



TECHONEY

Development of a **blockchain-based ecosystem** that allows an **improved positioning of small producers of honey** on local and international markets

DELIVERABLE

D7.1 Communication and Dissemination Plan

| | |
|-------------------------------------|----------------------|
| DUE DATE OF DELIVERABLE | 31.October.2022 (M6) |
| START DATE OF PROJECT | 01.May.2022 |
| DURATION | 36 months |
| LEAD PARTNER FOR DELIVERABLE | UMMTO |
| DISSEMINATION LEVEL | PU (Public) |

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DOCUMENT CHARTER

TITLE BLOCK

| | | | | | |
|--------------------|-----------------------------|---|---|--|--|
| PROJECT | PROJECT FULL TITLE | DEVELOPMENT OF A BLOCKCHAIN-BASED ECOSYSTEM THAT ALLOWS AN IMPROVED POSITIONING OF SMALL PRODUCERS OF HONEY ON LOCAL AND INTERNATIONAL MARKETS | |  TECHONEY | |
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| START DATE | 01.May.2022 | DURATION | 36 months | | |
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| | ABSTRACT OF THE DELIVERABLE | <p>One of the goals of TECHONEY is to raise awareness and establish a vibrant community of interest in the project, as well as to sustain exploitable results after the end of the project. Effective dissemination is seen as the basis for the creation of a critical mass that will assure the engagement of a sufficient number of stakeholders serving as champions and early adopters of TECHONEY service concepts. TECHONEY will engage in the presentation of the project and its results as they become available at thematic agri-food events, workshops, journals and conferences in honey and food domain and relevant fields, by setting up and maintaining project's web portal. The portal will operate as a one-stop shop for community of interest and provide access to internal and external resources. The communication approach will be incrementally built in 3 phases: [1] moderate actions targeting project awareness (web site, social media, brochures, press releases); [2] create user groups and trigger the honey domain community; [3] ensure that the project results are widely known to all stakeholders including public authorities. Within the first 6 months of the project, the Communication and Dissemination (C&D) Plan will be created to ensure an efficient use of the resources allocated, including all aspects such us: objectives, KPIs, target public, message.</p> | | | |

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| 5 | Christoph Stahl | LIST | 24.October.2022 | Final version |

STATEMENTS

ORIGINALITY

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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REQUEST TO PARTNERS

This document fulfills **Project milestone #5** of **TECHONEY** PRIMA Proposal:¹

- What: “Dissemination and communication plan shared with partners”.
- When: M6 (month 6 - October 2022).
- How: Document uploaded in the private area of the project website

All partners are kindly asked to

- Read and understand this Deliverable.
- Use it for regular checking of actual performance vs project objectives.
- Report to project coordinator potential deviations of the project.

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¹ Depicted at “Project Milestones”. Section 3.2 (“Management structure, milestones and procedures”) of the PRIMA Full Proposal - Technical Annex (Part II)

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GLOSSARY: ACRONYMS

- **AI:** Artificial Intelligence
- **AR:** Augmented Reality
- **BDVA:** Big Data Value Association
- **C&D:** Communication and Dissemination.
- **CAP:** Common Agricultural Policy
- **CM:** Communication Manager
- **D:** Deliverable
- **DIAS:** Data and Information Access Services
- **EC:** European Commission
- **EU:** European Union
- **HILE:** Honey Innovation and Learning Living Lab
- **ICT:** Information and Communication Technologies
- **ICT:** Information and Communications Technology
- **KPI:** Key Performance Indicator
- **SC:** Steering Committee
- **SO:** Specific Objective
- **URL:** Uniform Resource Locator
- **WP:** Work Package

PROJECT ABSTRACT

TECHONEY project's main objective is to identify strategies and establish lines of resilience to the new challenges determined by the COVID-19 pandemic for beekeepers in the Mediterranean (Med) agricultural systems through the implementation, definition, enhancement and transfer of competitive, profitable, efficient and trustful honey supply-chain alternatives that address beekeepers' capacities and attractiveness to fulfil consumer needs on unexpected food market changes.

TECHONEY project proposes the development of a **traceability system to guarantee the quality and safety of honey within the supply chain** for more effective communication to consumers and to strengthen access to different markets (e-commerce, direct sales, etc.). This approach will be unfolded by the joint creation of two levels of interaction: **[1] physical**: characterization of honey; **[2] "living laboratory"**: creation of a *Honey Community Living Lab (HCLL)* and a *Honey Innovation and Learning Ecosystem (HILE)* that will be the arena to collect information from beekeepers, stakeholders, and consumers to transfer and apply the new optimized models.

TECHONEY is structured in 4 main technological pillars: **[1] creation of a consortium IoT (Internet of Things) Blockchain platform** that involves various actors in the honey supply chain to ensure transparency and traceability, in addition to reducing costs and ensure the traceability in the honey supply chain; **[2] creation of a transformative learning community** to ensure a smart-short-resilient shared supply chain; **[3] characterization of the quality of honey** to guarantee its traceability within the Blockchain directly by consumers; **[4] ICT tools** for honey supply chain participants and consumers.

TECHONEY will be committed not only to promote the continuation of the direct sales of honey from producers to consumers even after the COVID crisis but also **develop a common methodology and clear new optimized resilience protocol** to be used by small-scale farmers, beekeepers, smallholders as a new business model with a more efficient added-value chain, sustainable with fair profit, accepted by final consumers, which will be replicable to other food products and supply chains.

TECHONEY will **help beekeepers to**: **[1] generate a traceability mechanism** for honey produced in the Med. Area; **[2] diversify markets and distribution channels** offers business flexibility and freedom from dependence on a single market, which will reduce risk in the event of a crisis; **[3] cooperate and pool resources among themselves** (pooling of the workforce, etc.) for logistical flexibility and solidarity in the supply chain, which will also reduce the risks in the event of a crisis.

TECHONEY proposes to design and develop a **multidimensional framework** to analyse 6 full honey supply chains (farm to table) that will integrate economic, social and environmental indicators and a traceability system, with a *bottom-up* approach considering the stakeholders' perspectives. A consortium Blockchain, coupled with IoT (*Internet of Things*), system will be created to offer real-time tracking and complete traceability of honey along the supply chain from the characterization of honey in a certified laboratory, the retailer, until the end consumer.

The characterization of the quality and safety aspects of local honey through **local certified laboratories jointly with the use of e-commerce and quality labelling schemes** will increase the opportunity for beekeepers to be identified locally, and allow them to gain access to new markets (foreign markets). The implementation of e-commerce with the mobile application will enable local honey to be **better traced by consumers who attach more value to local food and local beekeepers**.

TECHONEY contributes to increasing farm profitability and increasing flexibility and risk mitigation capabilities. A shared, short and circular supply chain will allow actors in the honey supply chain to **access markets** and have **higher incomes, share resources and skills** and **save money** by reducing costs (economies of scale) and increase the efficiency, sustainability and flexibility of processes to

strengthen resilience and flexibility to face crises and lower risks. The learning community lab and the use of the Blockchain network will secure the storing of records, will **strengthen intellectual property rights**, as well as **bring transparency throughout the supply chain**; it will **reduce frauds, enhance food safety** and **improve the communication** between retailers and beekeepers. The traceability system offered will also allow consumers to give direct feedback to beekeepers.

To reach the overall objective, several **specific objectives** (SO) are set out as intermediate goals:

- **SO1:** Map the current added-value chains and complexity level for honey products in six case studies (Spain, Algeria, Tunisia, Turkey, Luxembourg and Morocco).
- **SO2:** Increase the competitiveness and power of the beekeeping supply chain by understanding consumers' and retailers' opinions and acceptance through non-hypothetical methods.
- **SO3:** To promote the traceability to differentiate local honey and guarantee food safety of honey produced in the Med. area by characterizing it in a reliable, certifiable, and documentable manner.
- **SO4:** Design and explore the feasibility of a new traceability ecosystems and effective business models across different stakeholders.
- **SO5:** Development of a new "Multichannel distribution" e-commerce platform implementing new business model as well as integrating and scaling up the outcomes from WPs 1, 2, 3 and 4.
- **SO6:** Maximize outreach and beneficial influence of the project results and reach the target users (beekeepers, small-scale food manufacturers and local distributors, canteens and retailers, local public authorities) through an effectively established communication and dissemination plan, including innovative training capsules.

Moreover, a **TECHONEY** web ICT tool consumer/farmer-centred will be developed, by testing and evaluating several machine and deep learning algorithms, providing small-scale beekeepers with key information on new markets and opportunities, contributing to a better decision making and to ensure the traceability of their product. Consumers will have exhaustive knowledge of the different honeys of the Med. area, knowing their traceability from the initial producer, guaranteeing the quality and safety of each product.

TECHONEY is a project coordinated by CITA (Spain) and funded through the PRIMA Section 2 Multitopic 2021 - Thematic Area 3-Agrofood chain - Topic 2.3.1 Increasing the resilience of small-scale farms to global challenges and COVID-like crisis by using adapted technologies, smart agri-food supply chain and crisis management tools. (RIA*[5])" under the funding scheme of "Collaborative Project" and type of Action "Research and Innovation Actions (RIA)."

EXECUTIVE SUMMARY OF THE DELIVERABLE

This Deliverable D7.1 is the **Communication and Dissemination Plan** of **TECHONEY** Project. It aims at defining the **purpose of communicating** results, news, and other relevant information, alongside with the **communication guidelines** for all activities performed under the scope of the project.

TECHONEY consortium has defined target audiences with corresponding events and/or publications. Each type of audience will be reached via a preferential channel, either online presence or physical interaction. This document harbours the major **events, publications, conferences and social media platforms** through which the **TECHONEY** consortium will promote the project and its results.

This deliverable also presents: **[1]** the visual identity of **TECHONEY** and the rules for employing it; **[2]** writing, references and disclaimer rules to ensure all communication messages are coherent and appropriate acknowledge the EU funding instruments; **[3]** mechanisms for ensuring high quality in all publications and dissemination material.

TECHONEY identifies strategies and establish lines of resilience to the new challenges determined by the COVID-19 pandemic for beekeepers in the Mediterranean (Med) agricultural systems through the implementation, definition, enhancement and transfer of competitive, **profitable, efficient and trustful** honey supply-chain alternatives that address beekeepers' capacities and attractiveness to fulfil consumer needs on unexpected food market changes. To fulfil the main objective, the project proposes the development of a **traceability system to guarantee the quality and safety of honey** within the supply chain for more effective **communication to consumers and to strengthen access to different markets** (e-commerce, direct sales, etc.).

DOCUMENT STRUCTURE

This D7.1 document is organised according to the following structure:

- **INTRODUCTION:** it depicts the context, abstract, purpose and scope of the document.
- **TIMELINE:** distribution of the planned Communication and Dissemination activities and related KPIs.
- **TARGETED AUDIENCES:** it includes the challenges regarding dissemination, the identification of target stakeholders and audience, the dissemination activities
- **DISSEMINATION AND COMMUNICATION:** strategies and tactics of the C&D plan.
- **MONITORING, INDICATORS, RISKS:** description of mechanisms to ensure the projects stays on track.
- **ANNEXES:** including templates for **TECHONEY** presentation slides

INTRODUCTION

This document describes the Communication and Dissemination (C&D) plan for the **TECHONEY** project, including the different tools, narrowed audiences, channels and means of communication that will be implemented throughout the project duration.

In order to unify knowledge of terms we depict hereunder the main broad concepts:

- **DISSEMINATION** involves spreading findings or results to those who will use the information in practice. It is what will help you get the message out whether it is results of research or a successful intervention. The dissemination activities will be continuously monitored during **TECHONEY** Project execution.
- **MATERIALS** are the items that our consortium wants to be disseminated. This could be a report or materials created to support the report. In some instances we may need to create more materials for dissemination. For example, a Dear Colleague Letter to send to partners, new landing page for multiple products, or social media messages.
- **COMMUNICATION ACTIVITIES** will raise awareness about **TECHONEY** activities. It will focus not only the findings/results, but on actions undertaken/achieved during project execution and maximize its impacts.

Additionally, this document is a guideline for all involved stakeholders to establish their individual dissemination/exploitation plans within their local context.

PURPOSE, SCOPE AND OBJECTIVES

PURPOSE

This document describes a general communication strategy and specific activities dedicated to Communication and Dissemination (C&D) of **TECHONEY** project:

- Inform and engage the relevant stakeholders in Europe.
- Raise awareness around the project and its communication activities, objectives and Impact.
- Reach the widest dissemination of project outcomes among local communities of honey producers, experts, decision-makers, academics (both at honey production areas and technical domain of Blockchain), consumers and also towards the society in general.

SCOPE

The content of this activity involves all the relevant tasks that will allow the accomplishment of the highest level of dissemination and diffusion of the project objectives, actions and results.

This Communication and Deliverable plan (Deliverable **D7.1**) declares the governance and means to achieve these through the execution of Dissemination activities (Task 7.2 - Deliverable **D7.2**) and Communication activities (Task 7.3 - Deliverable **D7.3**). The accomplishment of this activities will be progressively checked and logged by means of the Monitoring Tool (Deliverable **D7.4**), depicted at "Monitoring" section of this Communication and Dissemination Plan.

ADDITIONAL LINKED DELIVERABLES

Additional Deliverables related to WP7 will provide more detailed information about all the activities which will have been conducted.

| DELIVERABLE | AREA | LB | TYPE | DL | DUE DATE (MONTHS) | COMMENTS |
|---|----------------------|------|------|----|-------------------|--|
| D7.2 Aggregate report on events and conferences presence | <u>DISSEMINATION</u> | INAT | R | PU | 12-24-36 | Including list of newsletters issued and press clipping |
| D7.3 Project website, logo, social media, visual identity & news | <u>COMMUNICATION</u> | LIST | DEC | PU | 6 | Newsletter templates created / Internal communication manual |
| D7.4 Monitoring tool for C&D | <u>MONITORING</u> | CITA | R | PU | 6 | Create status reports and performance evaluation |

(LB = Lead Beneficiary · DL = Dissemination Level)

The specific activities proposed are:

- Communication with the stakeholders and dissemination of the project results.
- Continuous update of **TECHONEY** website.
- Development and distribution of informative material (e.g.: newsletters, flyer, poster, etc.)
- Publication in national/international scientific and technical journals and events.
- Social media deployment.
- Organisation and participation in workshops, conferences and related events.

OBJECTIVES

- Identify target groups, communication tools and distribution channels for the project dissemination and communication activities.
- Create an identity of **TECHONEY** through graphically coherent material.
- Plan how to share the knowledge gained during the project: according to degree of relevance of each activity and results for specific target groups, as well as the adequate channels to address these.

