



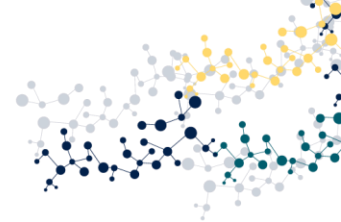
Biotech **4Food**

D6.1 | Communication and Dissemination Plan



Co-funded by
the European Union





Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor EISMEA can be held responsible for them.

PROJECT ACRONYM	Biotech4Food
GRANT AGREEMENT NUMBER	1011153135
PROJECT NAME	Acceleration of new promising circular agri-food value chains and sustainable industrial interregional investments in SMEs, by integration of advanced biotechnology
DELIVERABLE NUMBER & NAME	Deliverable 6.1 Communication & Dissemination Plan
DELIVERABLE RESPONSABLE	Nagrifood, Valorial
DELIVERABLE TYPE	R – Document, report
DISSEMINATION LEVEL	PU – Public

DOCUMENT VERSION HISTORY			
Version	Date	Modifications	Modified by
V0.1	08/02/2024	First version of the document	Valorial

ABSTRACT

The purpose of this document is to present a communication and dissemination plan to be used by the project partners. Some activities have started since the beginning of the project and will continue until the end of the project and after. However, other actions will have to be put in place following this document.

A Communication and Dissemination Plan (CDP) cannot exist without the contribution of all partners. Therefore, all partners of the Biotech4Food project provide feedback and follow this document for their communication and dissemination actions.

The Communication and Dissemination Plan identifies the different target groups, as well as the message that the Biotech4Food project intends to convey. It also presents a reporting methodology for different performance indicators related to the communication and dissemination actions.

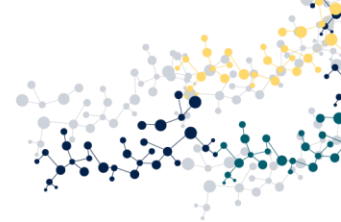
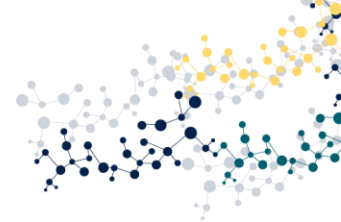


TABLE OF CONTENTS

1.	INTRODUCTION	4
1.1.	Project background & long-term vision.....	4
1.2.	Partnership territorial spread.....	5
1.3.	Communication and dissemination Work Package.....	6
2.	COMMUNICATION AND DISSEMINATION PLAN	7
2.1.	Target groups	7
2.2.	Key messages and communication goal	8
2.2.1.	Key messages	8
2.2.2.	Communication goal.....	9
2.3.	Visual identity	10
2.4.	Tools, channels, and platforms.....	11
2.4.1.	Online communication tools	11
2.4.2.	Offline communication tools	17
2.4.3.	Promotion on partners channels.....	19
2.5.	EU requirements and use of data.....	19
2.5.1.	EU communication requirements	19
2.5.2.	Privacy and use of personal data.....	19
3.	SYNERGIES WITH OTHERS EUROPEAN PROJECTS	21
3.1.	Synergies with other European projects	21
3.2.	Synergies with stakeholders	22
4.	MONITORING METHODOLOGY	22
4.1.	Internal communication.....	22
4.2.	Key Performance Indicators.....	22
4.2.1.	Website	23
4.2.2.	Press	24
4.2.3.	Social Media	24
4.2.4.	Events	24
4.2.5.	Further indicators.....	24
4.3.	Follow-up tools for reporting	25
5.	CONCLUSION	26



INDEX OF FIGURES

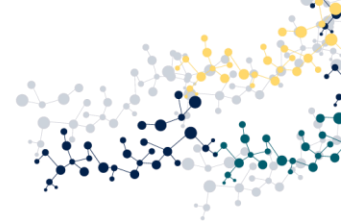
Figure 1 - Biotech4Food logo.....	10
Figure 2 - Biotech4Food colours.....	11
Figure 3 - Biotech4Food logo with initials.....	11
Figure 4 - LinkedIn posts tracking table.....	15
Figure 5 - EU emblem.....	19

INDEX OF TABLES

Table 1 – Biotech4Food project partners.....	6
Table 2 - LinkedIn posts that can be included in the KPIs	15

LIST OF ACRONYMS

Biotech4Food	B4F
Ingredients for a Circular Economy	I4CE
Communication & Dissemination Plan	C&D
European Union	EU
Small Medium Enterprise	SME
Work Package 6	WP6
European Cluster Collaboration Platform	ECCP
General Data Protection Regulation	GDPR
Key Performance Indicator	KPI
European Innovation Council and SMEs Executive Agency	EISMEA
European Data Protection Board	EDPB



1. INTRODUCTION

The objective of deliverable "D6.1 – Communication and Dissemination Plan" (CDP) is to define the dissemination and communication strategy & actions of the Biotech4Food project as well as anticipate actions for the exploitation of results during and after the project.

This document therefore defines:

- Communication and Dissemination (C&D) plan, including tools and actions expected by all partners.
- Methodology for monitoring C&D activities to ensure objectives and KPI.

It will be published and shared with partners at the start of the project. There is no specific timeframe for updating the document. However, it will be updated in the middle of the project (approximately May 2025), to include new developments and progress on the project. If necessary, the project objectives will also be updated. Valorial and NAGRIFOOD will need to work together on the design and updating of the document. All partners will be expected to contribute to communication and dissemination activities to achieve the objectives defined in the project.

1.1. Project background & long-term vision

The context of the Biotech4Food project is characterized by a mix of several overarching challenges which affect the ecosystem of the biobased industry, and which can create innovation opportunities through the implementation of technological solutions in the food value chain. Most opportunities are related to the development of a more sustainable economy, by shifting to biobased products and processes, and meet ambitious environmental, societal, industrial, digital and climate policy target.

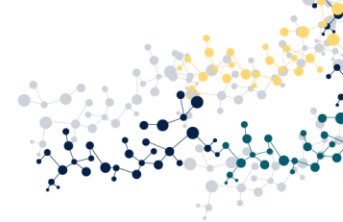
Within this challenging environment it is of paramount importance for the EU agri-food companies to maintain and/or strengthen their local and international competitive position in global value chains and to be able to respond, in a flexible and efficient way, to fast changing consumer demands and the protein shift, and in addition focus on the sustainability, digital and increased circularity of their processing system.

