climatici
D&E	Dissemination and Exploitation
E	Education
FFI	Future Food Institute
Fp	Food providers (restaurants, canteens, food distributors)
Gp	General public
H&S	Healthy & Sustainable
Nu	Nutritionist
Po	Policymakers
P	Food producers
R&I	Research and Innovation
Sc	Science community
WP	Working Package

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## Executive summary

This document presents an overview of the Dissemination and Exploitation Plan (D&E Plan) related to the SWITCH project. The first introduction chapter presents the objectives of the D&E Plan, and its synergy with the Communication Plan (D8.1). The second chapter contextualizes the SWITCH project into the Horizon Europe programme. Chapter 3 introduces the main methodological questions answered by this D&E Plan. Chapter 4 describes more in detail the D&E Plan. The operational vision of the D&E Plan can be found in chapter 5, while chapter 6 concludes the D&E Plan focusing on its main outcomes.

## 1. Introduction

This deliverable presents the Dissemination and Exploitation activities linked to the SWITCH project. It also presents further information on how the Communication Plan (D8.1) will support the D&E Plan, by providing common communication tools and channels to the SWITCH partners. It is meant to present a strategic tool, including methods and channels to share messages with target audiences.

The main objectives of the Dissemination and Exploitation Plan are:

- To engage relevant stakeholders and target groups in the participation and replication of SWITCH activities and results;
- To inform the scientific community about the project and its results;
- To cluster and create synergies with relevant EU, national and regional projects about sustainable dietary shifts;
- To consolidate the key messages that SWITCH partners will communicate and share, based on the Communication Plan (D8.1);
- To strategize the most effective materials and channels to communicate the messages to the targeted audiences of SWITCH;
- Provide guidelines and templates for SWITCH partners to disseminate and communicate about the project results in a coherent and effective way;
- Constantly update the planning timeline of the dissemination activities throughout the duration of the SWITCH project;
- To ensure exploitation of project results and follow-up of outcomes through policies, recommendations and implementation;
- To establish long-term partnerships/interactions with stakeholders in order to provide them with specific tools, so that exploitation of results and activities can be guaranteed well beyond the project life cycle.

The D&E Plan will be regularly updated on M18, M36, M48 to keep track of the activities carried out, to check their effectiveness with respect to the project's objectives, and to ensure that the planned actions respond to new opportunities and potential threats.

The updates will also monitor and integrate relevant strategies for exploitation and knowledge management.

The last version of the D&E Plan in M48 will include a strategy for the legacy of the dissemination materials and the exploitation of the results (including a plan on how to maintain the domain name, the final version of the exploitation plan and related tables).



## 2. Horizon Europe Grant Agreement for Dissemination & Exploitation

Dissemination and Exploitation, along with Communication, are clearly defined, both in the rules of participation in the program Horizon Europe, as in the project's Grant Agreement.

The aim of the D&E Plan is *"to promote research results, publications, data, tools and apps developed by SWITCH to as many audiences as possible, such as the academia, researchers, private companies, citizens, policymakers at national, regional and European level, media and sectoral journalists, and all possible stakeholders"* (Grant Agreement, Annex 1, part A, WP8).

In addition, the Grant Agreement determines that: *"the exploitation strategy will follow HEU rules on open-access and the key elements will be to facilitate with the help of an Innovation Manager (see section 3.2) the transferability of findings, results, tools and apps, from the research/academic world to end-users, significantly impacting the usability of project results beyond the project end and impacting the outreach to farmers, food industry, retailers, citizens, policymakers and all actors"*. In order to make findings, results, tools and apps to be transferable to the academic and research field, a Dissemination Plan must be developed. On the other hand, to ensure the positive socio-economic and entrepreneurial impact of the SWITCH results for the broader society, an Exploitation Plan must be developed.

In synthesis, the D&E Plan is based on the foundations set by the Communication Plan (D8.1), which aims to inform, promote and communicate activities and results. Secondly, in order to make project results public, the Dissemination Plan is developed to ensure Open Science, focusing on accessible knowledge sharing (free of charge) for others to use. Finally, to tackle the broader commercial, societal, political purposes of the project, the Exploitation Plan will ensure a concrete use and implementation of the project results (<https://rea.ec.europa.eu/system/files/2021-11/Communication%2C%20Dissemination%20and%20Exploitation-2021.pdf>).

## 3. Methodology

Dissemination and Exploitation activities play a crucial role within the SWITCH project. They are pivotal to effectively bringing visible best practices of Hubs to the forefront within the duration of its EC-funded lifecycle and after the end of the project. Beside raising awareness of the best practices of the 6 Food Hubs, activities planned in this D&E plan will contribute to the implementation of a joint policy roadmap to transfer the knowledge generated through SWITCH into concrete policy recommendations to shift towards sustainable diets. Such conversation will be translated from best scalable practice models into policy and business recommendations. Clustering with the relevant stakeholders, communicating with clear messages, and targeting different multisectoral audiences can ensure the project's coherence and success.

This D&E Plan aims to respond to the following methodological questions:

- What are we communicating? Key messages.
- Who are our target audiences? When and where are we reaching them?

Dissemination plan.

- How do we plan to engage and disseminate the messages? Synergy strategy.
- How do we exploit the results of SWITCH? Exploitation plan.

## 4. SWITCH Dissemination and Exploitation Plan

### 4.1 Introduction

The D&E Plan of the SWITCH project is based on the foundations set by the Communication Plan (D8.1) and the Visual Identity Toolbox (D8.2) and will be further integrated and updated by Deliverables 8.8 (SWITCH D&E Plan - update 1) expected at M18, 8.9 (SWITCH D&E Plan - update 2) expected at M36 and 8.10 (SWITCH D&E Plan - update 3) expected at M48.

The D&E Plan of SWITCH is based on capitalizing SWITCH project's results in the most effective way. In particular by disseminating and exploiting:

- FREE-TO-ACCESS tools: the Hub digital platform and the tools accessible via the platform. These include the SWITCH DataLake, the SWITCH food database with sustainability and nutritional indicators, the ChefsFork app, MySmartFork app, "Framefork" app. The toolkit will be composed of open source software modules each required to be fully independent and operative software with a dedicated Graphical User Interface (GUI), each representing an individual exploitable result. At the end of the project a stand-alone version for App access will be implemented. The "Free-to-access tools" access via the web page will be guaranteed for two years after project via the Hub platform webpage by EPFL partner.

- FREE-TO-ACCESS stand-alone tools: the SmartCounter and the MyFreshFood will be directly interfaced with the market's cash machines and the market checkpoints. The tools will be open source in this demo version and the code will be made available at the end of the project in open-source form to allow maximization of use by future developers to be interfaced with other systems.