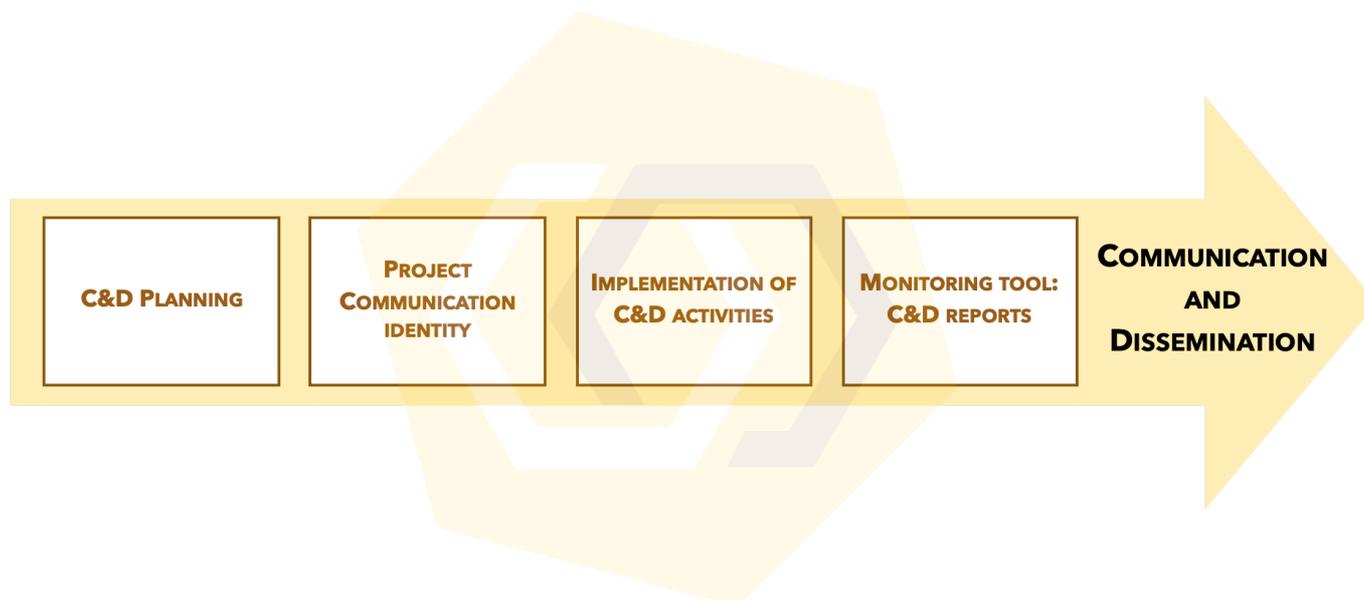
- Define the period for dissemination and communication.
- Acquire among partners of TECHONEY consortium best practices in Communication through focused workshops and seminars.
- **Promote and boost the relations** of TECHONEY partners with the honey sector and the public and private institutions related to it, including the stakeholder network entities.
- **Promote the implementation of the results** of the TECHONEY project among Mediterranean smallholders and, thus allowing to generate a more sustainable and competitive agriculture and supply chain options.
- Interact with a wide audience through the internet, promotional materials and events

Dr. Djamel Djenane (*Mouloud Mammeri University of Tizi Ouzo [UMMTO] - Algeria*) is the **Communication Manager (CM)**. He will be in charge of developing, maintaining and managing the Communication Strategy of **TECHONEY**. His key responsibilities as CM are to:

- Plan and coordinate the implementation of communication activities at project level.
- Set the tone for internal and external communications.
- Maintain records of communication activities.
- Be the central point of contact for communication activities only.
- Provide information to interested partners and other stakeholders in a convenient format.

METHODOLOGY

In order to meet **TECHONEY** Communication and Dissemination needs, we will follow this sequence:



As the project progresses, the dissemination process and action plan will be reviewed and updated by partners and stakeholders as new opportunities arise and are identified. Any other activity initiated or requested by project partners will be included in the action plan and updated through the various communication channels.

The dissemination process aims at stimulating the interest and attention of the professionals involved in the honey supply chain, the scientific community as well as the policy makers both at national and European level. **TECHONEY** applies a participatory **multi-actor approach**² to build a transformative learning community around the project: scientists with expertise in diverse fields (social sciences, nutritionist, economics, and environmental sciences) and stakeholders with specific knowledge and motivations. The *HONEY INNOVATION and LEARNING LIVING LAB* (HILE) will act as transition arenas with better acknowledgement of regional diversity in beekeeping systems. The aim is to analyse, discuss, design and reach consensus on alternative supply scenarios in the honey value chain considering relevant indicators at different levels (e.g. market, price, product, legal, export, investment, barriers) to define new business models and sales channels and to create a traceability mechanism to create a traceability mechanism. This will also allow the participants within the living lab to socialize technology use at the farm level and generate technological demand for social progress. The HILE will be the arena to **conduct collaborative research**, to analyse, reach consensus, test and validate the tool that will be available for all honey stakeholders and consumers.

During the project's communication and dissemination actions, and in view of communicating the project to a specific target group, the key message should be regularly checked by the partners. Besides, as the project progresses the communication efforts will become more specific.

COMMUNICATION & DISSEMINATION MANAGEMENT STRUCTURE

All partners should contribute to the development of contents to be used for communication purposes during project's duration.

In order to achieve a broad and multichannel flow of informative material and content, each WP leader of **TECHONEY** project will be responsible for the constant flow and communication of informative material regarding the activities and achievements of its Work Package. Communication Manager (CM)

² Depicted at "CONCEPT 1". Section 1.3.a ("Concept") of the PRIMA Full Proposal - Technical Annex (Part II)

will request this pieces according to the C&D progress and needs. Once a month, every WP leader will have to provide the Coordinator with informative material for exploitation through the communication tools to be used. In order to do so, every WP leader will be entitled to request informative material from other partners of its WP.

- WP1: CREDA
- WP2: ENAM
- WP3: CITA
- WP4: LIGM
- WP5: UTM
- WP6: JASSP
- WP8: CITA

CRISIS COMMUNICATIONS

The CM will lead the process in case of *crisis communications*. While the nature of **TECHONEY** project turns unlikely the event of a crisis (in terms of process, product, reputation), he will undertake the required planning to define Crisis Communications Team. This will adhere to the Conflict Resolution Procedures of **TECHONEY**.³

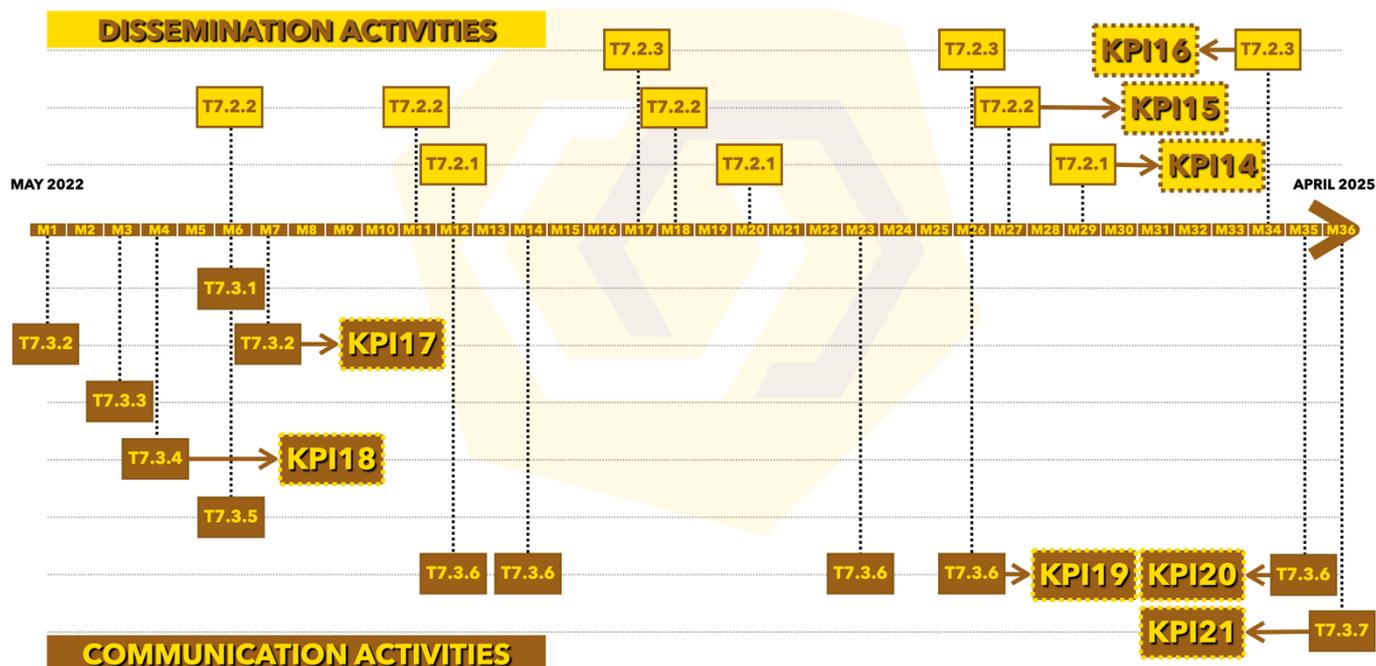
Any performance regarding crisis communications will be supervised and approved by *Steering Committee (SC)*, whose tasks are:⁴

- Monitoring the technical state of the art and update the partners scientifically whenever necessary.
- Be the contact organ to all partners regarding issues with their specific tasks; track deliverables and provide reminders of project critical points.
- Collect relevant data from the partners for its evaluation.
- Report any relevant issues to the Coordinator.
- Design the strategy for conducting the project and assessing the progress of the project.
- Corrective actions and preparation of amendments to the work plan if needed.
- All changes to the contract suggested by the National Agencies and/or PRIMA Secretariat.
- All budget-related matters.
- Develop and implement methodologies of control, quality, and compliance with the ethical and gender aspects of the Project.

³ Depicted at "Management Procedures". Section 3.2 ("Management structure, milestones and procedures ") of the PRIMA Full Proposal - Technical Annex (Part II)

⁴ Depicted at Section 3.2 ("Management structure, milestones and procedures ") of the PRIMA Full Proposal - Technical Annex (Part II)

VISUAL TIMELINE



TECHONEY project aims at specific milestones across the 36-month execution of the project, starting in May 2022.

This timeline reflects the specific Key Performance Indicators (KPI) of Work Package WP7 (“Communication and Dissemination”) [KPI14 - .. - KPI21] depicted at the full PRIMA proposal.⁵ Along this timeline we can find the subtasks [T7.2.1 - T7.2.2 - T7.2.3] (linked to task T7.2 - Dissemination activities) and [T7.3.1 - .. - T7.3.7] (linked to task T7.3 - Communication activities). We will depict these at the next sections (Dissemination Strategy and Communication Strategy).

Beyond these KPIs, we will set additional *trailing* indicators, depicted at this document (see section “Indicators”). These will not constitute a formal evaluation of the progress of the Communication and Dissemination plan. We will use them as a monitoring tool that informs of how agile and comprehensive is the progress and it will contribute to the success by *pulling* actions to achieve the formal KPIs.

Hereunder we list the specific KPIs that have been declared in relation with WP7.

| KPI | DESCRIPTION | TARGET (VALUE AT LEAST) |
|--------------|---|---|
| KPI14 | Creation of scientific and dissemination publications | 3 scientific / 5 dissemination |
| KPI15 | Presence in relevant scientific/industry events: regional - worldwide | 4 |
| KPI16 | Workshops, networking / training capsules by TECHONEY partners | 15 (5 per country) / 200 attendees |
| KPI17 | Creation of a project website | 300 visitors/month |
| KPI18 | Creation of Social Media accounts: Twitter, LinkedIn | 500 followers |
| KPI19 | Send out Newsletter during the Project | 3 |
| KPI20 | Elaboration of informative video | 1 |
| KPI21 | Final conference with participants and policymakers involved | 60 participants / 10 policymakers |

⁵ Depicted at “KPI - WP - Description and Target”. Section 2.1.1 (“Measurement of impacts: Key Performance Indicators (KPIs)”) of the PRIMA Full Proposal - Technical Annex (Part II)

STAKEHOLDERS

DEMAND-SIDE AND SUPPLY-SIDE CONSIDERATIONS

DEMAND-SIDE

CONSUMERS / END-USERS

TECHONEY focuses on understanding **consumers' behaviour**, opinions and the willingness to purchase and pay premium prices for honey using non-hypothetical methods⁶. **Consumer behaviour and preferences** will be measured and therefore disseminated as part of the Project continuous progress.

This will tackle specific objective SO6 ("Maximize outreach and beneficial influence of the project results and reach the target users"). The contents to disseminate will be structured upon results and continuous progress of WP3 "Consumer Behaviour, Willingness To Accept/Pay, Stakeholders Acceptance" (Leader: CITA, co-leader: INAT, participations: UNINA). Consumers' behaviour to identify the critical factors affecting the acceptance of added value local honey with traceability systems from short food supply chains will be studied. This WP engages consumers in the development process to implement honey quality parameters and create a labelling system to communicate local honey between local distributors and consumers more efficiently. According to the results from WP1 and WP2, experimental studies of the selected honey from the certified laboratories, including consumer surveys, sensory analysis, and non-hypothetical experiments to measure actual purchase habits, sensory preferences, and identify the most preferred trade-off honey attributes for the consumers of each case country will be conducted. Additionally, we will examine consumer's acceptance of IC tools such as mobile technology application, to understand the features that stimulate the use of earlier adopters (consumer, beekeepers and retailers). Surveys and in-depth interviews will be implemented to investigate stakeholders' acceptance where we also will investigate organized supply chain in terms of possible reduction of honey residues, re-use of packaging and cutting transportation costs alternatives will be provided to easily adapt to the new challenges of a sustainable honey chain.

SUPPLY-SIDE

HILE (HONEY INNOVATION AND LEARNING COMMUNITY LAB)

It is the core of WP1 of the Project (Leader: CREDA, co-leader: INAT, participants: CITA, UNOR, ENAM, UMMTO, LIST). The WP1 creates stakeholders mapping of the decision-makers and potential end-users to determine the course of action and the adoption of innovation/solution. It also identifies possible control nodes, which will be under the responsibility of an accredited authority in the Blockchain systems. Likewise, we identify all the current honey supply chains in each country, map all the stakeholders involved, analyse the price strategy (price formation, transmission, volatility and capacity to adapt) and benchmark the added-value alternatives and business potential opportunities (using quantitative and qualitative approaches). The HILE is consulted through participatory focus groups using the World Café Technique in each country to identify problems, barriers, opportunities and solutions related to each product value chain. **TECHONEY** will use a co-creation strategy, which consists of combining qualitative and quantitative research that involves all possible actors of the honey value chain, as well as interactions with scientific and societies' organizations.