In the Biotech4Food project, new value chains will be built and further elaborated, and investments will be made, at the nexus between biotechnologies and the agri-food industry, to improve food production processes from farm to fork, develop new ingredients, evolve to a more circular agri-food industry via the use of side streams and waste, etc.

The adoption and implementation of biotechnologies will enhance and support the (economic) resilience and adaptability of this industry.

Within the Biotech4Food project, the agri-food SMEs will be supported to set-up interregional innovation investments at the nexus between biotechnology and the agrifood industry, on the road towards commercialisation and scale-up of their business. There is a clear need for broad advisory and financial support that will provide the SMEs the tools to overcome the barriers and hurdles outlined above.

In all, the project has 5 main objectives:

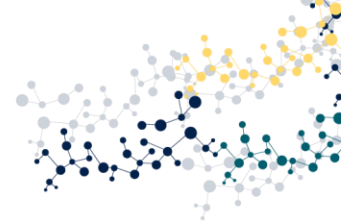


- Creation of a strategy and structured links between EU quadruple helix stakeholders in the involved regions, with a focus on less developed and transition regions, at the nexus between the agri-food industry and biotechnological sector.
- Foster uptake and valorisation by different, relevant stakeholders in different regional contexts, with a focus on less developed and transition regions, working in this way towards sustainable, long-term impact. Providing support actions focused on ecosystem and capacity building and facilitating/accelerating scaling up and go-to-market actions in the agri-food value chain.
- Accelerating innovation by supporting the adoption and implementation of innovative biotechnological solutions by and for SMEs that address the needs of the food processing SMEs.
- Deploy a portfolio of interregional innovation investment projects focused on implementation of biotechnological solutions, supporting the green transition of the agri-food industry.
- Maximize the outreach of the activities and objectives of the project, and the impact of its results through communication and dissemination actions.

1.2. Partnership territorial spread

To meet these objectives, the Biotech4Food project brings together key players in the field of biotechnology. In total, no fewer than 15 partners, representing 5 European countries (21NUTS level), will be involved in the project:

Project partners		Position	Country
1	Wagralim	Coordinator	Belgium
2	Flanders' Food	Beneficiary	Belgium
3	Valorial	Beneficiary	France
4	Innov'Alliance	Beneficiary	France
5	Clust-ER	Beneficiary	Italy
5.1	Fenga	Affiliated Entity	Italy
6	AgroTechExport	Beneficiary	Greece
7	CNTA	Beneficiary	Spain
8	Nagrifood	Beneficiary	Spain
9	Anfaco	Beneficiary	Spain
10	Region of Central Macedonia	Beneficiary	Greece



11	Koukakis Farm	Beneficiary	Greece
12	Vesale Pharma	Beneficiary	Belgium
13	Artechno	Beneficiary	Belgium
14	BCF Life Science	Beneficiary	France

Table 1 – Biotech4Food project partners

In addition to the 15 'historic' partners in the project, other organisations will join the project as beneficiaries. This list is currently unknown but will be updated when the communication and dissemination plan is updated.

1.3. Communication and dissemination Work Package

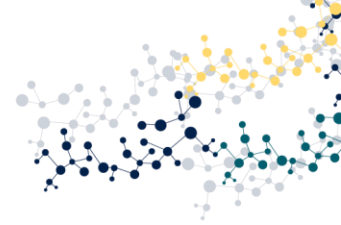
NAGRIFOOD, as leader of Work Package 6 “Communication and dissemination”, coordinates and monitors these activities, which include 3 tasks. Leadership on the task is shared between 2 partners, which will be Task Leaders (TL):

- Task 6.1: Communication and Dissemination Plan
 - M1 – M30
 - Task Leader: NAGRIFOOD
- Task 6.2: Project’s visual identity, communication materials and channels
 - M1 – M18
 - Task Leader: NAGRIFOOD, Valorial and all project partners
- Task 6.3: Communication and dissemination actions
 - M1 – M36
 - Task Leader: NAGRIFOOD, Valorial and all project partners

All the partners have a crucial role to play in the project’s communication on their territories, within and beyond their structures.

As Work Package leader, NAGRIFOOD monitors the KPI, and measures impacts of the different communications actions – Excel sheets have been made available for partners to compile data. Actions related to reporting are developed in section “[4.3 Follow-up tools for reporting](#)”.

This document is a support for the communication and dissemination actions of the Biotech4Food project. It is intended to be updated regularly by NAGRIFOOD (leader of the task). If necessary, NAGRIFOOD can call on Valorial to update this document. The project partners will be informed of the updates of the CDP.



2. COMMUNICATION AND DISSEMINATION PLAN

The CDP's objective is to address communication and dissemination actions and tools, according to the different targets of the project. Communication and dissemination actions are essential in a project life, to inform, promote and communicate about the activities and results of the project.

In this section, we discuss the different dissemination and communication actions of the project. Although some actions and target audiences may be the same, it is important to distinguish between dissemination and communication.

- **Dissemination** aims to communicate the results of the different Work Packages, i.e., the results of the project. It aims to maximise the impact of the results, so the people targeted must be likely to be interested in these results.
- **Communication** is more global and concerns the whole project. Communication activities are intended for a wider audience, as they are less focused in one area. Anyone coming across a project communication material should be able to understand the project, so simple vocabulary should be used (unlike dissemination, where more technical vocabulary may be used).

Results of the project that are considered public will be circulated, in the most understandable way possible.

The common communication and dissemination strategy aims for all partners to agree on the same communication and dissemination strategy, so that all key messages, good practices, and results of the project can be shared using the communication channels and tools detailed in the next sections. It is not intended to be a static document, as it may need to be adapted to each partner (its targets and its way of communicating), as well as to the needs of the project as it progresses.

2.1. Target groups

For Biotech4Food project to have the best possible impact and for all objectives to be achieved, it is essential to define a target audience, to which messages will be addressed.

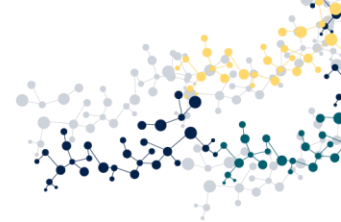
Understanding clearly and distinctly who our audience is (who they are, where they are, what their needs and characteristics are...) is an essential part of the communication and dissemination plan. These elements will enable us to draw up **typical portraits of our audience**, to address the most suitable or appropriate messages

Various target audiences have been identified for this project (1 target audience and 4 secondary audiences).

The **primary target group** are SMEs, active in the agri-food industry, already applying and/or seeking to apply biotechnological solutions.