- Creative commons will protect the tool from being copied for economic exploitation by third parties. Furthermore, the knowledge generated during the project will be handled according to specific IPR clauses. Every development will have an identified owner or owners in case of joint developments (although no commercialization is foreseen for the products and tools developed by SWITCH). The Consortium will ensure that all new knowledge and intellectual property generated by SWITCH is managed correctly and adequately protected, developing a reliable and robust policy for the protection of the IP produced, including

mechanisms for the defense of patents, design rights, copyrights and other IPR, with a specific section of the exploitation plan (WP8). As a project Consortium we will support the use of immediate open access of peer peer reviewed publications through a trusted repository whether the publication is free of charge or not. In some specific cases when results are tightly connected to actions and need a rapid dissemination, we will disseminate these “gray” reports/literature materials through disciplinary or partners hosting digital repositories. In any case we will encourage a second submission for peer review judgment. Reports and recommendations will be made available to the public via the web page of the project and in the Hub digital platform.

## 4.2 Project aim and target audiences

### 4.2.1 Project aim

The following sentence is reported below as a reference to be used in any communication, dissemination or exploitation activities in order to introduce the SWITCH project and its core aim in a coherent, credible and repeatable manner.

- The overarching goal of the SWITCH proposal is to improve understanding of knowledge, accessibility and facilitation gaps that limit present large-scale adoption of sustainable and healthy diets among European citizens and to develop and demonstrate appropriate innovative solutions and tools to facilitate policymakers and all the multi-actors of the European food system in the transition towards healthy and sustainable dietary behavior.

### 4.2.2 Target and audiences

The D&E Plan targets the audiences foreseen in Grant Agreement, annex 1, “Dissemination & Exploitation of results”. In particular it targets academia, researchers, private companies, citizens, policymakers at national, regional and European level, media and sectoral journalists, and all possible stakeholders.

Target audiences are reported below, divided by different stakeholder categories. For each target the activities implemented and the impacts are drawn from the Grant Agreement, Annex 1, while the list of stakeholders have been shared in the Food Hub’s PowerPoint presentations in view of the Kick-Off Meeting of the project.

#### **Policy makers:**

- Activities implemented: European Commission (EC) and other institutions at national, regional and local level. Collection, design, realization and provision of open science tools and policy recommendations which allow competent authorities to translate the scientific evidence into easy-to-understand food-based dietary guidelines.

- Impacts:
  - Scientific: knowledge advancement on sustainable food system potential development in the EU in the next years and contribution to EC sustainability targets;
  - Economic/technological: increased share of sustainable products and companies in the EU market in the next 10 years as a result of recommendation adoption by policymakers (+30%, model estimated);
  - Societal: timely and adequate policy interventions to foster behavior change, decreased environmental impact of target groups (lower CO2e emissions from the food system, - 20%), better ecosystem conditions in sea and land (+30% improvement in the next 10 yrs, modeled).
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): Elika, Ihobe, City Councils, Disputaciones Forale;
  - Berlin and Federal State of Brandenburg (GERMANY): Berlin city and district level, Brandenburg;
  - Rome and Lazio region (ITALY): Municipality of Rome, Agricultural, handicraft and trade organizations, Metropolitan City Administration;
  - Cagliari and Sardinia region (ITALY): ANCI Sardegna, Assessorato della Difesa dell'Ambiente della Regione Sardegna, Assessorato dell'Agricoltura e Riforma Agro-Pastorale;
  - Montpellier Metropolis and Occitanie region (FRANCE): Mi Cantine autrement, Ministry of Agriculture, inter-communalites, Montpellier City, Occitane region, Montpellier Metropolis, PZA, PAT, France Urbaine;
  - Göteborg and Västra Götaland region (SWEDEN): Sweden Food Federation, Västra Götaland region;
  - EU commissions and other institutions at the national level.

### **Food providers:**

- Activities implemented: Involve farmers, fishermen, aquaculture, processed food producers, retailers, markets in the multistakeholder analysis and experiments of facilitation and actionability in the Hubs.
- Impacts:
  - Scientific: new open source SWITCH Database available for scientific community studies.

- Economic/technological: new tools for nutritionists and other stakeholders of the food system (80% of actors involved in the hubs 'experiments).
- Societal: increased awareness of food health and sustainability concepts and actionability among actors of the food system (90% of actors involved in the hubs 'experiments).
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): Local Producers, Eroski, Laertiker;
  - Berlin and Federal State of Brandenburg (GERMANY): Retailer, Markets, Associations, Producers, Farmers;
  - Rome and Lazio region (ITALY): Cooking and food preparation business, Farmer's market;
  - Cagliari and Sardinia region (ITALY): Panificio Porta, Unione Regionale Cuochi Sardegna, Collective Catering Operators, Shops and Distributors, Associazione Panificatori Sardegna, Velmer Società Agricola, Cooperativa Produttori di Arborea, Food and Fish producers;
  - Montpellier Metropolis and Occitanie region (FRANCE): Canteens, Ocebio, Vrac, Min Market, Marches Paysans;
  - Göteborg and Västra Götaland region (SWEDEN): Axfood, Coop, ICA, Orkla Foods, Lantmannen.

### **Food services and hospitality:**

- Activities implemented. Caterers: companies involved in making, transporting and dispensing prepared foods, such as restaurants or cafeterias. Their role is very important in shifting menus. Most of the people, at least for lunch, eat at the workplaces. The dissemination of a package sustainable and healthy menu thus can shift a large number of consumers in the right direction. Chefs: are an important "game changer" category which is able to nudge consumer's trends toward sustainable and healthy diets. Besides the dissemination material of the project, we will offer them a digital tool for recipes evaluation in terms of sustainability and nutritional indicators. Restaurants: we would target restaurants as alternatives to workplaces and homes, being a fundamental alternative of food serving in everyday citizens' lives. We plan to offer them sustainable and nutritional valued menus packages, tested in the Hubs experiments.

- Impacts:
  - Scientific: new open source SWITCH Database available for scientific community studies;

- Economic/technological: new tools for nutritionists and other stakeholders of the food system (80% of actors involved in the Hubs' experiments);
- Societal: increased awareness of food health and sustainability concepts and actionability among actors of the food system (90% of actors involved in the hubs 'experiments).
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): Fede, Paxta, BCC, Ausolan;
  - Berlin and Federal State of Brandenburg (GERMANY): Die Gemeinschaft, Kantine Zukunft, Caterer, Restaurants;
  - Rome and Lazio region (ITALY): Hospitality and hotel management schools;
  - Cagliari and Sardinia region (ITALY): Restaurant owners and managers, Azienda Agrituristica Sa Mandra;
  - Montpellier Metropolis and Occitanie region (FRANCE): Terrassol, Cousine centrale, Restaurants, Il etait un fruit, La cagette;
  - Göteborg and Västra Götaland region (SWEDEN): Compass Group, Nordrest, Sodexo, School Food Academy, Food Accelerator, Public Meals Sweden.