HCLL (HONEY COMMUNITY LEARNING LABS)

Mapping decision-makers and potential end-users to determine the course of action, and the adoption of innovation/solution to develop a decision support software platform for a new governance of a short and circular value supply chain. This involves **beekeepers and honey producers**.

SMART CONTRACT SUPPLIERS / BLOCKCHAIN

⁶ Depicted at "CONCEPT 3". Section 1.3.a ("Concept") of the PRIMA Full Proposal - Technical Annex (Part II)

Upon technological perspective, ICT tools will play a core role regarding the Blockchain deployment. These stakeholders will stay at a lower level, as a lateral-benefit of the project, promoting the use of *distributed ledger networks* (Blockchain). **TECHONEY** project will deliver continuous update of the status of the WP4 execution: “Implementation of a consortium IoT Blockchain platform” (Leader: LIGM, co-leader: JASSP-SAS and UTM; collaborations: all partners).

Blockchain performs under “smart contracts”⁷: it will involve the whole honey chain from producers to consumers to monitor and track the status of honey and its environment as it moves through the supply chain and share this information to the Blockchain. **TECHONEY** will use a consortium Blockchain to control the network through a limited number of control nodes (beekeepers, wholesalers, retailers, and consumers). Each control node is under the responsibility of an accredited authority. Thanks to a network operational management in the event of non-integrity of honey data, it is possible to intervene by exchanging data (e.g., the physical-chemical analyses of honey related to food safety and commercial quality and by crosschecking all the operators). With this procedure, every action of each operator will be documented, made public, and will be known to all the participants. Therefore, specific partial and progressive results will be disseminated. **TECHONEY** project will produce, under this WP4, two smartphone applications (“app”): **[1]** Certified registration of traceability data in the Blockchain; **[2]** Consultations by honey end consumers about honey traceability in the Blockchain. The latter app will be a traceability system to be integrated into the “Multichannel distribution” e-commerce platform and will allow honey producers to access direct sales markets and new markets based on short supply chain. Therefore **the results of this app will be a matter to disseminate** along **TECHONEY** project progress.

STAKEHOLDER COMMUNITIES

ANALYSIS

Understanding stakeholder motivations will enable us to effectively engage, communicate with, and promote future dialogue between different stakeholders, which will aid development of more effective and targeted communication strategies for the different groups.

| STAKEHOLDER TYPE | TARGETED DISSEMINATION METHODS AND CHANNELS |
|-----------------------|--|
| CONSUMERS / END-USERS | Involvement at honey production knowledge sessions Invitations to join or watch Experiments On-site workshops Communication channels website, LinkedIn, etc. |
| HILE | Involvement of industry in TECHONEY consortium Presentations and demos at conferences Specific Blockchain-focused learning capsules Publications-high impact journals: as possible, Open Access Network organizations |
| HCLL | Involvement of industry in TECHONEY consortium Presentations and demos at conferences Publications-high impact journals: as possible, Open Access Network organizations |
| SMART CONTRACTS | Presentations and demos at agrofood-technological conferences |

⁷ Automated and secure computer program, deployed in the Blockchain that guarantees the performance of contractual obligations without requiring a centralized legal authority during the execution of the contract

SYNERGIES WITH OTHER PROJECTS AND INITIATIVES

As depicted at Section 1.3.a (“Concept”) - PRIMA Full Proposal - Technical Annex (Part II).

| PROJECT | PARTNER | RELATION WITH TECHONEY |
|-----------------------|-------------|--|
| LIFEPOLLINATION | CITA | Create an innovative business model based on the quality and honey labelling at beekeeping sector |
| FITEMIEL | CITA | Increase the competitiveness of the Spanish honey by characterizing the quality and engaging all stakeholders |
| LAB4SUPPLY | CREDA | Formation of living-lab innovation systems to address the current difficulties of Med. smallholders |
| STRENGTH2FOOD | CREDA | Analyse the short food supply chain and price transmission |
| PRIMA2 DIVERCROP | INAT | Identify factors of progress for the local development of two important value chains (tomato and potato) |
| SHADOW | LIGM | Build an IoT Blockchain to prevent the spread of COVID-19 |
| 5G-INSIGHT | LIGM | Blockchain solution to mitigate cyber-attacks on 5G networks |
| CROMBEC (PHC- UTIQUE) | ENAM + LIGM | Blockchain-based access control for FoG Computing |
| DOLCEHERBE | SAPIENZA | Engineered honey mixtures added with <i>Echinacea</i> extracts for the prevention of cold disease |
| MICOFOOD | UMMTO | Contribution to the analysis of the risks of mycotoxins in the food chain and the development of a control plan in Algeria |

LINKS WITH EU POLICIES

As depicted at Section 2.1.3 (“Links with EU policies”) - PRIMA Full Proposal - Technical Annex (Part II).

| EU POLICY | RELATION WITH TECHONEY |
|--|--|
| FARM TO FORK STRATEGY | TECHONEY combats food fraud and it supports consumers’ transparency into making more informed and sustainable food purchases. Contributes to: carbon-neutral food systems by leveraging its substantial mitigation potential; reduce honey waste; decrease food safety risk assessment and risk management frameworks by developing new data, methodologies and tools |
| BIODIVERSITY STRATEGY | TECHONEY supports the pollination activities of beekeeping sectors across Mediterranean countries |
| HORIZON EUROPE MISSION ON SOIL HEALTH AND FOOD | TECHONEY raise awareness on the importance of soils, engage with citizens, creates knowledge and develops solutions for restoring soil health and soil functions using a participatory multi-actor approach |
| EUROPEAN PARTNERSHIP ACCELERATING FARMING SYSTEMS TRANSITION: AGROECOLOGY LIVING LABS AND RESEARCH | TECHONEY ’s innovative Blockchain system could significantly improve the sustainability of the food local system while HCLL will act as transition arenas with better acknowledgement of regional diversity in beekeeping |
| EUROPEAN PARTNERSHIP AGRICULTURE OF DATA | The technologies to be exploited in TECHONEY will improve quality and safety, ensure information to consumers and increase transparency across the agents of the added value chain from participating Med. countries |
| EUROPEAN PARTNERSHIP FOR SAFE & SUSTAINABLE FOOD SYSTEMS | TECHONEY fits the objectives related to prevention of, and preparedness for, crises and emerging risks related to food safety, boosting responsible research and innovation for safe, sustainable, and inclusive food systems |
| EUROPEAN PARTNERSHIP FOR RESCUING BIODIVERSITY TO SAFEGUARD LIFE ON EARTH | TECHONEY will provide benefits to ecosystem services since threatening honeybees’ habitat is correlated with threatening our habitat in terms of ecosystem and biodiversity |

TARGETED AUDIENCE

| TARGETED AUDIENCE | DESCRIPTION | THEIR INTERESTS IN TECHONEY | THEIR RELEVANCE FOR TECHONEY |
|--|---|--|---|
| BEEKEEPERS | Bee exploitation and honey production owners | Traceability+safety+quality of produced honey: visibility and consumer confidence | Maximise income; impacts: business / sustainability / environmental / social |
| AUXILIARY INDUSTRY DISTRIBUTOR | Supply chain to make quality honey available to the consumers | Optimal functioning of value chain | Validation of TECHONEY products and generate opportunities |
| ASSOCIATIONS/ NON-PROFIT | Entities linked to rural agro business and its development | Raise competitiveness of smallholders,rural development | Impact increase by transferring extensive knowledge to them |
| SCIENTIFIC COMMUNITY | Research teams at agrifood areas | Synergies, new research lines, knowledge transfer | Monitor TECHONEY ICT tools developments/market changes |
| INSTITUTION & POLICY MAKERS | Government/Administrative developers of directive and work frameworks | Better political decision making, both at Regional, National and Med. Level | Confidence: rural development. Use TECHONEY products at National Public Institutions |
| GENERAL PUBLIC | Consumers and citizens interested in honey production and food-quality traceability | Identify counterfeit and adulterated honey; quality, safety, fair price guaranteed | Communication at educational and safety level: importance of honey production |

BEEKEEPERS

- **MESSAGE: TECHONEY** products are the best way to ensure the traceability, safety and quality of the honey produced, to generate greater visibility and consumer confidence and to understand the opportunities, barriers and risks to your business resulting from unusual market changes.
- **OBJECTIVE:** Provide beekeepers with specialised traceability tools to prevent honey adulteration, unfair competition and below-cost prices in order to increase and maximise income, and have a real impact on the business sustainability, and environmental and social implications.
- **STRATEGY:** Involvement of an important number of beekeepers in the HILE, and include them as the focus in the communication and dissemination plan of the Project, as well as in the exploitation plan after execution period.
- **ACTIONS:** Events and conferences (T7.2), Communication (T7.3), Demonstrative sessions (T7.2), HILE activities involvement (T1.2), participatory approach (T1.3)
- **INDICATORS:** 12 training capsules during the project (T3.4.); 24 Beekeepers participant in HILE in total (T3.3.), more than 200 surveys in each country to consumers.

AUXILIARY INDUSTRY DISTRIBUTOR, RETAIL

- **MESSAGE: TECHONEY** tools to ensure the traceability of the entire honey value chain, favouring an optimal functioning of value chain, for the benefit of all actors and agents.
- **OBJECTIVE:** promote the participation of these agents in the development and validation of TECHONEY products and generate opportunities (technological and market) that add value to the beekeepers and consumer.
- **STRATEGY:** Involvement of an important number of relevant actors in the honey entrepreneurs, ... HILE, and include them in the communication and dissemination plan of the Project, as well as in the exploitation plan after execution.
- **ACTIONS:** Events and conferences (T7.2), Communication (T7.3), Demonstrative sessions (T7.2), HILE activities involvement (T1.2), participatory approach (T1.3).
- **INDICATORS:** 50 relevant actors' participant in HILE in total (T1.3.); 4 scientific and 5 dissemination publications; 4 relevant scientific conferences.

ASSOCIATIONS AND NON-PROFIT

- **MESSAGE: TECHONEY** provides tools that allow raising the competitiveness of smallholders, promoting sustainable development, rural development, job creation and wealth in disadvantaged areas.
- **OBJECTIVE:** The non-profit Associations connected to the honey sector will benefit from transferring extensive knowledge to all their Associates, and related or linked entities in Med. area, increasing the impact.

- **STRATEGY:** Involvement of relevant actors in the HILE and include them in the communication and dissemination plan of the Project, as well as in the exploitation plan after execution.
- **ACTIONS:** Events and conferences (T7.2), Communication (T7.3), Demonstrative sessions (T7.2), HILE activities involvement (T1.2), participatory approach (T1.3)
- **INDICATORS:** 20 relevant actors' participant in HILE in total (T 3.3.); 4 scientific and 5 dissemination publications; 4 relevant scientific conferences and rural events.

SCIENTIFIC COMMUNITY

- **MESSAGE: TECHONEY** project has generated outputs that will allow: generation of synergies between the Research Organizations, new projects or research lines, knowledge transfer promoting the mobility of research staff. The results can be applied in other agri-food areas.
- **OBJECTIVE:** Contributing to the Scientific knowledge in honey value chain, monitoring and **TECHONEY** ICT tools new developments. Awareness and monitoring market changes. Dissemination to multiply impacts. New projects ideas.
- **STRATEGY:** Involvement of relevant research groups institutions in the HILE.
- **ACTIONS:** Events and conferences (T7.2), Communication (T7.3), Demonstrative sessions (T7.2).
- **INDICATORS:** 10 Research groups participants in HILE; 4 scientific and 5 dissemination publications; 4 relevant scientific conferences and rural and industry events.

INSTITUTION & POLICY MAKERS

- **MESSAGE: TECHONEY** can boost the sharing of the necessary information and knowledge between stakeholders, policy and science, to favour a better political decision making, both at Regional, National and Med. Level.
- **OBJECTIVE:** To promote the use of TECHONEY as a mechanism to reinforce safety and quality standards and protect local products, avoiding adulteration and counterfeiting, creating a climate of confidence that contributes to rural development. To promote the use TECHONEY products within the Nationals Public Institutions of the partners.
- **STRATEGY:** Involvement of relevant institutions in the HILE during the project execution and address their consider channel sand needs in the Communication activity.
- **ACTIONS:** Project website (Techoney.org), attendance to relevant events organized by regulatory authorities, visits and invitations to project events, email and phone contacts.
- **INDICATORS:** 4 contacts made with relevant Med. regulatory institutions (Spain, Algeria, Morocco and France); Final conference with at least 10 policy makers involved and informed.

GENERAL PUBLIC

- **MESSAGE: TECHONEY** has developed a tool available to beekeepers and consumers that records the traceability of honey production at all stages of the value chain, so that counterfeit and adulterated honey can be identified, and quality, safety and a fair price can be guaranteed. This will increase the beekeeper's competitiveness, environmental sustainability, consumer confidence and social implications.
- **OBJECTIVE:** communication from an educational and safety point of view, which allows for an understanding of the importance of where honey is produced, its production cost, what it means for the territories where it is produced, the characteristics and properties of a quality honey versus an adulterated one and the consequences for its health.
- **STRATEGY:** Involvement the general public in the HILE and in the C&D plan.
- **ACTIONS:** Project website, social networks, dissemination articles, press releases.
- **INDICATORS:** Website with at least 100 visitors/monthly; Social Media accounts with at least 500 followers on TWT and LinkedIn; 5 Newsletter during the project and 3 press release; Elaboration of at least 1 Informative Video.