The **secondary targets** are regional ecosystems that include at least:

- Regional 4H players (e.g. innovation centres, RTOs, clusters and business associations, regional authorities) that will benefit through the project as new value chains will be built and knowhow will be transferred from more advanced to less advanced regions.



- Policy makers, related to RIS3, industry and innovation, as a new and more collaborative interregional agri-food ecosystem will be generated, facilitating the knowledge transfer to develop new policies and advises.
- Biotechnology solution providers (such as SMEs, RTOs, large companies) that develop, validate, produce, and commercialize advanced technology products and applications.
- Final consumers as they will have access to new and more sustainable high value-added products.

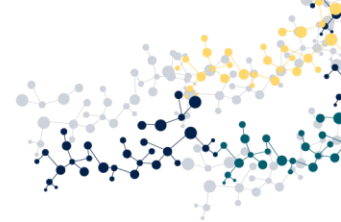
2.2. Key messages and communication goal

2.2.1. Key messages

Each type of audience has different interests depending on their concerns, primary domain/activity, or opportunities. For this reason, the key messages of the Biotech4Food project depend on the type of audience which they are addressed to. The target audience of the project are key sectors working with biotechnology.

To go further, we have recalibrated the target groups, to which we have associated key messages, the expected impacts and the communication channels that will be used. These are outlined in the Table 2 below.

Target audience	Key message	Expected impacts	Channels
SMEs in the agri-food industry	• Opportunity to develop skills and expand your network • Best practices exchange with the involved SMEs partner in Biotech4Food	• Development of the use of biotechnologies • Use of project knowledge in their activities • Ability to provide feedback on the use of biotechnologies in a competitive environment	• Websites • Social Media • Newsletters & Direct mailing • Events (online & offline) • Printed Materials
Companies providing biotech solutions	• Commitment to advisory services and business community of the project • Existence of support frameworks for inter-regional investment in innovation	• Innovation in biotechnologies	• Websites • Social Media • Newsletters & Direct mailings • Events (online & offline) • Printed Materials
Clusters, accelerators,	• Ability to benchmark best practices (study	• Cluster competencies	• Websites • Social Media



and other intermediaries	visits, matchmaking events...)	• Exchange of best practices between partners • Networking to facilitate innovation on a European scale	• Events (online & offline)
RTOs, pilot facilities and other innovation facilitators	• Possible participation in project events and activities • Possibility of being involved in innovation ecosystems	• Access to new biotechnology applications • New knowledge applied to the business world	• Websites • Social Media • Newsletters & Direct mailings • Events (online & offline) • Press Release
Regional / national authorities, funding agencies and policy makers	• Themed regional study visits • Possible participation in the project's final event • Sharing best practice (during study visits) • Brochure with policy recommendations	• Presentation of project results • Foster the use of biotech in the agri-food sector and improve the related policies • Demonstrating that biotechnologies can be applied to fields other than the pharma industry	• Websites • Events (online & offline) • Press Release
Financial actors: banks, venture capitalists, investment funds	• Direct involvement in project activities • Possible contacts with agri-food SMEs • Participation in a mentoring programme	• Providing financial support • Showcase the financial opportunities associated to biotechnology-based projects	• Websites • Events (online & offline) • Press Release • Printed Materials

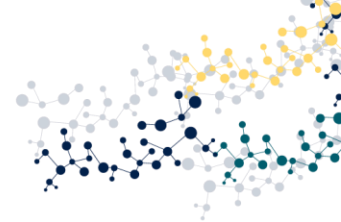
Table 2 - Summary of the target audience, key message, expected impacts and channels

2.2.2. Communication goal

The Communication and Dissemination Plan in Biotech4Food is based on a 3-step implementation strategy that seeks to:

1. Inform
2. Persuade
3. Engage

All communication actions are included in this cycle. In this way, the project KPIs will be reviewed and evaluated. This allows us to propose the required corrections to start a new cycle. Thus, the consortium will be able to adapt to any eventuality that may arise throughout the life of the project.



The communication strategy of the Biotech4Food project has been developed to achieve an integrated and consistent information flow between the project and the target segments identified in the “[Target groups](#)” section.

2.3. Visual identity

A visual identity is essential for easy recognition of the project and consists of a logo and selection of colours to be used. One should be able to identify at first glance the project to which it refers.

Biotechnology can be characterised as “the application of science and technology to living organisms [...] for the production of knowledge, goods and services”.

The logo consists mainly of the project name. To emphasise the biotechnology aspect of the project, the left-hand side of the B has been replaced by linked molecules. These molecules are in a different colour to the word “Biotech”, to stand out and catch the eye. They are, however, the same colour as the word “Food”, to link the 2 words and better reflect the objective of the project: to use biotechnologies in an agri-food context.

To further emphasise the “biotechnology applied to food” aspect, it was decided when writing the project that the word “for” would be replaced by a 4. Putting the 4 in a different colour from the words “biotech” and “food” allows a 2nd colour to be added, and clearly differentiates the 4 elements of the logo:

1. The molecules/nodes
2. The word “Biotech”
3. The 4
4. The word “Food”

This logo perfectly represents the aim of the Biotech4Food project: to focus on biotechnologies applied to the agri-food sector.



Figure 1 - Biotech4Food logo

The logo is composed of 3 colours:

- Blue, which refers to trustworthiness, loyalty, and truth. This colour is the most widespread in the professional world, and symbolises success, professionalism, and knowledge.
- Green, which refers to ecology, prosperity, and progress. Green is one of the colours that enhances both creativity and productivity.
- Yellow, which refers to warmth and light. This colour symbolises well-being and is refreshing. In colour psychology, it is considered to be the colour of happiness.

These 3 colours are available in 6 shades, allowing a certain freedom of graphic use.

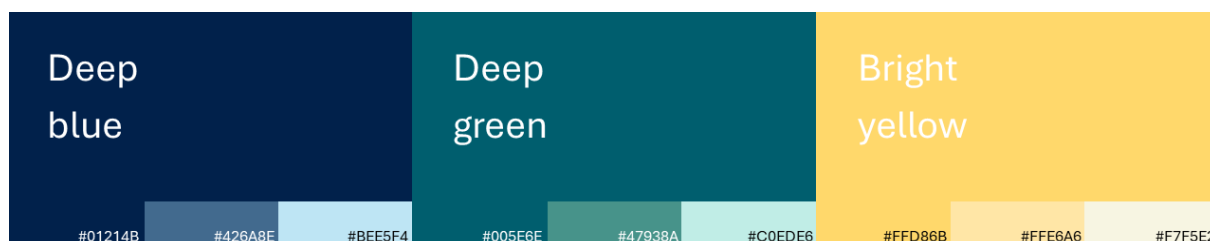
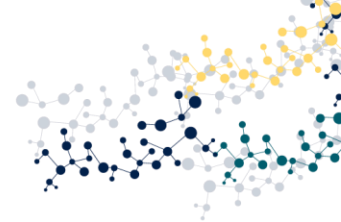


Figure 2 - Biotech4Food colours

To ensure that the logo can be used on all media, several .jpg and .png versions are available:

- A version with the coloured logo
- A version with the logo in black
- A version with the logo in white



Figure 3 - Biotech4Food logo with initials

In addition, a version of the logo with just 3 characters is available. This version exists, but the full version of the logo is preferable.