### **Education system: from schools to universities, kitchen schools**

- Activities implemented: The role of University and Schools is fundamental to educate the citizens of the future. Students and teachers as well as research groups that are linked to the food and diet issue from economic, environment, social, health, policy, climate aspects will be targeted by the communication, dissemination and exploitation activities.
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): UPV - EHU, Delisto University, Mondragon University;
  - Berlin and Federal State of Brandenburg (GERMANY): Schools, Universities, projects;
  - Rome and Lazio region (ITALY): Agricultural schools, Agritourism companies;
  - Cagliari and Sardinia region (ITALY): Istituto Professionale per i servizi per l'enogastronomia e l'ospitalità alberghiera di Sassari, Liceo Classico di Olbia;
  - Montpellier Metropolis and Occitanie region (FRANCE): INRAE, Institut Agro, Lycees agricoles;
  - Göteborg and Västra Götaland region (SWEDEN): Gothenburg University, Chalmers.

### **Nutritionists, healthcare providers:**

- Activities implemented: Includes professionals dealing with non-communicable diseases, cardiovascular disease and nutrition (e.g. dietitians, nutritionists, nutrition educators). They play a crucial role in informing and driving consumers/patients towards dietary best practices. They will be involved in defining dietary recommendations, health promotion, and in growing evidence of the success of such efforts in reducing nutrition related risk factors for chronic disease.

- Impacts:

- Scientific: new open source SWITCH Database available for scientific community studies;
- Economic/technological: new tools for nutritionists and other stakeholders of the food system (80% of actors involved in the hubs 'experiments');
- Societal: increased awareness of food health and sustainability concepts and actionability among actors of the food system (90% of actors involved in the hubs 'experiments').

- Stakeholders:

- San Sebastian and Basque region (SPAIN): Basque Government - Health sector;
- Berlin and Federal State of Brandenburg (GERMANY): Nutrition Educators, GP, Hospitals;
- Rome and Lazio region (ITALY): CREA;
- Cagliari and Sardinia region (ITALY): University of Sassari, CNR, Diabetology clinics, ASL Sardegna;
- Montpellier Metropolis and Occitanie region (FRANCE): Inserm, Ccas, CHU Hospital, Health Regional Agency;
- Göteborg and Västra Götaland region (SWEDEN): Swedish Dietetic Association, Sahlgrenska University Hospital, Angered Hospital.

### **Citizens and general public:**

- Activities implemented: Citizens represent the most important target. We will actively engage all citizen groups, including the most vulnerable, with a citizen science approach, through dedicated communication experiences and tools developed and applied in "in situ" food experiences in the regional Hubs and collecting as much as possible their interest

through social networks and other tools tailored for each citizen groups (young, elders, vulnerables, etc.).

- Impacts:
  - Scientific: publications and new tools developed and available for knowledge advancement;
  - Economic: increase value of services provided by food providers to the new market of H&S services;
  - Societal: 50% expected behavior change in tested group, 40% improvement on health and sustainability targets compared to baseline, 70% improvement on environmental targets (most impactful food groups are expected to be the most targeted by behavioral changes), 50% increase of connectivity among stakeholders.
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): Gipuzkoa Solidarioa, Consumers Coop, Kutxa Foundation;
  - Berlin and Federal State of Brandenburg (GERMANY): Berlin Neighbors and volunteers, Brandenburg Volunteers;
  - Rome and Lazio region (ITALY): La Sapienza University;
  - Cagliari and Sardinia region (ITALY): Consumers and patients organisations, Slow Food;
  - Montpellier Metropolis and Occitanie region (FRANCE): Gardeners Associations, UFC Que Choisir, Oasis citadine, Terres en villes, Semeurs de Jardins, Unesco chair;
  - Göteborg and Västra Götaland region (SWEDEN): Guests and customers, Elderly, Patients, Pupils, Nordic Rye Forum, students, Climate 2030.

## Media and journalists

- Activities implemented: Media and journalists play a key role in communication and driving social behaviour. They will be a specific target group in communication, dissemination and exploitation activities, so as to be actively involved, prepared and trained to communicate and disseminate to a wider audience in the best and right way SWITCH project results and outcomes.

- Impacts:



- Scientific: new social science-based analysis of factors limiting H&S behaviour in 5 main EU countries published and available for knowledge advancement in the scientific community;
- Societal: increased awareness of constraints and barriers to H&S behaviour among actors of the food system leading to solutions and facilitation by actors and policymakers.
- Stakeholders:
  - San Sebastian and Basque region (SPAIN): EITB, Berria;
  - Berlin and Federal State of Brandenburg (GERMANY): National Media, Brandenburg Media, Berlin Media, Journalists;
  - Rome and Lazio region (ITALY): Press organs of restaurateurs association, Pecora Nera publishing house;
  - Cagliari and Sardinia region (ITALY): Sardinian Media and journalists;
  - Montpellier Metropolis and Occitanie region (FRANCE): Le paysan du Midi, Midi Libre, TV france3, National Medias, France Bley, 34 Broadcast;
  - Göteborg and Västra Götaland region (SWEDEN): Dietisten, Tidningen C, Magasin maltid, Livsmedel i fokus.

Table 1: Additional stakeholders

<b>Food Hub</b>	<b>Stakeholder</b>
<b><i>San Sebastian and Basque region (SPAIN)</i></b>	Common/Public orchards, Emaus, Schools
<b><i>Berlin and Federal State of Brandenburg (GERMANY)</i></b>	Civil society initiatives, Community centres (vulnerable, elderly ecc)
<b><i>Rome and Lazio region (ITALY)</i></b>	Consortium Olio di Roma PGI
<b><i>Cagliari and Sardinia region (ITALY)</i></b>	AGRIS Sardegna - regional agricultural agency, Coldiretti farmers markets- campagna amica, civic markets of the metropolitan areas
<b><i>Montpellier Metropolis and Occitanie region (FRANCE)</i></b>	Fab' Lim, CIVAM Impact, Chambre D'agriculture
<b><i>Göteborg and Västra Götaland region (SWEDEN)</i></b>	Heart-lung Foundation, WaSeaBi, Matilda ET, Klimato, Blue Food Center

## 4.3 Dissemination & Exploitation best practices

Since dissemination and exploitation practices are often interconnected and related, hereby are presented some of the Best Practices (BP) related to both. A successful strategy for Dissemination and Exploitation is based on maximizing the impact of the project and taking advantage of the means that different partners can offer to exploit project results and tools. In this regard, the following best practices have been hereby shared to reach the expected outcomes of this D&E plan:

### **BP1 - Create and promote easy to assimilate information**

The content produced by the SWITCH project will be translated into easy-to-assimilate concepts and outputs, to meet the needs of a variety of audiences and ensure the accessibility of its outcomes. Every item to be delivered in the D&E Plan will be based on selected information, where possible including scientific data and results to ensure the replication and scalability of the findings.

### **BP2 - Select the D&E channels based on the specific targeted audience**

The key message and strategy developed in this deliverable aims to reach a variety of target audiences. These can be reached at the local, national and international level (either on-line or off-line through organisation of events and stakeholders' meetings). The process of D&E channels selection can be integrated and co-developed with the support and the insights of the SWITCH partners. The following questions will guide the process of D&E channels selection and integration:

- What is the aim of this selected means of Dissemination & Exploitation?