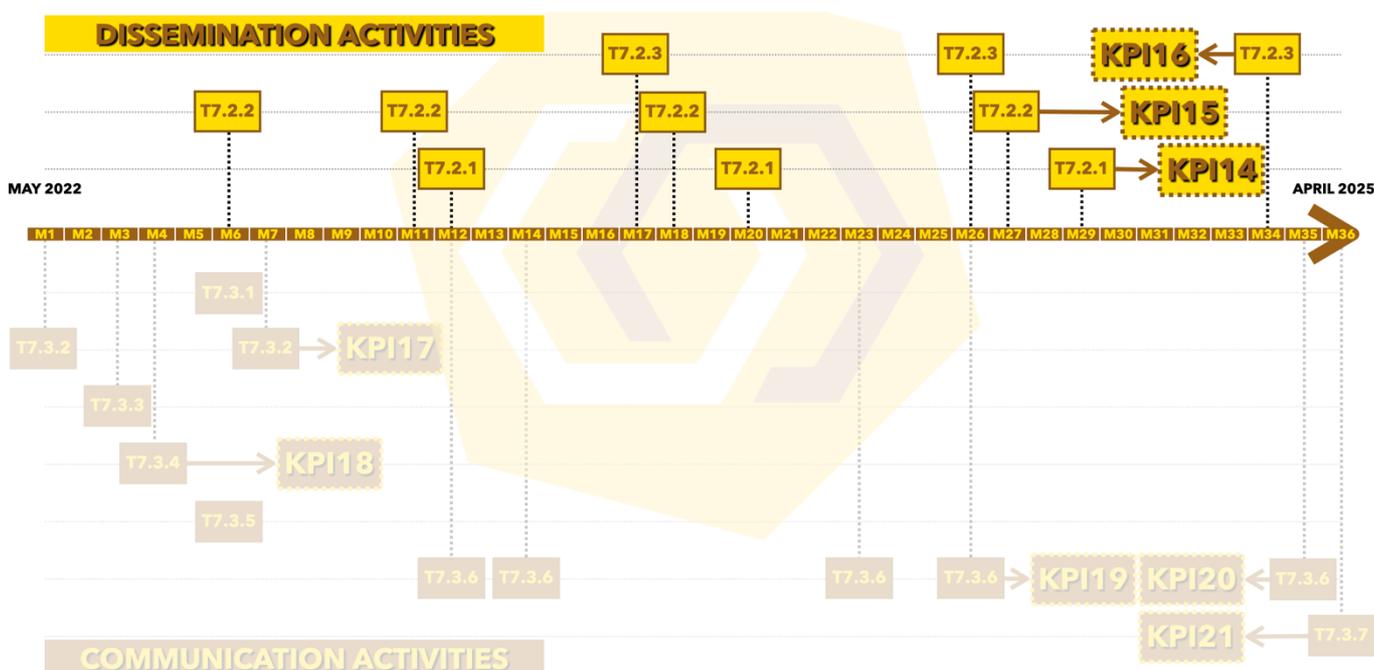
DISSEMINATION STRATEGY

DISSEMINATION OBJECTIVES

Our **formal objectives** when disseminating results along **TECHONEY** project are:

- **CONVINCE:** To ensure that all communication produced is engaging and interesting to the target audience, in a way that it convinces target audiences that more results will be achieved than otherwise possible, as a result of Mediterranean collaboration on the **TECHONEY** project.
- **RELEVANCE:** To demonstrate how the outcomes of the **TECHONEY** project will be relevant to the everyday lives of a growing cohort of European citizens. In addition, the relevance will be demonstrated through the creation of new jobs within the EU as a result of the exploitation of project results and outputs.
- **IMPACT:** To assure, where possible, that the results of the **TECHONEY** project influence policy makers and also decision makers in industry and the Agro-food community to ensure the long-term impact of the project.

TIMELINE FOR DISSEMINATION ACTIVITIES



We will keep a dynamic observatory of our targeted audiences. We will cluster these in 4 sets, in terms of the actual level of their interest and level of the impact at **TECHONEY**.

| AUDIENCE SET | INTERESTS | IMPACT | ACTION |
|---|-----------|--------|---------------------------------|
| Med- area beekeepers, EU Commission Services, HILE, HLLC, Partners | Many | High | Manage closely |
| Relevant national policy makers, EU agrifood entities | Few | High | Keep tactically informed |
| Expert panel, scientific community, workshop participants, decision and policy-makers | Many | Low | Keep informed / involved |
| Other agrifood business , Blockchain/IT tool providers, general public, media | Few | Low | Monitor |



STRATEGY FOR KNOWLEDGE MANAGEMENT AND PROTECTION

Dissemination activities will contribute to results protection and exploitation, developed by the Consortium leader (Task 6.4). Partner CITA will track and assess *Key Exploitable Results (KER)* of **TECHONEY**. Consortium agreement for IPR management will govern this process. CITA will devise the IPR strategies for each KER alongside with the KER owner, to reconcile the foreseen dissemination with the exploitation expectations and the need of protecting the foreground IP. The ownership of result will be assigned to the partner generating new IP. In case of joint generation, the partners involved must ensure the protection of the result with a joint ownership agreement. A commonly accepted procedure for knowledge management will be performed following the **IAPED** methodology.⁸ All exploitable results will be identified, assessed and protected first, and only then, exploitation/dissemination or communication will take place.

| STAGE | AIMS | MEANS | KNOWLEDGE MANAGEMENT PHASE |
|--------------|---|---|--|
| DEVELOPMENT | KNOWLEDGE GENERATION: Research groups and user (SME/smallholders), get to know each other, share and co-produce knowledge | Project Website Project Meetings Project deliverables | IDENTIFY - ASSES IPR |
| DEMO | KNOWLEDGE APPLICATION: Techno-scientific knowledge is translated to comprehensive SOPs (<i>Standard Operating Procedures</i>) for the user group application. SOP are translated into the local language for operability | Guidance for knowledge transfer. Protection of exploitable results NDAs for relevant collaboration with external entities | PROTECT - PARTIAL DISSEMINATION |
| EXPLOITATION | KNOWLEDGE PROFITABILITY: exploitable knowledge is protected and can be transferred: promotional events, licensing, etc. | Trade fairs/shows. Publications / media resources. Involve potential buyers, prescribers, influencer, end-users, etc. | EXPLOIT - FULL DISSEMINATION |

⁸ IAPED: *Identify-Assess-Protect-Exploit-Disseminate*

EXPECTED OUTPUTS

Our **expected outputs** when disseminating results along **TECHONEY** project:

| OUTPUT | NEED | ADDED VALUE |
|---|---|--|
| Guide of drivers, barriers, regulatory, governance framework affecting beekeepers | Establish a governance framework that will make it possible to establish indicators to support the development of the honey value chain. | <ul style="list-style-type: none"> ▪ Framework and benchmarks. ▪ Produce strategies for adapting to change. ▪ Identify new business models in the value chain. |
| Map of functional properties, characterization, authentication, traceability of Honey | Food fraud is rampant in honey production and has devastating consequences for honey producers. Honey is the third-most adulterated product in the world, in order to lower their costs and make more profit. | <ul style="list-style-type: none"> ▪ Identification map of the honeys of the Med. area according to their characterisation and properties to prevent adulteration and misleading consumers, guaranteeing quality, food safety and price. ▪ The characteristics of the honey are a guarantee of its traceability. |
| Honey Innovation & Learning Living Lab (HILE) | The honey sector of the Med. area lacks capacity, tools and knowledge to connect with relevant actors in the value chain and consumers, which allow to evaluate and incorporate innovations, implement new sales channels, closer proximity to consumer and add value to their products. | <ul style="list-style-type: none"> ▪ Generation of a significant mass of relevant actors in 6 honey value chain in five countries, with complementary interests, allowing the generation of new synergies, commercial agreements, joint exploitation plans, joint ventures, etc. ▪ To influence the training and professionalization of the honey sector in the Med. countries. ▪ Renew new contacts and marketing channels and generate consumer proximity. ▪ Produce new ideas among entrepreneurs, to bring added value to the product. |
| Honey business models | The entry into play of multiple market and competitive variables, the scientific community needs and the loss of smallholders' competitiveness lead to seek a common methodology with indicators to monitor new business models to make businesses more efficient, sustainable with fair profit for beekeepers, and better accepted by the final consumer | <ul style="list-style-type: none"> ▪ Generation of knowledge to promote new innovative solutions, new R&D projects and relationship between entities in the Med. area. ▪ Alternative strategies and business models validated by a significant number of consumers and different relevant actors in 5 case of studies and 5 countries. ▪ Generation of new business ideas for entrepreneurs and technology companies. ▪ Transfer knowledge to other products, countries, and regions. |
| TECHONEY SOLUTION A Techoney blockchain ICT tool for beekeepers, retailers and consumers to ensure the traceability of honey | There is a growing need to provide digital tools, easy to use and low cost, oriented to honey production and beekeepers entrepreneurs to provide key indicators ensuring the traceability of honey throughout its value chain, and for decision making on new optimized business models, based on a continuous real-data flow regarding prices, stakeholders needs and changing market demands, obtaining most important risks, barriers and opportunities based on the user preferences, and taking into account economic, environmental and social impacts. | <ul style="list-style-type: none"> ▪ Intuitive TECHONEY web-based tool, updated with real market data in charge of: certified registration of traceability data in the blockchain, for beekeepers, retailers, and other actors in the honey value chain. ▪ e-commerce platform to allow honey producers to access direct sales markets, new business models and new short-supply-chain markets. ▪ Professionalization of beekeepers, and honey entrepreneurs looking for new opportunities ▪ Attraction of B2B and B2C market, looking for proximity honey products. ▪ Beekeepers' increased competitiveness and profitability by using new innovative solutions: impact on the environment, rural development, profitability and consumer confidence. ▪ Tool validated by significant number of users and discussed by relevant actors in value chain. ▪ Mitigation of the adverse effects of unexpected changes in the market (COVID-19 pandemic) and anticipation of alternatives in advance. |

DISSEMINATION TACTICS

DISSEMINATION STRATEGY DURING / AFTER THE PROJECT

DISSEMINATION DURING THE PROJECT

According to the official glossary of the EC, the results of an EU project are any tangible or intangible outputs generated during the project, such as data, knowledge and information whatever their form or nature, whether or not they can be protected. WP7 will be responsible for dissemination and communication of project results. WP7 will link methodologies across related projects and establish synergies with them and ensure efficient replication of the project at large. These are the actions for **dissemination** within WP7 to maximize the impact of **TECHONEY** results:

- **SCIENTIFIC CONFERENCES AND ACTIVE PRESENCE IN AGRO-FOOD EVENTS:** Presentation of project results at thematic agri-food events, workshops, journals and conferences in the field of honey and food. **TECHONEY** will set and strengthen its active participation in forums, conferences and technical events (at national, Med. and international level), linked to the project objectives, where results and outputs will be shown. Conference participation will be chosen according to their relevance (SubTask 7.2.2), being part on at least 4 conferences.
- **TRAINING CAPSULES:** Throughout the **TECHONEY** project, these training capsules will be developed for the members of the consortium and other interested entities, with the aim of providing greater knowledge to beekeepers, honey entrepreneurs, on key aspects in the choice of value chains; for example: legal aspects, smart contracts, technology and innovation, added value in products, barriers in commercialization, etc. This specific action, (described in Tasks 7.2.3 / Task 1.4.) will carry out different capacity building sessions with a regional and case of study focus, developing at least 12 throughout the project in the different participant countries.
- **WORKSHOPS AND FOCUS GROUPS:** The methodological approach proposed in WP1 allows the interaction of a wide group of actors in the six regional HILEs, in order to co-create the main project outputs (such as **TECHONEY** web-based Tool), as well as to discuss key aspects in the value chain's evaluation, traceability, identifying opportunities, risks, barriers, etc. This methodology allows the dissemination of the action and the results, bearing in mind that each of the six HILEs will be made up of 15-20 stakeholders and will transfer to others small beekeepers and actors.
- **FOOD FAIRS:** The members of the consortium will attend the following food fairs in the Med. area during the execution of the project, where they will carry out communication and dissemination actions of the project, as well as actions for the exploitation of the results. We extract here the most relevant ones, according to content and relevance/proximity for our partners: Morocco Foodexpo (Morocco, annual), SMA MEDFOOD (Tunisia, biannual), SIMA-SIPSA ALGÈRIE (Algeria, annual), ALIMENTARIA (Spain, annual), SIAL (France, annual).

| # | SUBTASK | DESCRIPTION | KPI | TIMING | LEADER |
|-------|--|---|--------------|---------|--------|
| 7.2.1 | Publications: Scientific articles and informative material | Relevant peer-reviewed scientific publications and technical papers to showcase findings to the scientific community: newsletter, open- access platform, specialised scientific magazines, research journals, blog posts and social media posts. The preparation and publication of at least 4 scientific articles and 5 technical papers are foreseen. | KPI14 | M1-M36 | CRED A |
| 7.2.2 | Project Presence at Relevant Scientific Conferences and Industry Events | Conferences will be chosen according to their relevance for the potential project impact and outcomes. All partners will attend to different events to ensure that the project is visible at the biggest and most widely known agri-food conferences and events in the Med. Área. | KPI15 | M1-M36 | UNSO |
| 7.2.3 | Workshops and Training Actions/User Testing | Workshops and training actions out to validate the tool obtained amongst the relevant stakeholders in the Honey Innovation and learning Ecosystem Living Lab. The actions will be carried where the cases of study apply (Spain, Algeria, Morocco Tunisia, Turkey and France)). | KPI16 | M24-M36 | UNOR |

DISSEMINATION AFTER THE PROJECT EXECUTION ENDS

The partners' exploitation plans established in Task 6.3 depict: **[1]** the generation of technological knowledge for natural growth of agriculture sector; **[2]** licensing knowledge from research centres to other networks. This will be the starting point for the specific actions by each entity and considering two interconnected phases executed during the three first years after the project execution ends:

- **PHASE 1:** will consider the Dissemination plan to identify specific potential technology uptakers and commercialization channels in the countries with case of studies developed: beekeepers, honey industry, agricultural associations, SME, retailers. The resources and contacts generated in the HILE living Lab will also be used. This phase also includes the definition of the prescribers that will help to achieve a better exploitation of the results, and the transfer plan from Research groups.
- **PHASE 2:** all materials generated from **TECHONEY** project (e.g.: infographics, articles, scientific publication, workshops/training capsules activities, basic demo of project outputs, etc.) will be used to approach the potential technology uptakers, stakeholders, prescribers, distributors, etc. Knowledge will be transferred directly and through licensing the use of the technology to users.
- **PHASE 3:** will begin when the products or strategies have reached a high level of acceptance in the different countries and products. **TECHONEY** partners will take part in big communication events for the dissemination and education of customers and final users on the technical aspects and use of project results (inviting relevant experts as speakers to bring additional and practical knowledge - useful and attractive to the attendees). The partners will also evaluate the use of the products outside the geographic scope of the project, as well as their application in other crops at Med. Area.