For official documents, the font used is Aptos. Aptos is a sans-serif typeface introduced in 2023. It includes several definitions (Aptos Regular, Italic, Bold, etc.) and is installed on all computers with the latest version of Windows.

2.4. Tools, channels, and platforms

To promote the project and get the right messages across to the right targets, we have defined several communication channels that we will exploit. We have chosen to group them into two categories: online communication tools, and offline communication tools. This will involve developing promotional materials, forms, templates, videos, and other materials using the Biotech4Food project's graphic charter.

Success of communication, exploitation and dissemination will rely on investment of partners in sharing content to feed CDP tools such as articles on events, accomplished deliverables & task.

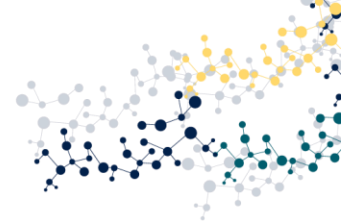
2.4.1. Online communication tools

2.4.1.1. Templates

Templates for support materials are produced to ensure homogenous communication between partners. All the communication materials listed below are available on the project's SharePoint, in the "Templates" folder.

These include editable versions of:

- Deliverable Word template
- PowerPoint template
- Banner for various events
- Press Releases template



Valorial will be responsible for creating and sharing with the partners the various versions of the above-mentioned communication media. Partners are free to create their own communication media, as long as they comply with the project's graphic charter.

2.4.1.2. Websites

Websites are showcases that can have a broad outreach and be used as repository of documents/reports, as well promotion of activities. Two pages have been created for the project, one on the I4CE website and one on the ECCP (European Cluster Collaboration Platform) website.

At their level, partners must promote the Biotech4Food project on their websites. The partners involved in the Biotech4Food project must at least mention the Biotech4Food project on their website. Partners are strongly encouraged to have a page dedicated to the project on their website and involve other companies too.

I4CE website

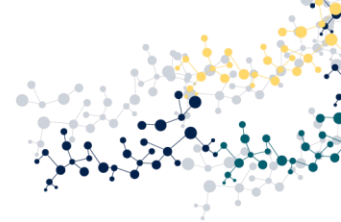
The Biotech4Food project stems from the Ingredients for a Circular Economy (I4CE) partnership, which has its own website: <https://i4ce.eu/home/>.

Part of the site will be dedicated to showcasing the two projects currently underway: B-Resilient and Biotech4Food.

Each project will have its own page, which can be administered by NAGRIFOOD, Wagralim and Valorial. It will provide general information on the Biotech4Food project. This page will be the showcase of the project. If a partner decides to refer to a page, it must refer to this page as a priority.

There are several reasons why we have chosen the I4CE website to host the content of the Biotech4Food project:

- Sustainability of the project: Biotech4Food is a project that is an integral part of the European agri-food TSSP: I4CE partnership, and its main objective is to encourage collaboration and synergy between the various member clusters. The Biotech4Food project is part of a collective approach within the I4CE partnership.
- Centralisation of information: the decision not to create a dedicated website for the Biotech4Food project stems from the desire to centralise information and enhance the visibility of the consortium and the partnership as a whole. By hosting the project's content on the I4CE website, we are ensuring greater coherence and accessibility for all stakeholders, including the industry players concerned.
- Saving resources: hosting content on the I4CE site saves resources, both in terms of the cost of developing and maintaining a dedicated site and the time and effort required to manage it. This pragmatic approach is in line with the principles of sound management of the funds allocated to the project.
- Transparency and traceability: all information relating to the Biotech4Food project will be clearly identified and accessible on the I4CE website, guaranteeing the transparency and traceability of the activities carried out as part of the project. In particular, this will enable the people targeted by the project to easily follow its progress and results.
- Strengthening identity and coherence: integrating the content of the Biotech4Food project into the I4CE website helps to strengthen the identity and coherence of the partnership as a whole. By bringing together all the information relating to the various projects and



initiatives within a single platform, we are creating a unified user experience and making it easier for internal and external stakeholders to navigate. It also reinforces the perception of the I4CE partnership as a major player in the field of innovation and research in Europe.

The I4CE website has been designed in coherence with all the other communication actions of the project and in compliance with the GDPR regulation currently in force. English has been chosen as the language of the website as the project is a European scale, and English is the reference language used by all project partners as well as the project's official language. Naturally, links on the Biotech4Food project page will lead directly to the websites of the various project partners, as well as to the social networks used as part of the project.

As Task Leaders, Valorial and NAGRIFOOD are responsible for putting the website online and maintaining it. To achieve regular updates, partners are asked to communicate about events they organise, or participate that are related to Biotech4Food.

- They are asked to share the information 15 days in advance to Valorial, so that it can be added to the agenda section,
- Write a summary article about the event. This article must be accompanied by at least one photo, a title and textual content (minimum 200 words).

To write articles, "[Tips & tricks](#)" are available on the European Union website.

A total of 4 people will have access to the website back office:

- Yuan CHAI, International Affairs Officer at Wagralim
- Betty MILANO, European Affairs Officer at Wagralim
- Beatriz DE DIEGO DIAZ, Director of Innovation at NAGRIFOOD
- Saioa LARRASOÑA ONECA, Communication Officer at NAGRIFOOD
- Mémona DALICHAMPT, Communication Officer at Valorial

Access to the back office is limited: only the project coordinator (Wagralim), NAGRIFOOD and Valorial will be able to update the website. Although access will be provided on request, partners will have to contact NAGRIFOOD for each modification made to the website.

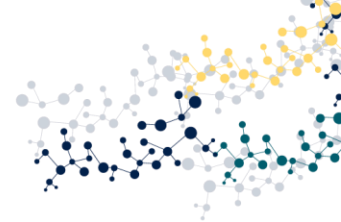
ECCP

A profile will be created on the ECCP website, which is handled by European Commission to promote European clusters and partnerships.