To provide visibility to best practices in the 6 Food Hubs and connect the dots in terms of positive scalable practice models.

- What are the local media available for the SWITCH messages we want to deliver?

To create a database of local media.

- What are the target audiences of the project?

To refer to table 1 of this deliverable for the different target audiences.

### **BP3 - Use official communication material for a coherent D&E strategy**

All visual identity tools and communication materials are described here and more in detail in D8.1 SWITCH Communication Plan and D8.2 SWITCH Visual identity toolbox. They are accessible to and open for feedback from all the SWITCH partners. These elements along with D8.4 SWITCH D&E Plan form the media corner of SWITCH and can be used as guidelines for all communication, dissemination and exploitation activities, providing official contents to complete specific technical presentations with more general information on the project itself.

## **BP5 - Enrich communication, dissemination and exploitation with concrete results from Food Hubs**

The SWITCH project relies on technical and scientific terms and contents. However, its main impact will be linked to the understanding of the project objectives by a variety of actors involved at different stages of the food value chain; from policy makers, to industries towards the final users as the farmers and the consumers. Therefore, communication materials will need to be adapted with a strategic language focus. This will be eased by using storytelling practices, personal experiences and anecdotes, examples, recreating a proximity between the partners and their target audiences.

## **BP6 - Follow the roadmap and timeline for effective dissemination and exploitation**

To finalize the communication, dissemination and exploitation strategy, the frequency of publications, activities and events have been defined according to communication tools, scientific dissemination activities and synergy activities presented in the following paragraphs. It is important that the partners commit to this agenda and anticipate the needs in terms of content drafting, validation process and notice prior to publication.

### **4.4 Key words for dissemination**

Below are some of the key words and fundamental concepts useful for dissemination actions. These can be strategic when selecting hashtags on different social media, or keywords for journal publications.

1. Dietary shift
2. Sustainable diets
3. Healthy diets
4. Dietary behaviour
5. Behavioural shift
6. Behavioral change policy
7. Sustainable food systems
8. Just, healthy, sustainable dietary patterns
9. Food Hubs
10. Agronomic diversity

## D&E&C manager & key people

The FFI Dissemination, Communication and Exploitation (D&E&C) team is reported below with the contacts of specific contact people which will be collaborating with other WPs to finally ensure an effective implementation of the D&E&C Plan.

It is important to notice that all SWITCH partners will take an active part in the D&E activities. Although D&E will be coordinated primarily by FFI, activities will be co-created with a collaborative approach, in order to ensure an effective and collaborative strategy. This also ensures communication, dissemination and exploitation outputs to be more appropriate to specific local contexts.

Table 2: FFI D&E&C team contacts

Complete name	Entity	E-mail
Sara Roversi	FFI, WP Leader	<a href="mailto:sara.roversi@futurefoodinstitute.org">sara.roversi@futurefoodinstitute.org</a>
Andrea Magelli	FFI, D&E&C Manager	<a href="mailto:andrea.magelli@futurefoodinstitute.org">andrea.magelli@futurefoodinstitute.org</a>
Sofia Cavalleri	FFI, D&E&C support	<a href="mailto:sofia.cavalleri@futurefoodinstitute.org">sofia.cavalleri@futurefoodinstitute.org</a>
Elisa Carioli	FFI, D&E&C support	<a href="mailto:elisa.carioli@futurefoodinstitute.org">elisa.carioli@futurefoodinstitute.org</a>
Camilla Carioli	FFI, D&E&C support	<a href="mailto:camilla.carioli@futurefoodinstitute.org">camilla.carioli@futurefoodinstitute.org</a>
SWITCH FFI institutional email	FFI	<a href="mailto:switch@futurefoodinstitute.org">switch@futurefoodinstitute.org</a>

The D&E&C manager has the responsibility to guarantee the correct result dissemination during and after the project. D&E&C roles include the actions related to:

- the preparation of a summary official report of sustainable and healthy diets in EU;
- the preparation of the guidelines on sustainability and nutrition base on the SWITCH standard;
- making digital technologies available (bonded by agreements with our technological partners);
- making all communication and dissemination materials available (e.g. table with video pills, infographics, etc.);

- the deployment of full operational digital platform (the Hub Digital Experience) to a coordinating regional stakeholder;
- the preparation of a specific “Replication Toolkit” for each of the actors targeted by the Plan for the exploitation also in different and new contexts, such as in other countries so as to upscale results at national and EU scale.

Such roles and responsibilities will be divided between the FFI Dissemination, Exploitation and Communication team reported above.

## 4.5 D&E Implementation tools

Table 3: D&E implementation tools

<b>D&amp;E implementation tools</b>		
<b>D&amp;E tool - partner in charge</b>	<b>Partners' contribution</b>	<b>KPIs</b>
D&E plan - FFI	Input on individual and local dissemination strategies	1 D&E plan
Logo - FFI	Validation of the logo	1 SWITCH logo
Official SWITCH website - FFI	Validation of the contents	1 SWITCH official website with regularly updated pages
Social media - FFI	Input on individual specific news to share on social media	Twitter, Instagram, Facebook, LinkedIn and Tik Tok coverage
Project brochure - FFI	Validation of contents	1 SWITCH digital brochure to present the project - shared with all partners
Project newsletter - FFI	Cross-cooperation and co-creation of content, collection of contact database	SWITCH newsletter to be shared regularly (starting from the second year a newsletter will be sent every three months)
Press release & public articles - All	Individual local strategy	At least 1 press release/public article per year about the SWITCH project (depending on the needs of the singular Food Hubs)

## 4.6 Dissemination & Exploitation activities and rules

As mentioned in the Grant Agreement, the main channels of dissemination activity envisioned by the project, which are related to scientific results, involve publications, scientific conferences and workshops, networking events with other projects, table of discussion and knowledge transfer with policymakers (see Appendix II Dissemination database), media articles and video interviews, social media pills, website, newsletters.

For technical results (tools that are ideally scalable and applicable in other contexts), the main channels of dissemination activity envisioned by the project involve general presentations in local and international dissemination events, training sessions, scientific publications and congresses, newsletters, webpage, media and social media.

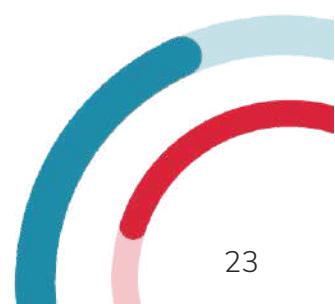
In terms of reporting and recommendations, the main channels of dissemination activity envisioned by the project involve general presentations in local and international dissemination events, table of discussion with policymakers, interactions with local groups to define best channels for each group to disseminate best practices.