GENERAL GUIDELINES

All **TECHONEY** partners shall comply with basic rules for communication actions:

- To ensure that all legal, ethical and privacy criteria are being considered and met.
- To comply with the project's procedures, scope, objectives according to contractual documents.
- To respect the Grant Agreement (GA), Description of Action (DoA), Consortium Agreement (CA).
- To guarantee the proper use of the funding for maximum efficiency, to demonstrate value for money for all dissemination activities conducted.
- To use the official **TECHONEY** visual identity in presentations (templates, font, colours, etc.)
- To avoid publication of restricted and/or commercial data and to ensure that all the necessary procedures prior any publication have been followed.
- To preserve confidentiality (Steering Committee / Security Advisory Board can advise on this).
- To create a responsive and adequate activity addressing the appropriate target audience.
- To avoid the repeated publication of the same work.
- To avoid publication of one's work without proper referencing.
- To guarantee proper referencing and archiving of all dissemination material.

TRAINING EVENTS

In order to develop successful communication, **TECHONEY** partners will have access to specialized training about Communication and presentations. This will develop skills about storytelling, visual expression and compelling technical expression of the **TECHONEY** project. We will develop focused practical workshops that help the team to be consistent with the **TECHONEY** focus and objectives and coherent with the Communication and Dissemination plan we are describing at this document.

The **TECHONEY** consortium will celebrate a focused training on Social Media, in order to understand how these operate and the logic behind publishing specific update is about the project and its results. We foresee a group training session by the end of first year (Month M8) with refresh yearly sessions in the following 2 years. Training events will also include webinars and Q&As which will give interested parties a first impression of the **TECHONEY** project.

EXPECTED IMPACT OF THE DISSEMINATION ACTIVITIES

TECHONEY expects a 20% increase in beekeepers' income due to increased sales, the establishment of adequate prices and a reduction in imports of adulterated honey.⁹

⁹ Depicted at impact: "Ensure incomes to smallholders facing COVID-like crisis". Section 2.1 ("Expected Impacts") of the PRIMA Full Proposal - Technical Annex (Part II)

COMMUNICATION STRATEGY

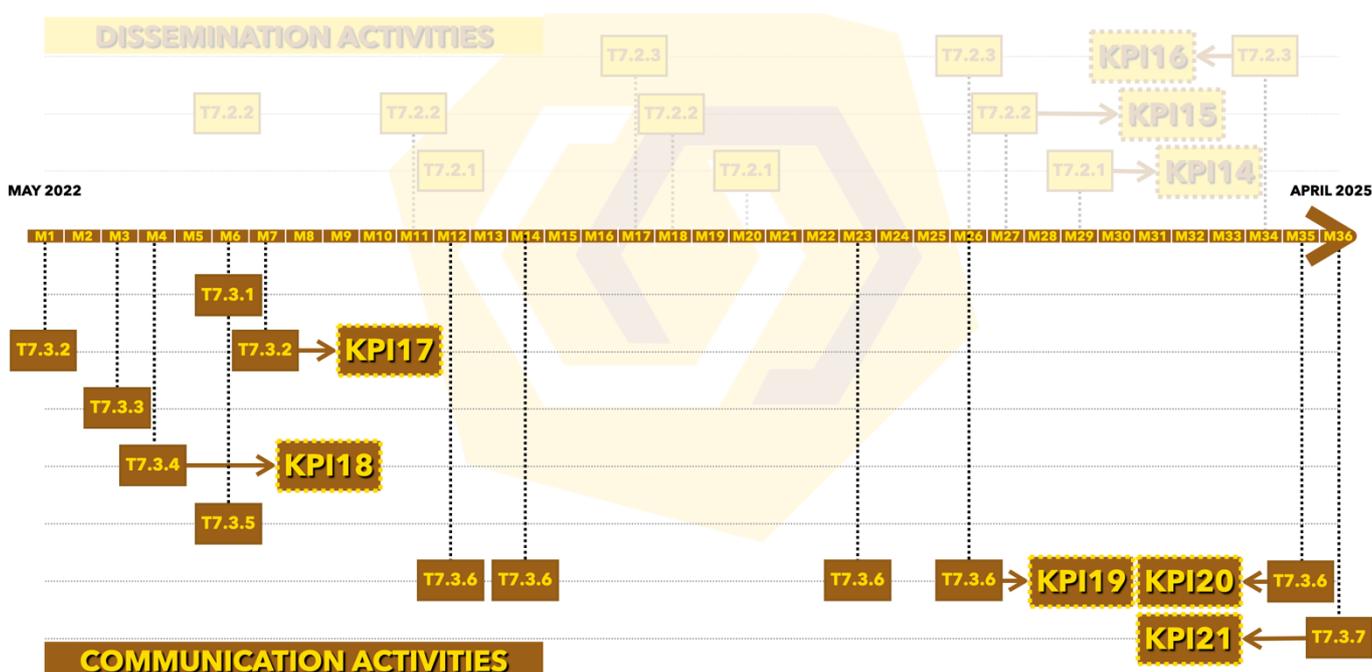
The **TECHONEY** communication part of the C&D plan is focused to go beyond the direct results of the project (spread within the Dissemination activities). Communication involves spreading the own development of the project itself as a system to raise awareness of the project and its results.

The Communication strategy has followed a 7-step approach¹⁰ for creating a Communication Plan. While crafting the present Communications (and Dissemination) Plan we made a systematic review of capabilities and needs of the Consortium across the 7 steps right since we were composing the PRIMA proposal of **TECHONEY**: **[1]** Preparing to Plan: Essential Building Blocks; **[2]** Foundation of the Plan: The Situation Analysis; **[3]** Focusing the Plan: Target Audiences; **[4]** Fostering Audience Support: Communications Objectives; **[5]** Promoting the consortium: Issue Frames and Message Development; **[6]** Advancing the Plan: Vehicles and Dissemination Strategies; **[7]** Ensuring that the Plan Succeeds: Measurement and Evaluation.

OBJECTIVES OF THE COMMUNICATION ACTIVITIES

- **INSTITUTIONS ACTIONS:** Preparation of corporate presentations, contact with institutions and meetings, development of joint activities (e.g. talks, studies, presentations), collaborations with different entities and institutions from the target sectors to position **TECHONEY** and gain potential advantage of the communication and dissemination levers that these can offer.
- **MEDIA ACTIONS:** to enhance the image of **TECHONEY** as a reference project in the agri-food sector for smallholder alternatives in the value chain specially in the participant countries, at the same time, to facilitate communication with other target audiences such as society, authorities, the sector, etc.
- **DIGITAL ACTIONS:** website, newsletter, press section, social networks.
- **PUBLIC EVENTS:** Collaboration between companies and scientific dissemination intuitions from the CA using their facilities. Collaboration with different programs of scientific dissemination (international, national, or regional).
- **OTHER SUPPORT TOOLS:** informative material, corporate material, audio-visual material.

TIMELINE FOR COMMUNICATION ACTIVITIES



¹⁰ "Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan". Sally J. Patterson, Janel M. Radtke, January 2009 (ISBN: 978-0-470-40122-4)

COMMUNICATION GOALS AND KEY MESSAGES

Communication measures aim to inform about and promote the project and its results, conveying research in a non-technical way in order to raise awareness among a broader audience about the challenges **TECHONEY** addresses: creating overall awareness on challenges related to bees, honeys and beekeepers, as well as regarding the **TECHONEY** solution in general. Hives visits and user engagement activities will be also undertaken as part of the **TECHONEY** communication activities.

- Achieving **better results** through cooperation between organisations in different countries.
- Showing **scientific excellence** paving the way towards more sustainability at honey domain.
- Help to **competitiveness of EU and Mediterranean countries**, job preservation creation.
- Helping to meet **societal challenges**, including the environmental impact of **TECHONEY**.

COMMUNICATION TARGET AUDIENCES

Some channels used by **TECHONEY** project are specific for communication with certain target groups,

- **INTERNAL PUBLIC:** smallholders, companies, entrepreneurs, research groups, associations.
- **EXTERNAL PUBLIC:** local clusters of farmers, small manufacturers and distributors, public institutions, academia, research centres and consumers at regional level, society in general, the media.

Besides helping to reach out to the project potential end-users and further target audiences for dissemination and exploitation described before, the communication activities will also target audiences beyond **TECHONEY** own community, who could be interested in knowing more about the **TECHONEY** benefits for everyday life:

- NGOs, associations, interest groups willing to showcase **TECHONEY** solutions as best practices.
- Public services wishing to sensibilise their communities.
- Citizens (mainly EU), with attention paid to children and young adults as future policy influencers.
- Potential future customers for the **TECHONEY** exploitable results.
- Local/regional EU authorities from EU (e.g. city mayors or economic development agencies).
- Hard copy (printed)/online media representatives (non-scientific, non-industrial), both at regional/national and EU/international level, thus in English but also in the languages of the consortium countries.

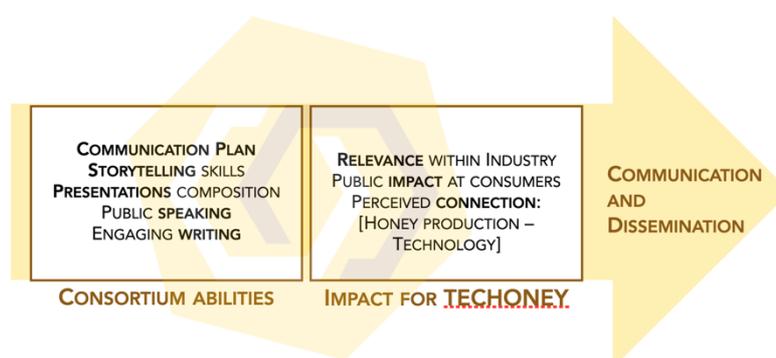
COMMUNICATION & DISSEMINATION TOOLS AND CHANNELS

Some channels used by **TECHONEY** project are specific for communication with certain target groups, (e.g. technical/scientific publications or stakeholder workshops) and others suitable for communication with all specified target groups, e.g. the **TECHONEY** website or Twitter.

COMMUNICATION TOOLS: CONVEYING MESSAGES WITH A PURPOSE

TECHONEY partners will apply key communication techniques, reinforced through internal training.

- **TARGETING THE MESSAGE TO TARGET AUDIENCE SEGMENTS:** Communication designed for subgroups based on group membership or characteristics such as age, gender or sex, race, cultural background, language, and other “psychographic” characteristics such as a person’s attitudes about particular subject matter.
- **USING NARRATIVES:** Communication delivered in the form of a story, testimonial or visual process.
- **FRAMING THE MESSAGE:** Communication that conveys the same messages in alternate ways (e.g., what is gained/lost by taking an action or making a choice).



COMMUNICATION CHANNELS

We depict hereunder the primary channels with the information that should be mutually shared or achieved by the utilization of the respective channel, the target audience and when/how often this channel should be used. The described use of the channels are suggestions and should be adjusted to any occurring changes in the course of the project.¹¹

| CHANNEL | ACTIVITY | TARGET | OBJECTIVE |
|------------------------------|--|---|--|
| Brochure / Manual | Project identity kit with a project branding, poster, templates for internal and external materials 1 project and guidelines for partners, e.g. for GDPR compliance. | All target groups | 1 project identity kit |
| Brochure | Project brochure with key project public information , printed in 2.000 copies and updated in the second half of the project with project results (further 2.000 copies). | All target groups | >2.000 copies distributed |
| Online press | Online/printed press releases in English/French at Mediterranean level , published shortly after project start to raise awareness within the widest audience, the challenges it addresses, its main objectives and partners involved; at project midterm to inform on first achievements and tangible benefits; before the project main outreach event; and at project end or shortly after it to promote project results as providing solutions to fundamental challenges. They will be replicated in languages of the consortium countries at regional/national level , to leverage project coverage by reaching non-English speaking audiences. | All target groups | At least 4 press releases in English/french, replicated in languages of the consortium |
| e-Newsletter | Public factsheets and electronic newsletters . TECHONEY will start producing the factsheets and newsletters about the project and its scope starting from M12. Further issues will be provided for major results and milestones. Both factsheets and newsletters will be targeted for directly reaching the relevant audiences. | Beekeepers, honey producers | factsheets & 5 newsletters >50 subscribers |
| Video | Joint video with TECHONEY sister projects financed under the same topic , in order to increase synergies in both terms of costs and impact. The videos should remain as non-technical and self-explicative as possible in order to reach the widest audience. | Other PRIMA projects | 1 video having hundreds of viewers |
| Digital info-pack | for stakeholders to inform themselves and their communities about the challenges and benefits of honey-related traceability , quality and safety services provided by TECHONEY . Mainly based on infographics to reach a wider audience and target in particular beekeepers, consumers and local/regional authorities promoting TECHONEY results | Beekeepers, honey producers consumers and authorities | 1 general info-pack produced in M12-M18 |
| Public website | with a description of the challenges addressed by the project , its consortium, its objectives and proposed solutions; a cluster section with a list of related projects and major multipliers; a news and events section; a resource section with the project's public material; a contact form for visitors' questions; and TECHONEY social media embedded or linked. To stimulate engagement, gamification aspects will be considered, e.g. an interactive quiz with questions linked to business models and environmental challenges. | All target groups | More than 100 visits per month; at least 1 interactive quiz |
| Social media accounts | To build up a project community and increase engagement of Citizens. The project accounts (LinkedIn or Twitter) will interact with social media activities of cluster projects. | Other PRIMA projects | Social media: at least 500 followers each |

¹¹ Depicted at "Tactical Action Plan". Section 2.2.6 ("Market and target audience access channels ") of the PRIMA Full Proposal - Technical Annex (Part II)

COMMUNICATION TACTICS

COMMUNICATION ACTIONS DURING THE PROJECT

- **INSTITUTIONS ACTIONS:** Preparation of corporate presentations, contact with institutions and meetings, development of joint activities (e.g. talks, studies), collaborations with different entities and institutions from the target sectors to position **TECHONEY** within that environment and take advantage of the communication and dissemination levers that they can offer us.
- **MEDIA ACTIONS:** to enhance the image of TECHONEY as a reference project in the agri-food sector for smallholder alternatives in the value chain specially in the participant countries, at the same time, to facilitate communication with other target audiences such as society, authorities, the sector, etc.
- **DIGITAL ACTIONS:** website, newsletter, press section, social networks.
- **PUBLIC EVENTS:** Collaboration between companies and scientific dissemination intuitions from the CA using their facilities. Collaboration with different programs of scientific dissemination (international, national, or regional)
- **OTHER SUPPORT TOOLS:** informative material, corporate material, audio-visual material.

| # | SUBTASK | DESCRIPTION | KPI | TIMING | LEADER |
|-------|--|---|------------------------------|-------------------------|----------|
| 7.3.1 | Internal communications manual and visual identity of the project | Development of an internal document for all partners with rules regulating all communication actions to ensure fluid and efficient communication between consortium members. One of the first items to develop will be a logo and associated colours upon which to base the other elements of the project. The visual identity guidelines will be disseminated to project partner | - | M6 | CITA |
| 7.3.2 | Techoney.org Project website and display of project outcomes | a visually appealing webpage with all the preliminary information about the project. Project results and latest news by way of the project blog will easily be found. Website structure will be translated into the 3 project languages: English, Spanish, French. However, the specific publications will be (in general) in English | KPI17 | M1, M7 | LIST |
| 7.3.3 | Flyers, Infographics and Posters | designed and launched during the project execution | KPI17 | M3 | JASSP |
| 7.3.4 | Social media | Twitter and LinkedIn accounts will be created during the initial months of the project | KPI18 | M4 | LIST |
| 7.3.5 | Content Calendar, tracker and KPI's | synthesise all communications efforts into one tool and monitor the results obtained from each task | - | M6 | UNINA |
| 7.3.6 | Newsletter and Press Releases | sent under GDPR, to Stakeholders, partners, media and other interested with information on the project progress and outcomes. We will consider the <i>World Food Safety Day</i> as a hotspot for a press release in the coming years on our activities (every June 07 th = months M14, M26). | KPI19 KPI20 | M12, M14, M26, M23, M35 | SAPIENZA |
| 7.3.7 | Kick Off Meeting and Final Conference | organised among partners and invite relevant entities | KPI21 | M36 | CITA |

WEBSITE

Techoney.org is the portal for the project. We will upload relevant progress in terms of results and evolution of the project itself. We include hereunder a screenshot of the website.