It is expected by this means to:

- Gain visibility, especially towards international clusters and companies that are registered on the platform,
- Gain credit to the Biotech4Food project, especially among policy makers (decision makers in clusters, regions, countries...).

In addition, the ECCP social networks will regularly relay the news, press releases and events of the projects referenced on the platform on the social networks. This can therefore be an additional relay to make the Biotech4Food project known to a larger audience.



NAGRIFOOD and Valorial will oversee posting in parallel to project website, announcement on project activities.

EISMEA

The EISMEA will be kept informed of the project advancement via our dedicated Project Advisor, and via LinkedIn. All published posts will tag the EISMEA account.

Wagralim, the coordinator of the project, will be in charge of the follow-up and exchange with our Project Advisor.

2.4.1.3. Social Media

Social networks have become essential tools for project communication and dissemination of results, allowing:

- To embark stakeholders by sharing about the project, its deliverables, results, and activities.
- To reach a large audience. Regardless of the typology of the target groups mentioned above, all target groups have a presence on social networks today.
- To have a direct interaction with the different audiences

The targets of the Biotech4Food project are varied and of several different age categories. We have decided to focus on several social networks in order to reach as many people as possible.

The project, its progress, the yielded results, and its events will be posted on social media so that anyone can have access to this information, achieving maximum dissemination. Additionally, and in relationship with the commitment to the aim of Biotech4Food, related information will be posted, such as biotechnology news, legal updates, etc.

LinkedIn

For several reasons (notably organisation and available resources), we have chosen to focus on the LinkedIn social network. LinkedIn seems to be the most suitable for this project, allowing to reach a large and relevant target.

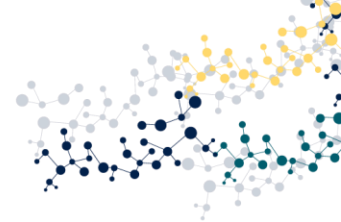
As well as being a professional network, we can post several types of content on LinkedIn: photos, videos, PDF documents, polls...

The Biotech4Food project's page has been created, where followers can register, find news about the project and reshare them.

Project partners will not need to create content, they can re-use and adapt the content provided and uploaded on the Biotech4Food project page. However, all partners are welcome to create content (as long as it respects the project's graphic charter). Partners can (and are encouraged to) post in their national languages, to give more visibility and impact to the project on a national scale.

/!\ On LinkedIn, several options are available for making a post:

- Repost (from the Biotech4Food project page)
- Repost with your thoughts (from the Biotech4Food project page)
- Start a post (from the partner organisation page)



In order for posts to be counted in the KPI, partners must repost on their personal accounts, repost with their thoughts and add-ups or start a post. Simple reposts will be tracked down from the project's page. However, repost with partners comments will be tracked individually from the company or personal LinkedIn account. The following table summarises the posts that can or cannot be included in the project KPIs:

	LinkedIn company account / page	Personal LinkedIn account
Repost	✓	X
Repost with your thoughts	✓	✓
Start a post	✓	✓

Table 3 - LinkedIn posts that can be included in the KPIs

If partners wish their posts to be relayed on the project's LinkedIn, they must at least mention the Biotech4Food project's LinkedIn account. In this way, the administrators of the page, managed by Wagralim, NAGRIFOOD and Valorial, will be able to relay the partners' posts. We also encourage every partner to tag other partners so everyone can see and share all the posts.

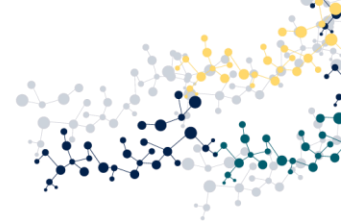
It has been decided that at least one post will be published every week by the main managers of the account (NAGRIFOOD and Valorial). As was mentioned before, the intention is to not only post Biotech4Food progress, but also relevant events and information/articles/interviews related to the biotechnology or agrifood sector. This will also allow us to widen the potential followers depending on their interests on our profile. It must be always borne in mind that the main purpose of the posting is to make ourselves known.

Additionally, each post will be shared internally through email with all the members of the consortium. This will let them easily repost from their personal and corporate accounts, leading to a higher dissemination of the post and an increased number of viewers.

To ensure that all the partners feel included in the project, NAGRIFOOD has set up an Excel schedule. This document indicates the date by which the partners must provide the content and the date by which the post will be made on the project page.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	LinkedIn posts																
2																	
3	Day of sending post to	Day of posting	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
4	NAGRIFOOD (Monday)	(Wednesday)	WAGRALIM	FLANDERS' FOOD	VALORIAL	INNOV'ALLIANCE	CLUST-ER	FENGA FOOD	AGROTECHEXPORT	CNTA	NAGRIFOOD	ANFACO	RCM	KOUKAKIS	VESALE PHARMA	ARTECHNO BI	
5	04/03/2024	06/03/2024	meeting in person in Namur														
6	11/03/2024	13/03/2024															
7	18/03/2024	20/03/2024															
8	25/03/2024	27/03/2024															
9	01/04/2024	03/04/2024															
10	08/04/2024	10/04/2024															
11	15/04/2024	17/04/2024															
12	22/04/2024	24/04/2024															
13	29/04/2024	01/05/2024															
14	06/05/2024	08/05/2024															
15	13/05/2024	15/05/2024															
16	20/05/2024	22/05/2024															
17	27/05/2024	29/05/2024															
18	03/06/2024	05/06/2024															
19	10/06/2024	12/06/2024															
20	17/06/2024	19/06/2024	call?														
21	24/06/2024	26/06/2024															
22	01/07/2024	03/07/2024															
23	08/07/2024	10/07/2024															

Figure 4 - LinkedIn posts tracking table



In addition to posting on the project's LinkedIn page, posts on the page can be relayed by the I4CE partnership page. In addition, and if necessary, the Biotech4Food project page will also be able to republish news from the I4CE partnership.

YouTube

A YouTube channel will also be created to host videos partners make, related to the project (e.g., promotional videos/success stories). Videos can also be integrated on different websites (project website, ECCP website, social networks, partners' corporate websites, etc.).

The ones that will be key for the dissemination of results will be 5 testimonial videos with the investment project, as well as the final one summarizing all the outcomes of Biotech4Food. Also, a link to these will be posted on LinkedIn to boost their impact.