Table 4: events for dissemination

<b>Events for dissemination</b>		
<b>D&amp;E tool - partner in charge</b>	<b>Partners' contributions</b>	<b>KPIs</b>
Participation to fairs and events - all (See Appendix II Dissemination database)	Each partner will promote SWITCH in local/national/international events	6 events (to be updated in M18)
Poster presentation - scientific partners	Validation before presentation + provision of the graphic design of PPT/material by FFI	Posters to be shared online via infographics and other visual scientific outputs
Scientific articles & publications - scientific partners	Validation process before publication. Initiation and co-development of publication plan with partners.	Peer-reviewed manuscripts can be published in a scientific journal, to be agreed on with the partner wishing to publish.
UNFSS Independent Dialogues <a href="https://summitdialogues.org/">https://summitdialogues.org/</a> - FFI as convener	FFI will convene stakeholders to lead 2 UNFSS Independent Dialogues about SWITCH	2 UNFSS Independent Dialogues about SWITCH

Hereby reported is a list of some potential papers that the partners expressed interest in developing during the course of the project, at the Kick off Meeting held on 17<sup>th</sup>-18<sup>th</sup> January 2023. The writing and publication process of such papers will depend on the initiation of the specific partners, which can be supported, guided and advised by the SWITCH D&E team only in its logistical phases.

- Topic: City-Region food systems in Europe: diversity of trends and challenges (e.g. Land Use Policy). Partners involved: partners of WP2;
- Topic: How to set up a multilevel and nested food system analysis (e.g. methodological paper). Partners involved: Inrae and UPM;
- Topic: local, sustainable and healthy food in city-region food systems. Partners involved: partners of WP5;
- Topic: Review of sustainability criteria to be applied to food. Partners involved: partners of WP3
- Topic: Database of sustainability of fish and seafood food based on multiple criteria (regional focus) to drive consumers choices. Partners involved: partners of WP3
- Topic: Revised analysis/database of food sustainability and health indexes for European food. Partners involved: partners of WP3
- Topic: Health diet patterns in eu describing ranges of impacts and opportunity of optimization (based on nutritional and sustainability criteria). Partners involved: partners of WP3
- Topic: Major nutritional and sustainability deviation from healthy diets in EU: recommendation for policy implementation. Partners involved: partners of WP3
- Topic: The role of regional food in health and sustainability implementation of dietary patterns in the EU. Partners involved: partners of WP3
- Topic: Realist evaluation of mechanisms driving transformation of regional food systems. Partners involved: partners of WP4
- Topic: M&E outcomes of Hub interventions. Partners involved: partners of WP4
- Topic: Requirements for equitable interventions. Partners involved: partners of WP4
- Topic: Development of a regional foodscape simulator. Partners involved: partners of WP4
- Topic: Determinants of healthful, sustainable food practices in 6 European regions. Partners involved: partners of WP4
- Topic: A qualitative study of stakeholder perceptions towards a knowledge sharing platform on healthy and sustainable diets. Partners involved: EPFL
- Topic: Report on MySmartFork. Partners involved: EPFL



- Topic: Report on ChefsFork. Partners involved: EPFL
- Topic: Explainable statistical and ML analyses targeting only a single Hub (pilot Hub) to validate the proposed approach, providing a proof-of-concept. Partners involved: CMCC
- Topic: Extend the previous analyses to all the available Hubs, compare the results, highlighting differences and shifts related to different dietary habits and patterns across Hubs. Partners involved: CMCC
- Topic: Making sensitivity analyses using previously fitted models: perturbate input variables with ad-hoc values (scenarios) and measuring the corresponding shifts of the outcome variable. Partners involved: CMCC
- Topic: Report on the assessment of data to be entered in the SmartCounters to collect dietary habits of consumers and information to be notarized in blockchain to be integrated with the points of sale. Partners involved: pOsti
- Topic: Final assessment of smart counters. Partners involved: pOsti
- Topic: Validation report of real time indicators of food freshness. Partners involved: pOsti
- Topic: Reports on the actions implemented in the Hubs: main findings, key lesson learned from the actions implemented in the Hubs (D5.3, D5.4). Partners involved: All
- Topic: Impact of projected demographic changes in Europe on food demand under alternative socio-economic projections. Partners involved: ZALF, CMCC, WU, UNICAMP, UNINA, CHALMERS, BC3, INRAE;
- Topic: Potential to achieve socio-economic and the environmental co-benefits with dietary shift policies in Europe until 2050. Partners involved: CMCC, UNICAMP, ZALF, RISE;
- Topic: Sustainable Diets and Education. Partners involved: AGROCAM, LAORE, BC3, INRAE, BAUMHAUS, RISE + partners who want to contribute;
- Topic: Policy recommendations to inform more sustainable and healthier diets in the EU. Partners involved: CMCC, UPM, FFI + all interested partners.

Publication process: SWITCH project is intended to contribute to the research field of sustainable dietary shifts in Europe. To enhance the potential results of the project and to strengthen the exploitation plan, academic publications are a core activity of this communication strategy.

All publications related to the SWITCH project will be developed according to the following rules:

1. Open access publishing possibility: according to the Grant Agreement, SWITCH partners will have the possibility to showcase and share the results of their activities related



to the project by publishing in various scientific journals (including peer-review, open access articles, conference proceedings, gray literature, etc.). The selection of the specific channel will depend on the need of the specific SWITCH partner. In any case, the data related to the SWITCH project must be stored in an open access repository integrated within the OpenAIRE infrastructure.

2. Mandatory acknowledgement: each publication should include the following acknowledgement: This {book, article, paper, work, conference, ...} has received funding from the Horizon Europe research and innovation programme, project number 101060483. The dissemination of results herein reflects only the author’s view and the European Commission is not responsible for any use that may be made of the information it contains. If the publication has been written in another language than English, the disclaimer should be translated.

3. Notice process: All project partners will have to be compliant with the ethical requirements defined by the External Ethical Advisor in M6.

The following table is conceptualized as a structure to systematically register the opportunities for internal and external exploitation of the SWITCH results. Target groups include: Science community (Sc), nutritionist (Nu), Policymakers (Po), Citizens (Ci), food producers (P), food providers (restaurants, canteens, food distributors) (Fp), general public (Gp), education (E). Healthy and sustainable (H&S). WP contribution (WP) - first contributor WP which delivers the result/second contributor WPs providing key deliverable used in the result reporting.