[Funding and Partners](#) | [Research](#) | [Results](#) | [News](#) | [Contact](#)

Development of a blockchain-based ecosystem that allows an improved positioning of small producers of honey on local and international markets



Our mission

Food fraud with adulterated honey of low quality is a serious problem for beekeepers, since they have to sell their authentic products for lower prices. The economic damage is estimated at \$1 billion. For consumers it is difficult to recognize fraud.

TECHONEY is a EU research project that develops innovative IT solutions to **certify authentic honey products along the supply chain** and protect quality labels in local and international markets.

Stakeholders participate in our TECHONEY Living Labs to help us create solutions that meet their needs.



Stakeholder Integration

HONEY INNOVATION AND LEARNING COMMUNITY LAB (HILE) involves interested Stakeholders in a participatory design approach.

The STAKEHOLDERS, representing the honey supply chains will be selected and invited for setting up the platform. Once per year the stakeholders will be invited to a session. These annual sessions will include some PARTICIPATORY DYNAMICS and keynote speakers to address some of the hot topics in the supply chain organization. A TOOLKIT OF METHODS, resources, and GOOD PRACTICES for stakeholder interaction will promote a successful multi-stakeholder approach during the project lifetime.



Blockchain Technology

In recent years, multiple blockchain based food production system have been proposed to offer high level of transparency, traceability, trust and lower level of fraud.

Deploying a blockchain system in the food industry is still at an early stage and facing two main challenges:

- Data privacy of stakeholders in the supply chain
- Scalability due to the increasing number of peers, transactions and channels in blockchain

TECHONEY will investigate **how to increase trust among honey supply chain parties** to guarantee the honey quality, safety and sustainability.



Characterization of quality of honey

TECHONEY performs a full physical, chemical and sensory characterization of honey sampled from five participating countries in terms of contaminants and microbiological quality.

This analysis supports authentication and traceability and can also detect adulteration with sugar.



TECHONEY project partners at CITA

MAY 5, 2022 - 09:00

Kick-Off Event in Zaragoza

The project partners have met in Zaragoza for the two-day kick-off event at CITA, presenting the work packages and nominating members for the coordination board.



Funding

TECHONEY is an European research project that is funded by the PRIMA Programme with financial support from the European Commission and the national funding agencies of Luxembourg (FNR) and other partner states. TECHONEY has started in May 2022 and has a duration of 36 months.



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PROJECT VISUAL IDENTITY (LINKED TO D7.3)

IMAGOTYPE (SYMBOL + WORDS)



TECHONEY TECHONEY TECHONEY

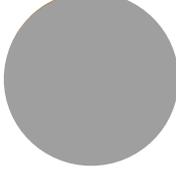
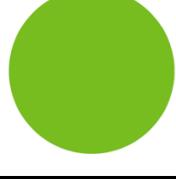
LOGOTYPE (WORDS)

 Font: **Avenir Next Bold**

 For the logotype **TECHONEY** it must be used in capital letters.

COLOURS

 Font: **Avenir Next Bold**

| SAMPLE | PANTONE | RGB | | | CMYK | | | | HEXADECIMAL |
|---|--------------|------------|------------|------------|-----------|-----------|------------|-----------|----------------|
| | | R | G | B | C | M | Y | K | |
|  | 116 | 255 | 205 | 11 | 0 | 18 | 100 | 0 | #FFCD00 |
|  | 1395 | 155 | 95 | 23 | 31 | 63 | 100 | 19 | #9B5F17 |
|  | 422 C | 159 | 159 | 159 | 37 | 30 | 27 | 0 | #9F9F9F |
|  | 368 | 118 | 188 | 33 | 59 | 2 | 100 | 0 | #76BC21 |

TEMPLATES FOR PRESENTATIONS AND PRESS RELEASES

Templates are useful tools to ensure a consistent appearance of the project and to increase the recognition value of the project. Templates for different communication and dissemination purposes and hints for the application are provided at ANNEX I of this document.

NEWSLETTERS AND PRESS RELEASES

Press releases and announcements about events will be produced for the main findings, with a focus on the relevance of Living Lab progress (HILE, HCLL), beekeepers involvement and impact of Blockchain on traceability for honey.

These press releases will be in English and target especially stakeholders, concerned citizens and the wider non-expert audience. Furthermore, press releases follow the completion of academic working papers and policy-reports and provide information on these.

News articles in regional information distribution channels (e.g. via generalist media, via professional journals of rural extension services or via periodic newsletters of environmental and beekeeper organizations) will be used in order to reach a broader audience. In these articles, most important results in the project results and advances shall be communicated.

A specific remark for Press releases is the **World Food Safety Day (WFSD)**¹².

The United Nations General Assembly adopted a resolution on December 20th, 2018 stating that June 07th will be observed globally as World Food Safety Day. The day was aimed to celebrate the innumerable benefits of safe food. It has been celebrated every year since 2019.

Its objective is to draw attention of people worldwide towards importance of healthy food. The day also focuses on preventing, detecting and managing food-borne risks. At a much larger scale, WFSD emphasizes on food safety, human health, agriculture, market access, economic prosperity, tourism and sustainable development.

Every year, a theme is decided by the World Health Organization for celebrating the WFSD which is focused on the importance of clean food for good health. For the year 2022, the theme was " Safer food, better health' that underlined the fact that safer food is the key to better human health. The theme highlighted the important role of safe and nutritional food in ensuring human health. (No theme is decided for the year 2023 yet, as of submission of this Communication and Dissemination Plan).

SOCIAL MEDIA

Mainly the project coordinator CITA, but also other project beneficiaries, are going to communicate general project information, the project's progress, information and photos from activities, events, such as Regional Committee meetings or technical workshops, the project's results, and all project publications via the social media platform Twitter under the **@TECHONEY**. Tweets are posted on a regular basis (weekly and from each meeting, conference, presentation or publication). Furthermore, Twitter will allow global interactions with a diversity of audiences that can provide substantial feedback to the project.

FACTSHEETS/POSTERS/NEWSLETTERS

These will be used to inform about the project and the case study region (e.g. they will be used to get in contact or to inform stakeholders about the project and to motivate them to get involved in the project). On the other hand, they are also used to inform about the project results, conclusions and the data and methods used (e.g. they will be used to provide insights about beekeepers honey quality traceability procedures).

All factsheets should be 1-2 A4 pages and figures and graphs should be used so that information is presented attractively and easy to understand. Depending on the purpose of the factsheet, they will be produced in the local language to reach the defined target group. Factsheets may be sent via e-mail when contacting stakeholders. Moreover, they will be accessible through the project website or serve as handout at stakeholder events or workshops. Posters will be more summarized documents in A3 page to present a specific part of the project.

¹² World Health Organization <https://www.who.int/campaigns/world-food-safety-day>

CONFERENCES AND EVENTS (LINKED TO D7.2)

The events to attend will match the specific target audiences depicted before. We will publish at **TECHONEY.org** website the most relevant events we will attend. This will enhance proper matches with potential interested customers and other relevant stakeholders.

APICULTURE CONFERENCES 2022/2023/2024

We select the most specific events to attend among Apiculture Conferences 2022/2023/2024: an indexed listing of upcoming meetings, seminars, congresses, workshops, programs, continuing CME courses, trainings, summits, and weekly, annual or monthly symposiums. It lists relevant events for national/international researchers, scientists, scholars, professionals, engineers, exhibitors, sponsors, academic, scientific and university practitioners to attend and present their research activities. At these conferences there will be speakers from Asia, Africa, North America, South America, Antarctica, Europe, and Australia.

Apiculture conference listings are indexed in scientific databases like Google Scholar, Semantic Scholar, Zenedo, OpenAIRE, EBSCO, BASE, WorldCAT, Sherpa/RoMEO, Compendex, Elsevier, Scopus, Thomson Reuters (Web of Science), RCSI Library, UGC Approved Journals, ACM, CAS, ACTA, CASSI, ISI, SCI, ESCI, SCIE, Springer, Wiley, Taylor Francis, and The Science Citation Index (SCI).

| YEAR | CONFERENCE |
|--|---|
| 2022 | Sep 1 91. Deutschsprachiger Imkerkongress 2022 - Brixen Südtirol |
| | Nov 11 International Conference on Apiculture and Honey Bee Biology (ICAHBB) - Rome, Italy |
| | Dec 02 International Conference on Apiculture and Bee Biology (ICABB) - Amsterdam, Netherlands |
| | Dec 06 International Conference on Apiculture and Bee Management (ICABM) - Kuala Lumpur, Malaysia |
| | Dec 13 International Conference on Apiculture and Bee Health (ICABH) - Rome, Italy |
| | Dec 16 International Conference on Apiculture and Honey Bees (ICAHB) - Bangkok, Thailand |
| | Dec 16 International Conference on Apiculture and Honey Harvesting (ICAHH) - Barcelona, Spain |
| | Dec 20 International Conference on Apiculture (ICA) - Dubai, United Arab Emirates |
| | Dec 27 International Conference on Modern Apiculture (ICMA) - Vienna, Austria |
| | Dec 30 International Conference on Apiculture and Beekeeping (ICAB) - Paris, France |
| 2023 | Jan 21 International Conference on Apiculture and Honey Bee Biology (ICAHBB) - Amsterdam, Netherlands |
| | Feb 06 International Conference on Apiculture and Honey Bee Biology (ICAHBB) - New Delhi, India |
| | Apr 22 International Conference on Apiculture and Bee Management (ICABM) - Boston, United States |
| | Apr 22 International Conference on Apiculture and Bee Health (ICABH) - Boston, United States |
| | Jun 14 International Conference on Apiculture (ICA) - Montreal, Canada |
| | Jul 03 International Conference on Apiculture and Beekeeping (ICAB) - Corfu, Greece |
| | Jul 05 International Conference on Apiculture and Beekeeping (ICAB) - Singapore, Singapore |
| | Aug 03 International Conference on Apiculture and Bee Health (ICABH) - Batumi, Georgia |
| | Sep 20 International Conference on Apiculture and Honey Harvesting (ICAHH) - Toronto, Canada |
| | Dec 13 International Conference on Apiculture and Bee Health (ICABH) - Rome, Italy |
| Dec 16 International Conference on Apiculture and Honey Bees (ICAHB) - Bangkok, Thailand | |
| 2024 | (t.b.a) 92. Deutschsprachiger Imkerkongress - Luxembourg |

MONITORING

Monitoring is the continuous and systematic process carried out during the execution of the C&D plan.

TECHONEY C&D plan will be ensured upon a systematic tracking of its activities. This will ensure that we will undertake all of the planned actions within our C&D plan. Beyond this, excelling in the compliance of the C&D plan will contribute to the sturdy implementation of full **TECHONEY** project.

We will follow a reporting tactic based on having shorter reports / evaluation products. This will allow an agile and continuous share instead of a push / final sprint at the end of the process. The monitoring of the dissemination activities is integral to their success. Constantly monitoring of proposed communication actions and their impact on stakeholders is crucial, so that corrective and improvement actions on the project's dissemination are made possible.

The **TECHONEY** C&D report will use a single template (Monitoring Log), supplied to all partners. This tool is the core of **Deliverable D7.4 ("Monitoring Tool")** and spans all types of C&D activities. The partners are asked to fulfil it as they participate at specific C&D activities and then supply this to the Deliverable D7.4 leader (partner CITA). Specific email reminders will be sent to all partners to remind them to complete the log before each 3-month period.

All activities in connection with C&D should be documented and activity proofs (e.g. pictures, participant lists, copies/screenshots of articles, etc.) should be added to the reports. The reports shall be sent to the CM every 6 months, for a comprehensive report about all **TECHONEY** C&D activities.

COMMUNICATION AND DISSEMINATION LOG (LINKED TO D7.4)

The Monitoring Log is a specific tool we have crafted for tracking partners dissemination activity during the project. The log is designed in an excel sheet and shared with all partners. Being this monitoring tool a specific Deliverable (D7.4) of **TECHONEY** project, the Lead beneficiary of this D7.4 (partner CITA) will be the **Monitoring coordinator** to ensure proper completeness and correctness of this log.