We will create an specific Google account for I4CE, which we will use to create the Youtube channel. This way we will have everything in the same place. We will use this channel to promote and partners will provide WP Leader with materials (the methodology to be followed will be very similar to the one we have for the LinkedIn account). The main objective is to ensure consistency of the videos and oversee the uploading of videos to the channel.

2.4.1.4. Newsletters and direct emails

A total of 5 newsletters are planned throughout the project (1 newsletter every 6 months). The newsletters are to be supervised by NAGRIFOOD and Valorial. The articles will be promoting the project actions and voucher scheme and will report on the project events and results.

On request, Valorial will provide a template to NAGRIFOOD and if necessary, Valorial will implement the information in the template.

For the partners to be able to relay the campaign, NAGRIFOOD must:

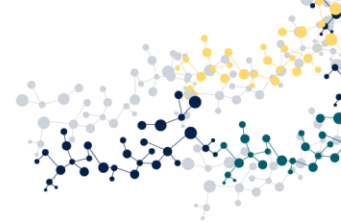
- Forward the e-mail to the project partners so that they can relay the message,
- Provide the link to the email campaign so that it can be added to the project website,
- Provide a PDF document that can be shared and imported onto the project website.

The partners will then be responsible for distributing the newsletters to their networks using one of the above methods. In addition, the newsletters will be translated into local languages by the partners and distributed through their newsletter services.

To comply with the RGPD, partners will not share their mailing lists with each other. However, partners must be able to justify until the end of 2032 that they have indeed re-shared the newsletters.

European projects can be checked up to 5 years after the end of the project. Screenshots can be used to justify those posts have been made.

Direct e-mail contacts with targeted audiences are an additional communication and dissemination tool. They are the responsibility of the partners, who will communicate from their own professional mailboxes.



2.4.1.5. Others online communications materials

Online events

A number of events will take place online throughout the life of the project. These events are oriented to promote Biotech4Food project results and will be organised to foster the transfer of project outputs to the various people targeted by the project.

If webinars are organised, at the end of the event the organisers will have to provide a summary of the event (in the form of an article), with photos or videos. The article must be accompanied by at least one photo, a title and textual content (minimum 200 words). To write articles, "[Tips & tricks](#)" are available on the European Union website. If the webinar is recorded, the partner responsible for organising it must provide a link to Valorial, which will import it onto a video storage platform (YouTube for example).

/!\ Each time project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda.

Mass media

In addition to all the media defined above, the project is expected to publish several articles in national and international media. These media should (as far as possible) be specialised in the field of biotechnology and/or agri-food (VMT food, food processing international, etc.).

The partners must ensure that the publication they wish to distribute is adapted to the language of the media in which they wish to publish it. To this end, they will be responsible for translation. If partners wish for NAGRIFOOD and/or Valorial to proofread their articles, these 2 clusters will be able to do so. However, it is not compulsory for partners to have their translation proofread by the Work Package leader.

2.4.2. Offline communication tools

2.4.2.1. Participation to events

Presentation to key stakeholders, conferences, trade fairs, etc

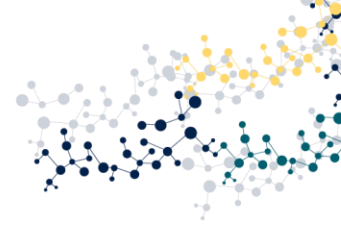
Partners are expected to promote the project at relevant events, at regional and national levels, at least through a banner or leaflet distribution and ideally through an oral presentation or booth (at the own expense of the partner).

The events in which the partners can intervene and represent Biotech4Food are:

- Events organised by their own organisation (open to members and/or the general public)
- Events in which their organisation participates (open to the public)

As well as taking part in events, the partners may be asked to disseminate the results of the project at various presentations, both in their regions and at European level.

If partners are required to meet key stakeholders in the development of the project, they should, if possible, present the project to them and disseminate the latest results in a presentation.



/!\ Each time the project is represented, the project partners must gather and save on a designated area for KPI proof of participation, example by means of photos / videos, agenda and number of participants.

Final event

A final event will be organised to present the project results and some investment projects supported in Biotech4Food will be showcased. Policy recommendations will be presented, and lessons learnt shared.

The programme of the final event will include presentations of project results and of some of the investment projects supported in Biotech4Food that will show case their results and lessons learnt.

The final event will be organised in Brussels to facilitate travelling from EU MS and ensure the involvement of policy makers and networks based in or with a representation office in Brussels.

Invitations will be sent to the different stakeholders addressed in the Biotech4Food project. Special focus will be also on the stakeholder community, members of I4CE Partnership, other S3 partnerships, etc. If possible, and to increase the impact and outreach of this final event, it will be combined with a large fair or conference (e.g. event organised by CBE-JU), attracting a broad international audience from the agri-food and biotech sectors.

2.4.2.2. Press Release

Press releases are communication tools to reach out to press professionals. The purpose being to inform the media about the project, its activities and news.

Throughout the project, several press releases will be written at different times. Press releases will be issued periodically to coincide with the project's main meetings, events and activities at regional, national and European level.

Press releases about the project will be developed whenever relevant events and activities take place. A press note template will be designed by Valorial and all partners will seek to distribute through their networks.

Responsibility of writing them belong to partners according to an agreed schedule. More information on press releases is available in section "[4.2 Key Performance Indicators](#)".

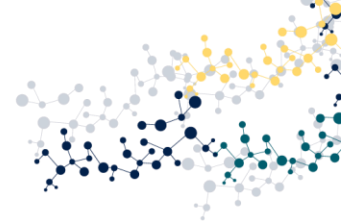
2.4.2.3. Printed materials

The communication materials have been elaborated by Valorial with a final approval by Nagrifood and the project coordinator. They will be prepared in English and made available to partners to print (within their available budgets):

- A roll-up
- An A5 Leaflet
- An A3 poster

If the dimensions of the roll-up do not suit the partners, Valorial is at their disposal to modify the dimensions of these supports so that they suit the partners best.

The partners are responsible for the printing of the different materials. They may as well:



- Create additional communication materials (at their own expense). However, they must share them for approval to Valorial & NAGRIFOOD (a minimum of 5 working days needed for validation)
- Adapt material to their own language (at their own expense). Valorial and NAGRIFOOD will work with the partners to ease the process (a minimum of 5 working days needed for support)

2.4.3. Promotion on partners channels

All partners are required to communicate on the Biotech4Food project via their own usual communication channels: website, social networks, newsletters and events to relay activities and communication produced within the Biotech4Food project (articles, promotion material of project events at least) as regularly and quickly as possible by the partners.