Table 5: external and internal exploitation of SWITCH results to be updated on a regular basis

<b>Results</b>	<b>Targets</b>	<b>Exploitation opportunities within SWITCH</b>	<b>Exploitation opportunities outside SWITCH</b>
R1. New synthetic index of food sustainability	Sc, Nu, Po, P, E		
R2. SWITCH food database with sustainability and nutritional indicators	Sc, Nu, Po, P, Fp, E, Ci		
R3. Recommendations for H&S dietary patterns including vulnerable groups	Sc, Nu, Po, P, E, Ci		

R4. Critical deviations of EU citizens from H&S dietary patterns and recommendations for policymakers	Sc, Po, E, Gp, Ci		
R5. Factors, barriers and constraints influencing the dietary behavior of target groups (including vulnerable) across Europe: evidence and recommendations	Sc, Po, P, Fp, E, Gp		
R6. Food Hubs: action plans	All	WP8 & all WPs	
R7. Hub Digital Experience platform	All	WP8 & all WPs	
R8. SWITCH DataLake	All	WP8 & all WPs	
R9. Innovative digital tools to facilitate adoption of H&S behaviour by all actors Smart Counter, MyFreshFood tester, Chefsfork, MySmartFork, "Framefork" apps.	All	WP8 & all WPs	
R10. Foodscape simulator model	Sc, Po		
R11. Key lessons learned in Hubs' experiments on actionability facilitating the shift towards H&S dietary patterns	All		
R12. Communication strategies to inform citizens and to increase the acceptability of food and health policy interventions by all food actors and sectors	All		
R13. EU and national scenarios of trade-offs and co-benefits (health, environment, socio-economic) of dietary shift policies in the context of EU 2050 targets	Po, Sci, Gp		
R14. Summary for Policymakers and Member States to support their policies towards adoption of H&S dietary behaviours, choices and lifestyles	Po	WP8 & all WPs	

## 4.7 Key Performance Indicators

Key Performance Indicators (KPIs) connected to D&E are described and linked to expected results in the table below.

Table 6: KPIs of the D&E tools

D&E Tools	KPI	Expected indicators to monitor KPIs
Website	1 SWITCH official website with regularly updated pages	Conversion rate: downloads, registrations, form completed, etc. [web analytics] Number of visits [web analytics] Number of page views [web analytics]
Events	6 events (to be updated in M18), 2 UNFSS Independent Dialogues about SWITCH	Overall usefulness of the event for attendees [survey] Percentage of attendees who seeked more information or engaged in other follow-up actions [survey]
Press releases	At least 1 press release per year about the SWITCH project (depending on the needs of the singular Food Hubs)	Number of media items published [media monitoring]
Publications	At least 1 press release per year about the SWITCH project (depending on the needs of the singular Food Hubs)	Overall usefulness of publication for readers [survey] Number of readers / listeners of the publication [web analytics, OP orders] Number of scientific publications in international journals [# of publications acknowledging SWITCH]
Switch Magazine [See Annex II Dissemination Database]	1 SWITCH magazine to present the project - shared with all partners	Overall usefulness of publication for readers [survey]. Number of readers / viewers of the digital publication [web analytics, number of copies distributed]
Network	Increase the network of stakeholders sharing or or raising awareness on the project	Number of contacts: visitors, event participants, emails, etc. [counting]

## 4.8 SWITCH Journalism Award

A series of events will also be organized over the project duration, from M12, under the name of “European Journalism Awards on Sustainable Diets”, with the multi-effect of mapping journalists and influencers working on SWITCH issues at European level. The aim is to engage a significant number of journalists and motivate them to produce articles and contents for a widespread promotion of the project and its contents at European level.

Why: The network of journalists that are engaged through the journalism award is a valuable resource that can help to promote sustainable diets and encourage actions to switch to more sustainable dietary patterns.

Here are five ways through which the network of journalists can create value:

1. Spread Awareness: by having a network of journalists who are passionate about sustainable diets, the project can ensure that the message about the importance of sustainable diets is spread widely and effectively to a wider audience.

2. Generate Content: the network of journalists can help to generate high-quality content about sustainable diets, which can be used to engage the broader public and build support for the project.

3. Encourage Action: by working with journalists who have a deep understanding of the issues and the potential solutions, the project can encourage people to take action and promote more sustainable dietary patterns.

4. Build Relationships: the network of journalists can help to build relationships with stakeholders, including policymakers, business leaders, and scientists, which can help to promote sustainable diets and encourage action to switch to more sustainable dietary patterns.

5. Monitor Progress: by having a network of journalists who are engaged with the project, the organisers can monitor progress and ensure that the project is making a positive impact on sustainable diets. The network can help to identify areas for improvement and encourage further action to promote sustainable dietary patterns.

In conclusion, the network of journalists that is created through the journalism award is a valuable resource that can help to promote sustainable diets and encourage action to switch to more sustainable dietary patterns. By leveraging the network, the organizers can create value and achieve their goals of promoting sustainable diets.

For transparency purposes, we hereby present the action steps that FFI will implement to organize a journalism award for SWITCH:

1. Purpose and goals will be clearly defined to determine the purpose of the journalism award. (For example, the aim might be to engage journalists who are passionate about sustainable diets and recognize their work. The aim might also be to increase media

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coverage of the topic and reach different target groups, such as policymakers, business leaders, and scientists).

2. Criteria for the award will be developed, such as quality of reporting, impact on the topic, originality, and relevance to the goal of promoting sustainable diets. These criteria will help evaluate the entries and select the winners.

3. A venue and date will be chosen in a second time: a suitable venue for the award ceremony and a selected date will be decided by involving and asking the journalists, participants, and partners for their availability

4. Journalists will be invited to participate, reaching out to journalists who have covered sustainable diets or related topics in particular. The award can also be promoted through media outlets, press releases, and social media.

5. Entries will be reviewed and winners will be evaluated and selected on the basis of the pre-set criteria. Certificates or trophies will be prepared and presented to the winners.

6. The award ceremony will be planned in its details including the venue, the program, and the speakers. Guests such as policymakers, business leaders, scientists, and members of the public can be considered and invited.

7. The selection of the winners will be shared to further engage the audience, showcasing the winning entries and highlighting their impact. Social media, press releases, and other communication channels will be used to reach different target groups and encourage them to take action to promote sustainable diets.

Organizing a local journalism award, can engage journalists and increase media coverage of sustainable diets, while also recognizing the work of journalists who are passionate about the topic. This can help raise awareness among different target groups and encourage them to take action to promote the adoption of more sustainable diets.

Organizing a local journalism award is a good strategy for the SWITCH European project because it has several benefits, including:

1. Increasing media coverage by engaging journalists and recognizing their work, raising awareness among different target groups, including policymakers, business leaders, scientists, and the broader audience.

2. Recognizing journalists: by organizing a local journalism award, journalists who are passionate about sustainable diets are being showcased and recognized, being acknowledged for their contributions to the topic. This can encourage more journalists to cover such topics in the future and raise their profile in the media.

3. Engagement of different target groups: by inviting different target groups to the award ceremony, they can be engaged in the topic of sustainable diets, encouraging them to take action to promote its adoption.

4. Raising awareness: by showcasing the winning entries and highlighting their impact, awareness can be raised on the importance of sustainable diets and the role that journalists play in promoting it. This can help to increase public understanding of the issue and encourage more people to adopt sustainable diets.

5. Building relationships: by working with journalists, relationships with media outlets can be strengthened to finally increase the visibility of the mission of SWITCH in the media. This can help reach different target groups and promote the message of the SWITCH project more effectively.