This control log is divided into rational periods of quarters of year. Therefore, every 3 months, the Monitoring coordinator will check the log and refresh the progress of the specific KPI's (see previous table) in order to make a close monitoring on dissemination efforts.

| TECHONEY Communication and Dissemination (C&D) Plan | | | | | | | | | | | | | | | | | | | |
|--|--------------|---------------------|-------------|-------|----------------------|-------------------------|---|-----------------------------------|----------------------|---|--|---------------------------|------------------------|-----------------------------|------------------------------|------------|--------|-------------|--------------------------|
| MONITORING LOG | | | | | | | | | | | | | | | | | | | |
| TECHONEY MONITORING LEAD: CITA | | | | | | | | | | | | | | | | | | | |
| ACTIVITY FILING | | | | | ACTIVITY DESCRIPTION | | | | | | | C&D FEATURES | | | | | | INFORMATION | |
| Period | ACTIVITY No. | Related Deliverable | Related KPI | Title | Description | Distribution channel | Location | Coverage level | C&D Area | Participant | TECHONEY explicitly mentioned | Addressed target group(s) | Specified key messages | Persons reached | Involved organisations | References | Notes | | |
| Year | Quarte - | Date | # | Dx.x | KPIxx | As officially announced | (Title of article/event, objectives of workshops, etc.) | (medium, article, workshop, etc.) | Spot (City, Country) | (Local / national / European / International) | Communication (C) or Dissemination (D) | Partner(s) (Acronym) | Y / N | (Workshops, HSE, HGL, etc.) | Relevant to TECHONEY project | Number | Number | URL | Additional relevant info |
| 2022 | Q4 | | 1 | | | | | | | | | | | | | | | | |
| | | | 2 | | | | | | | | | | | | | | | | |
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| | Q3 | | 20 | | | | | | | | | | | | | | | | |
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| | Q4 | | 26 | | | | | | | | | | | | | | | | |
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| | Q1 | | 33 | | | | | | | | | | | | | | | | |
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| | Q2 | | 38 | | | | | | | | | | | | | | | | |
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| | Q3 | | 42 | | | | | | | | | | | | | | | | |
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| | Q1 | | 56 | | | | | | | | | | | | | | | | |
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| | Q2 | | 61 | | | | | | | | | | | | | | | | |
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The tool contains enough fields whose fulfilment ensure a proper track of the full Communication and Dissemination plan:

| LOG | FIELDS INCLUDED IN THE TOOL |
|-----------------------------|---|
| ACTIVITY FILING | Period · Activity No. · Related Deliverable · Related KPI |
| ACTIVITY DESCRIPTION | Title · Description |
| C&D FEATURES | Channel · Location · Coverage level · C&D Area · Participant · TECHONEY explicitly mentioned? · Target group(s) · Key messages · Persons reached · Involved organisations |
| INFORMATION | References · Notes |

DATA PROCESSING

For project management purposes, the **TECHONEY** Consortium will collaborate and share data through MS Teams, a secure online platform to allow all Consortium partners to access files securely from anywhere, including from mobile devices. This ensures that data sets, (draft) publications or reports are accessible for the entire team at any stage.

The project will address data protection issues comprehensively. Deliverable D8.3 (“Data management plan”) will ensure good practice, ethics and data collection

TECHONEY is expected to produce a wide range of different data. The plan set by TECHONEY for management must comply with a balance between the individual data protection of the Partners, and the ways of exploitation of the results by them. A **Data Management Plan** (DMP) will be made in month 6 (D.8.3 - Leader: partner UNINA) of the project implementation (CITA). Each partner will appoint a data management officer, who will be in charge of the data management strategy together with the responsible partner, dealing with the data coming from their prior knowledge, the data generated and collected during the project implementation, whether and how it will be used for the action, and whether and how it will be exploited or made accessible to others and reused, and even how it will be preserved and curated. The methodology of how this data will be shared, collected, and generated will be decided during the implementation of the project.

| | DATA SOURCES WITHIN TECHONEY | ACCESS |
|-----------------------|--|--|
| DATA GENERATED | Full monitoring of honey value chains in 5 countries | Public |
| | New added value innovations for beekeepers | Restricted |
| | Characterization and properties honey (WP2) | Restricted |
| | TECHONEY web-based Tool Software development (WP4) | Partners and Stakeholders Network. External entities: royalty fee/license |
| | Newsletter, infographics, workshops/training (WP7) | Public |
| | Scientific publication and Technical papers (WP7) | Open access |
| DATA COLLECTED | Surveys and questionnaire with HILE (WP1) | Partially Restricted: No public access to surveys obtained. Public access to conclusions and results |
| | Surveys/questionnaire: citizens and customers (WP4) | Public: Market and economic trend |
| | Official Sources: FAO, Public National Administrator, Eurostat (WP1) or other official sources | Public: Public information to collect, regarding legislation, certification on exporting |
| | Experiences of use and validation of the TECHONEY ICT Tool by consumers and beekeepers | Partially Restricted |

INDICATORS

The aforementioned Monitoring Tool (D7.4) will track and identify we are ahead or behind in terms of reach and impact of **TECHONEY** communication and dissemination activities.

KEY PERFORMANCE INDICATORS (KPI)

Specific KPIs of Work Package WP7 (“Communication and Dissemination”) [KPI14 - KPI21] depicted at the full PRIMA proposal.¹³ These are the metrics by which our C&D plan shall be evaluated.

| KPI | DESCRIPTION | TARGET (VALUE AT LEAST) |
|--------------|---|--|
| KPI14 | Creation of scientific and dissemination publications | 3 scientific / 5 dissemination |
| KPI15 | Presence in relevant scientific/industry events: regional - worldwide | 4 |
| KPI16 | Workshops, networking / training capsules by TECHONEY partners | 15 (5 per country) / 200 attendees |
| KPI17 | Creation of a project website | 300 visitors/month |
| KPI18 | Creation of Social Media accounts: Twitter, LinkedIn | 500 followers |
| KPI19 | Send out Newsletter during the Project | 3 |
| KPI20 | Elaboration of informative video | 1 |
| KPI21 | Final conference with participants and policymakers involved | 60 participants / 10 policymakers |

TRAILING INDICATORS

In order to ensure a proper adherence of the project progress to the C&D plan, we draw “voluntary” interim objectives as trailing indicators.

QUANTITATIVE INDICATORS

Beyond the core KPIs, we will keep a broader view on metrics derived from the different C&D tools deployed This will help us identify how aligned our C&D actions are compared to the plan.

| TOOL | MEASURE | TARGET | EVIDENCE |
|--|--|---|---------------------|
| PROJECT WEBSITE | Sign up for updates on project achievements and results | 20 by the end of Year 1. 60 by the end of the project. | Sign-ups |
| SCIENTIFIC PUBLICATIONS | High-quality scientific publications | >5 peer-reviewed conference publications >5 publications in international journals | Publications |
| EVENTS | Professional conferences and seminars | >3 international events | Participation |
| INTERNATIONAL WORKSHOPS, FINAL CONFERENCE | Attendees | 40 attendees at workshops 80 attendees at the final conference | Attendance |
| INFO-PACKS AND/OR FACTSHEETS | Produce a certain number of Info- packs and/ or factsheets | >300 copies printed/downloaded from the TECHONEY website | Downloads/ Requests |
| VIDEOS AND MULTIMEDIA | Videos published in YouTube | 4 videos | Uploads |
| TRADE FAIRS AND WORKSHOPS | Participate: fairs/ workshops | 2 participations per year | Participation |
| NEWSLETTERS | Creation and distribution of newsletters | 2 issues per year (the 1st one in M6) | Campaigns |
| PRESS RELEASES | Distribution of press releases | 1 every 6 months | Campaigns |
| SOCIAL MEDIA | LinkedIn / Twitter community | 400 members (each) by the end of project | Followers |

QUALITATIVE INDICATORS

There are additional positive impacts that cannot be *easily* quantified. We will use these indicators:

- **PROACTIVE ONLINE COMMUNITY:** Social networks dissemination efforts will ensure an interesting outcome in terms of discussions, feedback and content sharing and engagement.
- **PRESS/MEDIA COVERAGE:** Distribution of press releases and publication of articles are geared to achieve press/media coverage.

¹³ Depicted at “KPI - WP - Description and Target”. Section 2.1.1 (“Measurement of impacts: Key Performance Indicators (KPIs)”) of the PRIMA Full Proposal - Technical Annex (Part II)

RISKS AND MITIGATION MEASURES

TECHONEY PRIMA proposal defines a set of risk-mitigation measures to face risks for implementation.¹⁴

The official Task 8.1 (“Financial, administrative and legal management of the Project”) foresees the “criteria for (...) risks handling procedures, financial requirements, the project website and dissemination guidelines”. An extension is offered in this section related specifically to **TECHONEY** Communication and Dissemination risks.

| # | DESCRIPTION OF RISK | PROPOSED RISK - MITIGATION MEASURES | LIKELIHOOD | IMPACT |
|-----|---|---|------------|--------|
| #1 | Partners do not agree with Blockchain licensing models for the final configuration of TECHONEY traceability for honey quality. The project will not achieve the planned impact and subsequent exploitation | Detailed licensing indications will be discussed in the Consortium Steering Committee. | Low | Medium |
| #2 | The project results do not achieve sufficient relevance at its Blockchain feature. The project will not achieve the planned impact and subsequent exploitation. | Actions are planned, ranging from scientific dissemination to more agro-food-focused, more driven one, organization of workshops and training sessions with the industry, as well as setting up informal focus groups for discussion and to gather feedback on TECHONEY measurable outcomes. | Medium | High |
| #3 | The dissemination of the project results is not sufficient to create an impact. The project will not achieve the planned impact and subsequent exploitation. | The dissemination plan will catch users as project sentinels to contribute to the dissemination of the results, emphasizing the planned impact. | Low | Low |
| #4 | Gap between communication and the rest of the activities: partners are too focused on the specific WPs activities to get involved in communication | Each partner has to nominate a contact person for communications. Communication manager will coach contacts as needed. | Low | Medium |
| #5 | Project results are too complex to be communicated. Partners tend to focus on their own objectives, and are not trained to identify effective messages to be communicated | The communication leader and co-leader will interact with the partners to identify the main messages. They will be encouraged to use the templates for an easier production. Specific training in presentations will be undertaken with communication experts. | Medium | Medium |
| #6 | Project fails to meet KPIs (number of participants during the events, social media engagement, number of post and articles, website traffic, etc.) | Tailored plan with additional activities and measures (SEO, SEM, web analytics) to overcome these difficulties. | Low | High |
| #7 | Lack of consistency of communications products (layout, language, etc.) | Guidelines, quality control procedures and communications meetings will allow this risk to be overcome | Medium | Low |
| #8 | Low level of engagement of the Action members | Ensure equal interaction with all the members of the Action to ensure regular updates on activities. | Medium | Medium |
| #9 | Low level of awareness about the activities of TECHONEY from the expert community and the general public | Regular updates of quality content related to activities on the Communication Channels (especially on the TECHONEY website and Social Media Platforms) | Low | Medium |
| #10 | Lack of structure in the communication activities | Communication manager meeting Steering Committee to define the content and schedule of the communication activities. | Medium | Medium |
| #11 | Non-compliance to the agreed templates/formats/reports, etc. | Monitor throughout the project and intervene to take corrective actions | Low | Medium |
| #12 | Insufficient effort by partners to publicize the project and its results at the nation or European level | Monitor effort at regular intervals and discuss progress during Steering Committee meetings. | Medium | Low |
| #13 | Lack of interest by stakeholders groups in the project | Focus at the project start and throughout the lifecycle of the project through valorisation panel meetings, workshops etc. | Medium | Low |
| #14 | Poor quality of printed or other material delivered by a sub-contractor | Communication Manager will monitor the material produced. If it occurs, sub-contractors will be asked to replace the products as per instructions given in the beginning free of charge. | Low | Low |

¹⁴ Depicted at Section 3.2 (“Critical Risk for implementation”) of the PRIMA Full Proposal - Technical Annex (Part II)

CONCLUSION

This document is the first in a series of expected regular updates of the Communication and Dissemination Plan of TECHONEY. The Communication and Dissemination Plan serves as an overview to be used for easier internal and external communication within the beekeepers and honey producers community. This first edition focuses on describing the elements that are significant for effective implementation of the communication and dissemination activities within the **TECHONEY** project, as well as in cooperation with the beekeepers and honey producers networks. Through continuous C&D support, the outcomes and activities of particular **TECHONEY** work packages and the entire beekeepers and honey producers community will be promoted towards a variety of different audiences.

Solid internal communication within the stakeholders HILE and HLCC living labs with beekeepers and honey producers community is the key to exchanging best practices, coordinating activities, and finally, also to amplifying the results of our efforts and, ultimately, the visibility of the work done in the beekeepers and honey producers community. The goal is to maximise synergies and to minimise overlap and redundancy of effort activities and efforts.

The **TECHONEY** Communication team is committed to providing service to the Mediterranean honey supply chain by putting together information on activities, news, events of honey production and quality-traceability related items.

We will leverage tools and connectors that can raise awareness about **TECHONEY** (e.g. Blockchain specific sessions, specific dissemination of **TECHONEY** IT tools). This will facilitate outreach and increase awareness of beekeepers and honey producers within the general public.

ANNEX I: TEMPLATE SLIDES FOR PRESENTATIONS

Hereunder we include a reduced version of the slides specifically designed for **TECHONEY** presentations. We have also designed Microsoft PowerPoint themes of these (*.thmx / *. potx)



TECHONEY







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TECHONEY

Development of a **blockchain-based ecosystem** that
 allows an **improved positioning of small producers
 of honey** on local and international markets



















TECHONEY

Development of a **blockchain-based ecosystem** that
 allows an **improved positioning of small producers
 of honey** on local and international markets



TECHONEY
Kick-Off Meeting:
 Session 05th - 06th May, 2022.