Also, as soon as they participate in an event within the framework of the Biotech4Food project, partners must inform Valorial and NAGRIFOOD. By this mean Valorial and NAGRIFOOD will be able to communicate on project channels.

2.5. EU requirements and use of data

2.5.1. EU communication requirements

The Biotech4Food project is part of the Interregional Innovation Investments Instrument (I3) programme. All communication activities related to the Biotech4Food project (conferences, seminars, information material (brochures, leaflets, posters, presentations...), electronic form, social networks...) must be accompanied by:

- The European emblem, which should always be appropriately highlighted



**Co-funded by
the European Union**

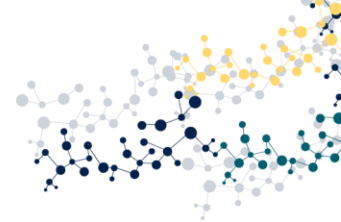
Figure 5 - EU emblem

- Must include the following disclaimer:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMES Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

2.5.2. Privacy and use of personal data

The GDPR governs how we can use, process and store personal data. It entered into force on May 25, 2018, and applies to all public/private economic operators, established in the EU or outside the EU. It is the competence of the national authorities established in each Member State to control the application of the GDPR at national level.



On the European Commission's webpage, you can find more information on EU data protection rules and on the application of the GDPR for businesses and organizations.

In the framework of the Biotech4Food project, Wagralim (as the project coordinator) and the project partners are responsible for the processing of the data.

2.5.2.1. What is processing?

According to the European Data Protection Board (EDPB) (an independent European body contributing to the application of data protection rules within the European Union), personal data is "any information relating to an identified or identifiable natural person [...] a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to his or her physical, physiological, genetic, mental, economic, cultural or social identity".

Personal data is therefore any information relating to an identified or identifiable person (name, email, address, telephone number, image, location data, physical characteristics, etc.).

2.5.2.2. Purpose of the processing of the data

Processing refers to any operation on personal data, such as collecting, recording, storing, using, organizing, combining, disclosing, transferring, erasing...

Example: collection of customer data, registration of participants to events, use of customer database for sending a newsletter...

The personal data collected will be specific to our activity and will be used only for the Biotech4Food project. This data will not be used for commercial contracts / financial transactions. The data collected will be specific to our activity.

2.5.2.3. What data do we process?

Within the framework of the Biotech4Food project, we will be led to collect several personal data (first and last names, email addresses, phone numbers...). These data also concern the results of projects conducted in connection with the Biotech4Food project, the deliverables produced, the dissemination, the proposals...

As far as statistics collected throughout the project are concerned, they will be collected in an anonymous way.

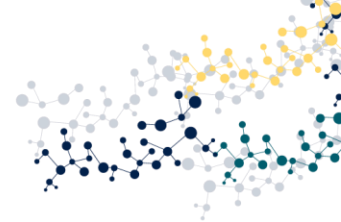
2.5.2.4. How we deal with it in the Biotech4Food project

Wagralim, as coordinator of the project, is responsible for the protocols for all aspects of the data. A Data Management Plan (DMP) will be created and made available to the partners in WP1.

In the project, all Work Packages are concerned with data collection.

2.5.2.5. Consequences of non-compliance

In case of non-compliance with the RGPD, Wagralim and the project partners are exposed to legal sanctions that may be issued by the DPA (Data Protection Authority).



3. SYNERGIES WITH OTHERS EUROPEAN PROJECTS

To disseminate the results of the Biotech4Food project as widely as possible, we will create synergies with other European projects, but also with new stakeholders. Regarding the chosen strategy, Wagralim (in coordination with the Work Packages leaders) is in charge of connecting with coordinators of other projects selected in the same call as Biotech4Food (Innovation investments Strand 2a (I3-2021-INV2a)).

This topic focuses on improving the delivery of new or improved products, processes or services in the manufacturing industry. In the context of advanced manufacturing, knowledge and innovative technologies are used to produce complex products and improve processes to lower waste, pollution, material consumption and energy use. Robotics, 3D and 4D printing, artificial intelligence as well as high performance computing for modelling are important elements in advanced manufacturing.

The present call for proposals under this topic supports interregional innovation investments for the uptake of new or improved manufacturing solutions, as well as for supporting industry to face the challenge of digitalisation and to promote the shift towards a more environmentally sustainable production (zero pollution ambition for a toxic-free environment).

3.1. Synergies with other European projects

3 European projects have been selected in the same call as Biotech4Food and therefore have a similar audience. Wagralim will reach out to the leader of 3 other projects.

Wagralim will create synergies with the other 3 projects to:

- Promote each other project activities by keeping all informed of development,
- Sharing public reports and deliverables to disseminate (if possible),
- Looking at activities that could be common to amplify impact.

Among the projects selected in the same call as Biotech4Food, we find:

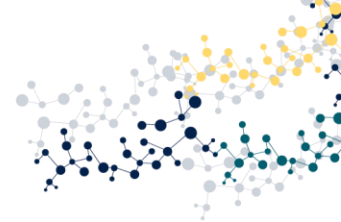
- INCIRCULAR
- SMART-Growth
- SMARTWINERY

If the project coordinator wishes to create synergies with other European projects, they should contact the coordinators of the other projects.

The project coordinator is the only structure that can be brought into contact with the other projects.

As well as creating synergies with the other projects resulting from the same call, Biotech4Food will also create synergies with Ingredients for a Circular Economy (I4CE), the partnership from which it originated.

These synergies will be facilitated and achieved thanks to all the project partners, who are also all part of the I4CE partnership.



3.2. Synergies with stakeholders

Each partner is responsible for the synergies created with regional stakeholders. Synergies are an important part of the B4F project as they enable the interregional cooperation that Biotech4Food aims to achieve.

4. MONITORING METHODOLOGY

The main objective of the monitoring methodology is to ensure that all communications made within the project are of high quality and aligned with the previously presented communication strategy. To ensure that all partners are actively involved in promoting the project, certain Key Performance Indicators (KPI) are to be achieved. To ensure that all partners achieve these KPI, Nagrifood and Valorial, as co-task leaders, will set up a regular monitoring of the promotion of the project that is done.

4.1. Internal communication

Various internal meetings are organised as part of the project to ensure good communication and the transfer of information between the various project members:

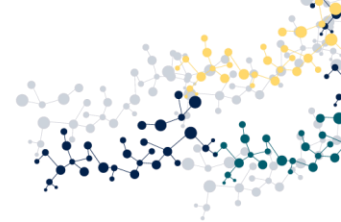
- Board meetings: these meetings bring together all Work Package leaders and take place on the first Monday of every month.
- Steering committee: these meetings bring together all the partners in the Biotech4Food project, and take place on a more regular basis.
- Communication and dissemination meetings: These meetings will be organised regularly to follow the progress on the plan and the achievement of the KPIs.