Overall, organizing a local journalism award is an effective strategy for the SWITCH European project as it helps to increase media coverage, recognize journalists, engage different target groups, raise awareness, and build relationships. By doing so, you can help to promote the adoption of more sustainable diets in Europe.

The creation of local partnerships with journalists' unions, media groups, and other stakeholders is important for the success of the journalism award for the SWITCH European project. This will ensure that the award is well-supported and recognized within the local community, and that the outcomes of the award are effectively communicated to a wider audience.

1. Building partnerships with local journalists' unions and media groups can help to engage local journalists and media organizations who are passionate about promoting sustainable diets.

2. Identifying 5 members of the jury, who are recognized and respected in the local community, can help to ensure that the award is credible and that the winners are chosen based on high standards of journalism.

3. Sharing a potential database of stakeholders who can be involved in the journalism award will help to ensure that the outcomes of the award are communicated to the right people, including policymakers, business leaders, and scientists, who have the power to take action and promote more sustainable dietary patterns.

By combining these elements, the journalism award can help to raise awareness about the importance of sustainable diets, engage journalists who are passionate about the topic, and ultimately, encourage more people to take action and promote sustainable dietary patterns.

## 4.9 Synergy and networking

Hereby the main external activities for synergy are presented in the following table, focusing on ensuring a coherent communication, dissemination and exploitation strategy among all actors.

Table 7: synergy activities

<b>External networking strategy</b>		
<b>DE tool - partner in charge</b>	<b>Partners' contributions</b>	<b>Frequency</b>
<b>Synergy report</b>	Input on on-going projects	1
<b>Partners' websites</b>	Integration of SWITCH as a section in partners' existing web pages (either as news, references, specific page, blog article...)	1
<b>Newsletters</b>	Input on how individual partners' news related to SWITCH are being shared through external newsletters (guidelines to be provided)	Depending on partners newsletters

#### 4.10 GDPR rules

The SWITCH project will comply with the latest requirements of the GDPR framework. Hence, for all contents sent based on a collected database of potential recipients, the following process will be applied:

- The contacts will be stored in an internal database, shared only between PC and WP8 leader, stored locally. These contacts will be used only to require a formal consent on integrating the personal information in the largest dissemination & exploitation campaign.
- Through this consent formal request, a strict policy will be applied regarding the suppression of all email addresses and personal information from the internal database that will disagree with the use of their information in full compliance with GDPR rules. The contacts not responding to the consent campaign will be also rejected as positive, active consent will be required.
- The newsletter and other project information will hence be sent only to the contacts that have given their written formal and positive consent of their interest to receive SWITCH materials

## 5. Operational vision of the D&E plan

Table 8 shows the operational vision plan of the D&E strategy. This provides an overview of tasks 8.1 and 8.2.

Table 8: operational vision plan

		2	3	6	9	12	15	18	21	24	27	30	33	36	39	42	44	48	
WP 8	Task 8.1 Communication Strategy	D8.1	D8.2					D8.7						D8.11		D8.3			D8.12
	Task 8.2 Dissemination and Exploitation Strategy		D8.4				D8.5	D8.8						D8.9				D8.6	D8.10

## 6. Conclusion

Updated version of this D&E plan will be produced by M18, M36, M48 as noted in the work programme and in Grant Agreement – Annex 1, in order to fix the dissemination and exploitation strategies to the activities carried out reports on the activities carried out.

As stated in the Grant Agreement, implementing an effective Plan for the Dissemination and Exploitation of SWITCH results will *“facilitate the transition towards healthy and sustainable dietary behavior. The project will increase the connection between science and civil society and all actors of the food system by means of a tailored Dissemination and Exploitation Plan to promote the usability of the open-access research results, publications, data, tools and apps to as many audiences as possible, such as the academia, researchers, private companies, citizens, policymakers at national, regional and European level, media and sectoral journalists, and all possible stakeholders”*.

Moreover, the Grant Agreement states how the *“transition towards just, sustainable, safe, healthy and inclusive food systems, from farm to fork, is a key priority for EU green policies, in line with the UN sustainable development goals (SDGs). The biggest challenge is currently characterized by the limited knowledge on what influences dietary choices in the EU. This limits large scale adoption of healthy and sustainable diets. The SWITCH ambition is to accelerate the behavioral shift of European citizens towards more sustainable and healthy patterns, using Research and Innovation (R&I) as a driver to increase knowledge, accessibility and facilitation strategies at all levels of the food systems. This will be done by integrating a multi-actor systemic approach and a co-creation strategy to establish fair solutions that support virtuous behavior throughout the whole food system. For a successful large-scale adoption of healthy and sustainable dietary behaviors, all actors of the food system need to be engaged, connected and valorized”*.

The objectives of the SWITCH project aim to go beyond the present state-of-the-art by tackling and exploring the drivers and barriers behind the complex dietary shift towards more healthy and sustainable food systems.



## Annexes

### Appendix I - reporting template

A Google Form template was developed and linked to a Google Sheets matrix to further collect and store data. Communication & Dissemination activities will be registered in the Google Form and the data collected and further analyzed to monitor the development of the project.

The guiding questions in the Google Form include:

- name of the event/publication;
- date/place of venue or details of publication (journal, date);
- description of the audience (geographical scope, stakeholders reached);
- partners involved;
- short description of the relevance with the SWITCH project;
- information of the SWITCH project information shared during the event/in the publication;
- expected results/follow up activities after the event/publication;
- copyright for picture use if needed + include pictures in Google Drive folder.

## SWITCH | Communication and Dissemination Activites

Please fill in this form to collect and store data on Communication and/or Dissemination events or activities implemented by your organization / Food Hub. You must fill one form for every activity or event, as they need to be reported individually. Please notice that "COMMUNICATION and DISSEMINATION activity" refers to any project activity addressing multiple audiences BEYOND THE PROJECT'S RESTRICTED COMMUNITY to inform and reach out to society, showing the benefits of project results.

### Appendix II - Dissemination database

Listed below are relevant European events to which it is possible to apply and present the SWITCH project. These will be updated and integrated on a regular basis. Moreover, the main social media channels are briefly presented afterwards as implementation tools to effectively achieve the D&E plan.

#### Possible events for SWITCH dissemination

The selected events will support in reaching different audiences, from the general public to the scientific and political public. The list is valid for the current year and will be updated in document D8.7 SWITCH Communication Plan - update 1.

<b>Name of the event</b>	<b>Date</b>	<b>City</b>	<b>Country</b>
“Weaving Solutions For a Better Future” conference. Venue: The International Institute for Industrial Environmental Economics (Lund University)	April 29, 2023	Lund	Sweden
EU Green Week	6 - 7 June, 2023	Brussels	Belgium
Wageningen University - “Transforming Consumption-Production Systems Toward Just and Sustainable Futures”	5-8 July, 2023	Wageningen	Netherlands
NNEdPro International Summit on Nutrition and Health	15th July 2023	Virtual Summit	Virtual
World Food Forum at FAO	October, 2023	Rome	Italy
Maker Faire	Multiple dates, 2023	Rome, Brussels, Barcelona	Europe
COP28	30-12 December, 2023	Expo City, Dubai	United Arab Emirates
European Research and Innovation Days	To be defined	Virtual	Virtual
Pint of Science	To be defined	To be defined	To be defined
European Researchers' Night	29 September, 2023	To be defined	To be defined
UNFSS Independent Dialogues (2)	To be defined	To be defined	To be defined

### Digital platforms

As reported in the Horizon Europe (HEU) Programme Guide, “under Horizon Europe, beneficiaries must engage in dissemination and exploitation activities regarding their results.”