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CONTENT

PART 1

PROJECT ORGANIZATION

PART 2

EXCELLENCE

PART 2

IMPLEMENTATION & DELIVERABLES



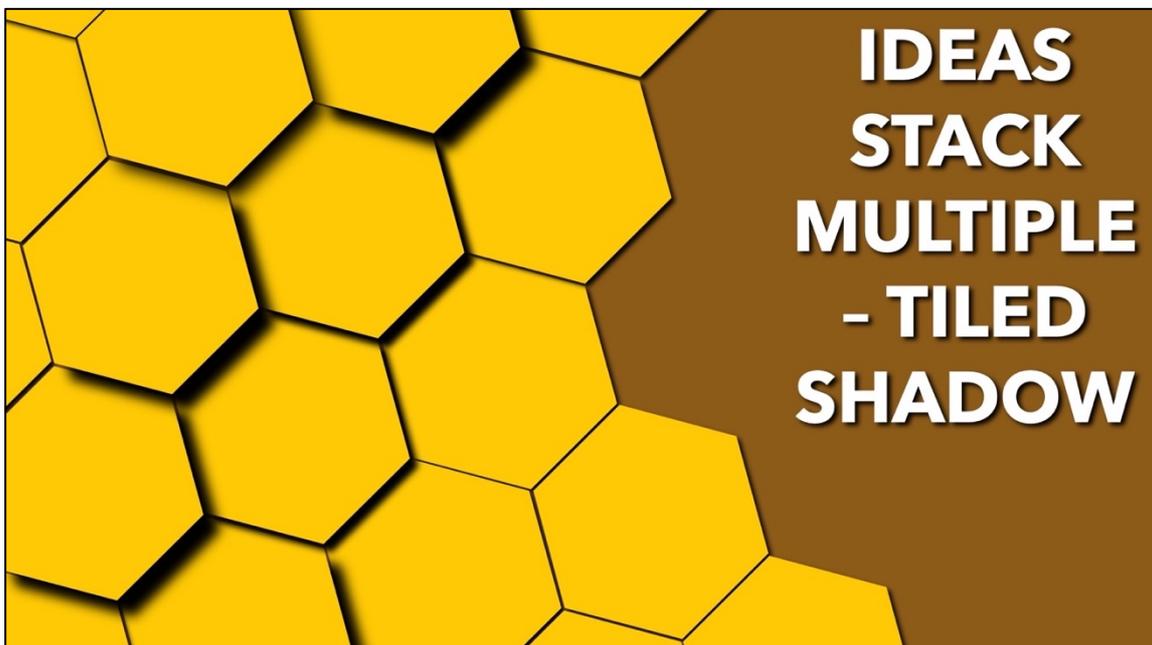
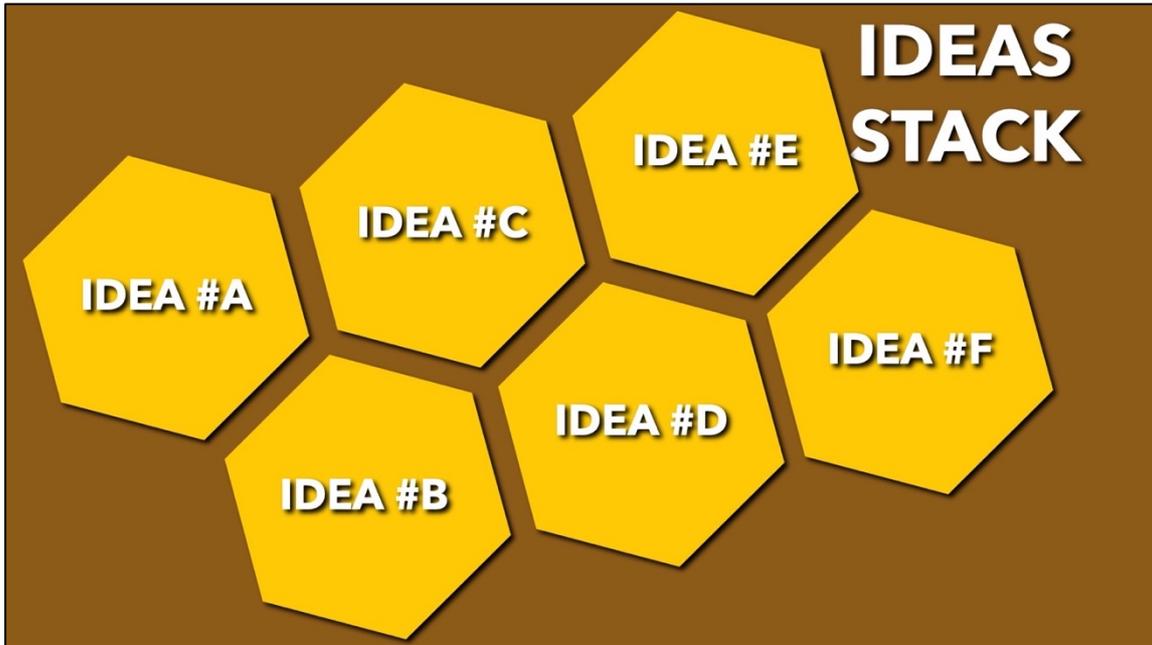
TECHONEY

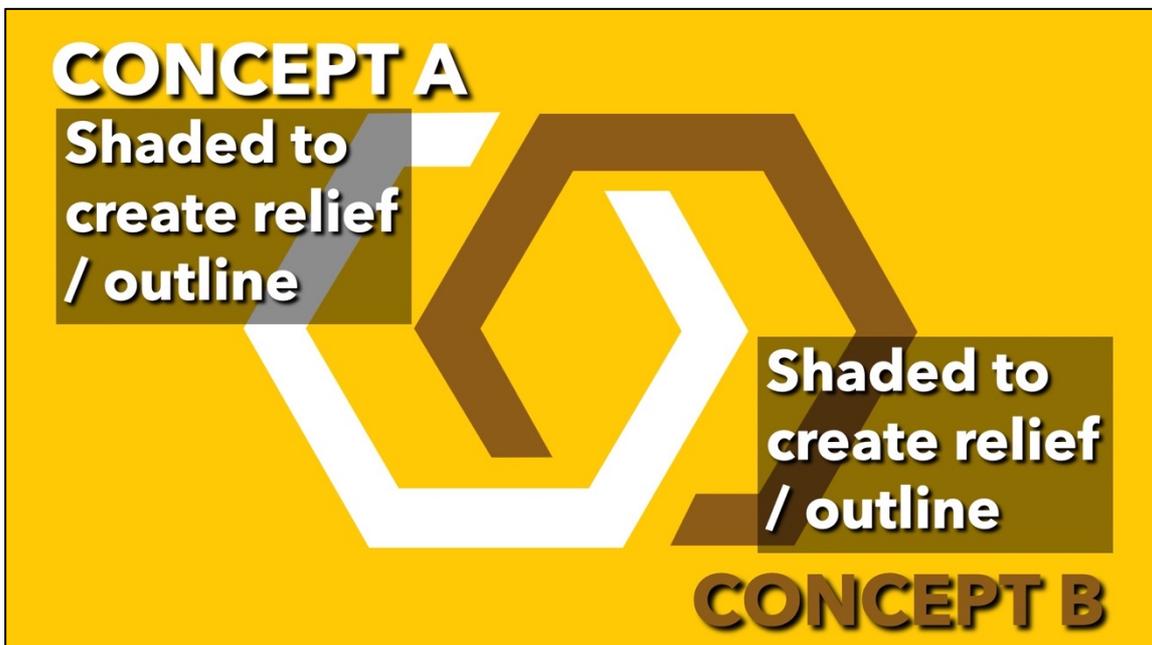
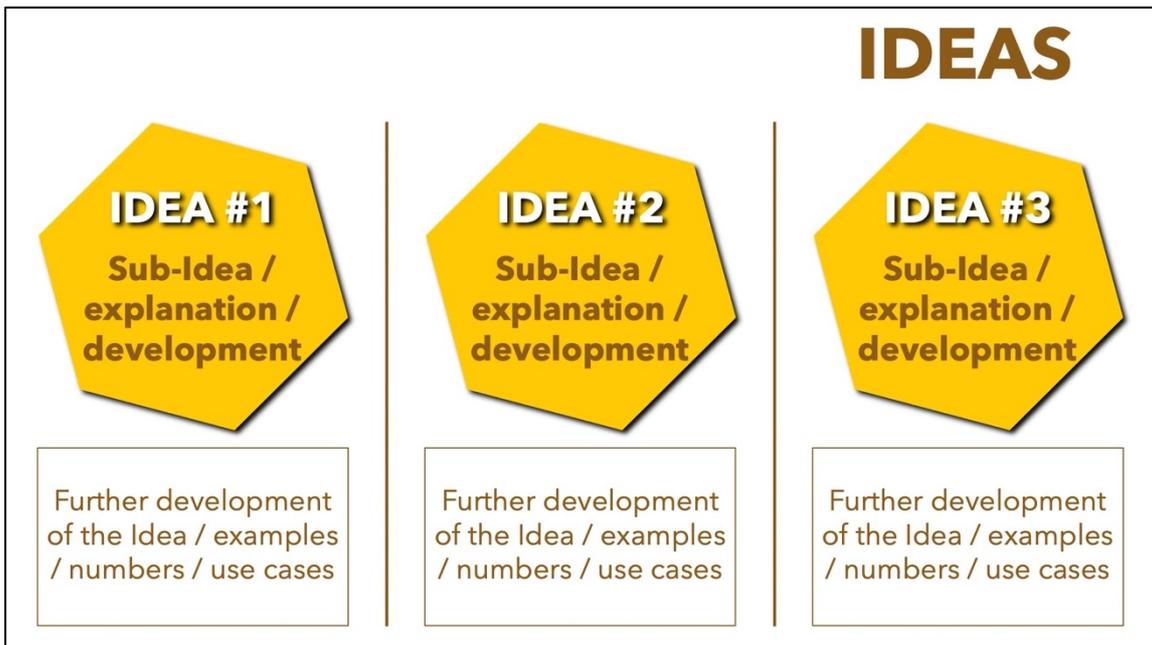
IDEAS

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|---|---|---|
| <p>IDEA #1</p> <p>Sub-Idea / explanation / development</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Further development of the Idea / examples / numbers / use cases</p> </div> | <p>IDEA #2</p> <p>Sub-Idea / explanation / development</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Further development of the Idea / examples / numbers / use cases</p> </div> | <p>IDEA #3</p> <p>Sub-Idea / explanation / development</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Further development of the Idea / examples / numbers / use cases</p> </div> |
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IDEAS

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ANNEX II: EU VISIBILITY RULES

Communication is at the heart of PRIMA mission to make the Mediterranean a space of sustainability and prosperity. The core values we ALL need to use when we promote PRIMA are:

- Partnership and Collaboration
- Research and Innovation
- Environmental and technical solutions
- Sustainability and resilience.
- Social and Societal inclusion
- Science Diplomacy

In order to ensure effective and coherent communication on the ground, the various legal acts of EU funding programmes contain rules for communication and EU visibility. They are legally binding on recipients of EU funding and largely coherent across programmes and management modes, while leaving some margin for programme-specific approaches as, for example, reflected in the communication article (Article 34) of the RRF regulation. It is now crucial that largest possible awareness and proper implementation are ensured.

PRIMA PROGRAMME COMMUNICATION AND DISSEMINATION OBLIGATIONS:

PRIMA VISIBILITY REGULATIONS

The beneficiaries must promote the action and its results by strategically and effectively providing targeted information to multiple audiences (including the media and the public). Before engaging in a communication activity expected to have a significant media impact, the beneficiaries must inform the PRIMA Foundation.

It is an obligation and right to use the PRIMA logo and the EU emblem. Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment, and significant results funded by the grant must: Grant Agreement number: [insert number] [insert acronym] [insert call identifier of the master call] (a) display the PRIMA logo, and (b) display the EU emblem, and (c) include the following text:

For communication activities: **“This project is part of the PRIMA Program supported by the European Union.”**

LOGOS MANUAL

For infrastructure, equipment and significant results: “This [infrastructure], [equipment] [insert type of result] is part of the PRIMA program supported by the European Union’s Horizon 2020 research and innovation program.”

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

For their obligations, the beneficiaries may use the PRIMA logo and the EU emblem without first obtaining approval from the PRIMA Foundation and the Commission, respectively. This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the PRIMA logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.

ACKNOWLEDGEMENTS IN PUBLICATIONS

This paper is supported by the PRIMA program under grant agreement No..., project... The PRIMA program is supported by the European Union.

DISCLAIMER EXCLUDING THE PRIMA RESPONSIBILITY

Any communication activity related to the action must indicate that it reflects only the author's view. The PRIMA Foundation is not responsible for any use that may be made of the information it contains.

In the Grant Agreement, **ARTICLE 29 – DISSEMINATION OF RESULTS – OPEN ACCESS – VISIBILITY OF PRIMA FUNDING**

29.1 OBLIGATION TO DISSEMINATE RESULTS

Unless it goes against their legitimate interests, each beneficiary must – as soon as possible – 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).

[OPTION for additional dissemination obligations if foreseen in the work plan: In addition, the beneficiaries must comply with the additional dissemination obligations set out in Annex 1 (*of the Article 29*)]

[OPTION for additional dissemination obligations for interoperability if foreseen in the work plan: Moreover, the beneficiaries must – up to four years after the period set out in Article 3 (*of the Article 29*) – disseminate any technical specifications of the results that are needed for interoperability.]

[OPTION for additional dissemination obligations for cross-border interoperability if foreseen in the work plan: Moreover, the beneficiaries must – up to four years after the period set out in Article 3 – disseminate the deliverables relating to cross-border interoperability (see Annex 1- *of the Article 29*) and any results needed for cross-border interoperability (in particular common technical specifications and software components).]

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of – unless agreed otherwise – at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within – unless agreed otherwise – 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

If a beneficiary intends not to protect its results, it may – under certain conditions (see Article 26.4.1) – need to formally notify the PRIMA Foundation before dissemination takes place.

29.2 OPEN ACCESS TO SCIENTIFIC PUBLICATIONS

Each beneficiary must ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

- (b) ensure open access to the deposited publication – via the repository – at the latest:
- (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) ensure open access – via the repository – to the bibliographic metadata that identifies the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “PRIMA”, “European Union (EU)” and “Horizon 2020”
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

29.3 OPEN ACCESS TO RESEARCH DATA

[OPTION 1a for actions participating in the Open Research Data Pilot: Regarding the digital research data generated in the action ('data'), the beneficiaries must:

- (a) deposit in a research data repository and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate – free of charge for any user – the following:
- (i) the data, including associated metadata, needed to validate the results presented in scientific publications, as soon as possible;
 - (ii) Not applicable;
 - (iii) other data, including associated metadata, as specified and within the deadlines laid down in the 'data management plan' (see Annex 1);
- (b) provide information – via the repository – about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and – where possible – provide the tools and instruments themselves).

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

As an exception, the beneficiaries do not have to ensure open access to specific parts of their research data under Point (a)(i) and (iii), if the achievement of the action's main objective (as described in Annex 1) would be jeopardised by making those specific parts of the research data openly accessible. In this case, the data management plan must contain the reasons for not giving access.

29.4 INFORMATION ON PRIMA FUNDING – OBLIGATION AND RIGHT TO USE THE PRIMA LOGO AND THE EU EMBLEM

Unless the PRIMA Foundation requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) display the PRIMA logo 
- (b) display the EU emblem  **Funded by
the European Union**

(c) include the following text: **“This project is part of the PRIMA programme supported by the European Union”**.

The EU emblem is the single-most important visual brand used to acknowledge the origin and ensure the visibility of the EU funding. It needs to be correctly and prominently displayed. Apart from the EU emblem, no additional visual identity or logo may be used to highlight the EU support unless agreed with the granting authority.

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the PRIMA logo and the EU emblem without first obtaining approval from the PRIMA Foundation and the Commission respectively.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the PRIMA logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.

29.5 DISCLAIMER EXCLUDING THE PRIMA FOUNDATION RESPONSIBILITY

Any dissemination of results must indicate that it reflects only the author’s view and that the PRIMA Foundation is not responsible for any use that may be made of the information it contains.

29.6 CONSEQUENCES OF NON-COMPLIANCE

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 43).

NATIONAL FUNDING AGENCIES: VISIBILITY

VISIBILITY REGULATIONS

We will adhere to specific criteria of National Agencies participating/funding the **TECHONEY** project.

In general terms, we will display at events the proper symbols of these National Agencies.