4.2. Key Performance Indicators

To ensure the visibility of the project and to maximise its impact, we have several Key Performance Indicators to achieve.

All partners will work together to achieve all the Key Performance Indicators listed below.

- NAGRIFOOD has developed monitoring tools to track the project's Key Performance Indicators
- NAGRIFOOD will oversee regularly following up all the partners to make sure that the different objectives are achieved.
- Each partner will then be responsible for filling in the table with the Key Performance Indicators for their organisation and together with saving proof linked to it (if relevant).



Key Performance Indicators are presented in the table below:

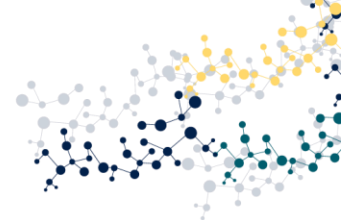
Support	KPI	Responsible partner for monitoring	Contributors
Website	2 000 unique visitors	Valorial	All project partners
Social media	300 followers	Valorial	
Newsletters	5 newsletters 200 subscribers	Valorial	
Videos	5 videos (1 project result + 4 from the Anchor SMEs project)	NAGRIFOOD	
Press release	4 Press releases	NAGRIFOOD	
Press	Number of publications (national & international media): 15	NAGRIFOOD	
Events	Dissemination on external events (Conferences, trade fairs...): 24	NAGRIFOOD	
	Presentation to key local and regional stakeholders: 24	Wagralim	
Final event	Number of participants: 75	NAGRIFOOD	

4.2.1. Website

To ensure that the website's KPI are being met, tracking using Google Analytics will be set up and implemented. Google Analytics is a free website and application analytics service used by more than 10 million websites, or more than 80% of the global market. Monitoring was set up on the website on 10 May 2023. All visits have been counted since that date.

Valorial, in collaboration with the web agency developing the website, will be responsible for setting up this monitoring.

Wagralim, Nagrifood and Valorial will also be responsible for writing the contents of the website pages. The contents written will be "showcase" contents, i.e. they will present the project. If the partners wish to make changes, they will have to talk about it during the monthly meetings, and the partners will have to give their agreement to modify the contents. WP leader will use tools to measure the KPIs. Google Analytics is about to be set up on the website so we can follow the progress achieved. For this we will contact the web developer and provide him with a Google account that he can link to the webpage.



4.2.2. Press

During the project, at least 4 press releases should be written and disseminated by the project partners.

As part of GDPR, we may not share the details of our press contact within the partnership. Therefore, partners have agreed to certify after each press release dissemination activity a precise number of press contacts that have received the press releases (we are talking here about the number of contacts, which may be different from the number of structures).

/!\ European projects can be monitored up to 5 years after the end of the project. All partners must be able to justify until the end of 2032 that they have sent the press release to the press contacts.

4.2.3. Social Media

NAGRIFOOD, as Work Package leader, should regularly remind all partners to invite their networks to follow the project page. This reminder can, for example, be done in the monthly meetings, which gather all the project partners.

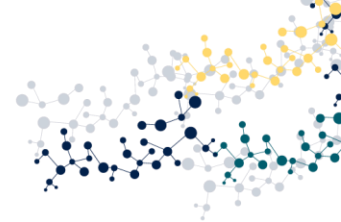
NAGRIFOOD will oversee follow-up of statistics of the LinkedIn page for Biotech4Food. Each partner will have to fill in the table for the actions they have carried out. NAGRIFOOD and Valorial are responsible of adding up individual filled information on the main KPI follow-up table for the Biotech4Food page.

4.2.4. Events

Biotech4Food foresees 24 events in which the partnership will participate. As Work Package leader, NAGRIFOOD will keep the overview of all the events organised and the events the partners have participated.

4.2.5. Further indicators

This document presents only part of the key performance indicators. If further statistical data is to be produced, this will be the role of NAGRIFOOD, as the Work Package leader.



4.3. Follow-up tools for reporting

To meet the needs of this Work Package, NAGRIFOOD has initiated and developed a monitoring Excel document.

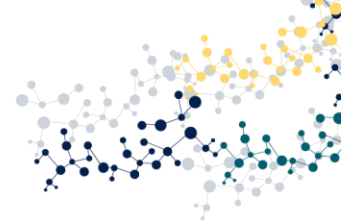
PROJECT		BIOTECH4FOOD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
---------	--	--------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Figure 6 - Excel sheet for reporting on communication & dissemination actions

The different tabs of the spreadsheet are available in the SharePoint project.

To ensure that the KPIs are properly monitored throughout the duration of the project, the partners will have to fill in their table and record the KPIs every month. Every month, NAGRIFOOD will send an email to the partners so that they can fill in the Excel tab that has their name on it in the spreadsheet dedicated to the KPIs.

A total of 16 Excel tabs are available. Each partner will have its own, and one Excel tab will be for the Biotech4Food project. This Excel tab will be filled by NAGRIFOOD and Valorial. **Each partner must fill in the relevant tab.**



5. CONCLUSION

The above CDP as a whole presents a tangible and solid communication strategy for the Biotech4Food project. The above objectives are achievable. However, the project partners will have to work together and hand in hand to achieve the objectives.

The Work Package leader will have to remind the partners regularly that they have targets to achieve, to ensure that all targets are met by the end of the project. Each partner is responsible for its own communications and must ensure that it communicates in a timely manner in order to give maximum visibility to the project.

In such a European project, **all communication actions are important.**

This CDP is intended to serve as a reference and may be subject to modification. It will be adapted according to the needs of the project.

To conclude this deliverable, the Biotech4Food project must have a SMART approach:

S	Specific	The specific objective of supporting the ecological transition of agri-food companies by using innovative biotechnologies.
M	Measurable	Measuring the number of agri-food SMEs receiving funding for their innovation projects will enable us to assess the real impact of the project on the ground.
A	Achievable	The achievability of the project lies in the strengthened collaboration between different players in Europe, which will encourage the implementation of innovative technologies and public and private investment in agri-food SMEs.
R	Relevant	The formation of a solid consortium demonstrates the reality and feasibility of the project in the current economic and political context.
T	Time-based	The 36-month duration of the project, with defined progress milestones, ensures a clear time frame and precise deadlines for monitoring progress and results.