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The difference between dissemination and exploitation is defined in the HEU Programme Guide as following:

- “The Dissemination means the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”
- “Exploitation means the use of results in further research and innovation activities other than those covered by the action concerned, including inter alia, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.”

[https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide\\_horizon\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf)

These platforms are reported in this document as they are useful tools for achieving the goals of:

- making research results public
- make concrete use of the results

The [medium](#) platform was present in the submitted proposal as a publication platform. However, it is believed that using the project website ([www.switchdiet.eu](http://www.switchdiet.eu)) and the European Commission's publication platform are the best channels to reach the targets highlighted in the proposal.

### **Website**

The switchdiet.eu website is an important dissemination tool as it enables the project to reach a wide and diverse audience, providing information about the project, its objectives and the research activities carried out.

Through the website it is possible to share the results of the research conducted, best practices and innovative solutions developed to promote a sustainable and balanced diet. In addition, the site makes it possible to share with the public blogs, news and events. In this way, the Switchdiet.eu project website helps to raise awareness about sustainability and nutrition issues, and to promote a culture of innovation and collaboration in the scientific community and among citizens.

### **Newsletter**

To manage the newsletter for the SWITCH project, it's important to raise the community of followers and engage them in the project's goals and activities. Specific actions include:

1. Raise the community of followers:

- Promote the newsletter through various communication channels such as social media, website, and events.

- Offer incentives such as exclusive content or early access to new resources to encourage people to sign up.
- Segment audiences to ensure that the content is tailored to their interests and needs.

#### 2. Contributors:

- Project partners, experts in the field, and other relevant stakeholders will be directly involved to contribute to the newsletter.
- Encourage newsletter subscribers community members to share their experiences and perspectives.

#### 3. Posting frequency:

- During the first year of the project, partners will contribute in building a consistent database of issue-sensitive users and media partners who can expand the reach of our message. Starting from the second year a newsletter will be sent every three months to update on the progress of the project and upcoming events.

#### 4. Length of messages:

- Keep the messages concise and to the point, focusing on key updates, achievements, and events related to the SWITCH project.

In summary, the newsletter for the SWITCH project will engage and inform the SWITCH community, promote the project's achievements, and foster a sense of belonging among followers.

### **MAILCHIMP**

Account: Switch Diet

It is an email marketing platform that will be used to send the newsletters, and support the goals of the project in several ways such as: communicating updates to stakeholders and supporters, building relationships and communities, providing resources and measuring impact.

In conclusion, activating many different communication channels is important for a project like SWITCH, as it helps to reach a wide range of stakeholders and audiences, and achieve specific goals and strategies. The choice of communication channels is based on the specific goals, target audience, and strategies of the project, and each channel should be used in a strategic way to achieve maximum impact.

Mailchimp is compliant with the EU General Data Protection Regulation (GDPR) as it provides tools and features to help its users comply with the requirements of the regulation. Mailchimp has updated its policies, processes, and systems to comply with the GDPR, and provides a Data Processing Addendum (DPA) that includes standard contractual clauses that reflect the requirements of the GDPR.

## MAGAZINE

Publishing a yearly magazine for the SWITCH would be valuable for several reasons:

- **Communication of Outcomes:** the magazine can be used to share the research outcomes and progress made by the project, which can help raise awareness and understanding of sustainable dietary patterns.
- **Inspiring Stories:** the magazine can also feature inspiring stories of individuals, communities and organisations that have successfully adopted sustainable dietary patterns and the positive impact it has had on their health and the environment.
- **Education and Awareness:** the magazine can also be used to educate and raise awareness about the importance of sustainable diets and the role that individuals, communities and organizations can play in promoting them.
- **Tips and Resources:** the magazine can provide practical tips and resources for individuals, communities, and organizations on how to make the switch to a more sustainable diet. This could include recipes, cooking tips, grocery shopping guides and more.
- **Engagement:** the magazine can be used to engage the broader audience and involve them in taking action to promote the adoption of sustainable diets. It can also help to create a sense of community and support around the project's goals.
- **Marketing and Promotion:** the magazine can serve as a marketing and promotional tool for the project, helping to raise its profile and visibility among a wider audience.
- **In conclusion,** a yearly magazine can serve as a comprehensive and engaging tool for the SWITCH project to communicate its research outcomes, inspire action, educate, and engage the broader audience towards more sustainable and healthy dietary patterns.

The magazine for the SWITCH will be structured as follows:

- **Introduction:** a brief overview of the project, its goals and objectives, and an introduction to the themes and content of the magazine.
- **Research Outcomes:** a section dedicated to the latest research outcomes, including the results of studies, surveys, and other data collection methods. This section can be written by academic researchers and experts in the field of sustainable diets.
- **Inspiring Stories:** a section featuring inspiring stories of individuals, communities, and organizations that have adopted sustainable diets, written by journalists or bloggers with a passion for sustainable food.
- **Education and Awareness:** a section providing educational content and information on the importance of sustainable diets, including the impact on health, the environment,

and the food system. This section can be written by nutritionists, dietitians, and other experts in the field.

- **Tips and Resources:** a section providing practical tips and resources for individuals, communities, and organizations on how to make the switch to a more sustainable diet, including recipes, cooking tips, grocery shopping guides, and more. This section can be written by chefs, food bloggers, and other experts in sustainable food.
- **Community Engagement:** a section highlighting the projects and events organized by the Food Hubs and other community organizations to promote sustainable diets, including local farmers markets, cooking classes, and more.
- **Conclusion:** a final section that summarizes the main themes and messages of the magazine and provides closing thoughts and recommendations for the future.

The graphic design of the magazine will be visually appealing, with a focus on high-quality images and graphics that help to illustrate the content. The printed magazine will be distributed at conferences, universities, Food Hubs, and other events related to sustainable diets, as well as through the project's website and social media channels. It will be available in print and digital formats, to reach a wider audience and facilitate accessibility.

Deadline	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14
Activity(s)	Target analysis Set tone of voice & objectives	Establishing the working team search for authors choice of themes choice of title		Collection of data and articles from Food Hubs, partners, researchers and authors					Finalization of editorial material	Layout Final review	Publication Dissemination among partners and stakeholders

Here above is a timeline for the publication of the first edition of the Magazine. It will be released also in a digital format. The number of copies printed will be decided together with the partners according to the number of stakeholders involved during the months ahead.