



**Project full title:** Innovative sustainable solutions for ready-to-eat traditional Mediterranean products and non-conventional healthy foods

**Project acronym:** InnoSol4Med

PRIMA Section 2

Call: Multi-topic 2022

Project ID: 1836

## Dissemination and Exploitation Plan

### Versions:

No.	Partner	Contribution	Date
1.0	UNIST	First complete draft	08.11.2023.

### Abbreviations:

PI – Principal Investigator

SME - Small and Medium-sized Enterprise

LE - Large Enterprise

WP - Work Package

### List of partners:

Partner No	PI name	Organization	Country
<b>P1 (Coordinator)</b>	Prof. Vida Šimat	University Department of Marine Studies, UNIVERSITY OF SPLIT (acronym: <b>UNIST</b> )	Croatia
<b>P2</b>	Prof. Darija Lemić	Green Environmental Research Ltd. (acronym: <b>GREENER</b> )	Croatia
<b>P3</b>	Mr. Ivan Šimat	Centaurus Ltd. (acronym: <b>CENTAURUS</b> )	Croatia
<b>P4</b>	Prof. Fausto Gardini	Department of Agriculture and Food Sciences, UNIVERSITA DI BOLOGNA (acronym: <b>UNIBO</b> )	Italy
<b>P5</b>	Prof. Daniela Bassi	Department for Sustainable Food Process, UNIVERSITA' CATTOLICA del SACRO CUORE, Campus di Piacenza e Cremona (acronym: <b>UCSC</b> )	Italy
<b>P6</b>	Dr. Matteo Angri	Martino Rossi S.p.A. (acronym: <b>MROSSI</b> )	Italy
<b>P7</b>	Prof. Victoria Moreno-Arribas	Spanish National Research Council (acronym: <b>CSIC</b> )	Spain
<b>P8</b>	Mr. Jose M. García Madero	DOMCA S.A. (acronym: <b>DOMCA</b> )	Spain
<b>P9</b>	Prof. Fatih Ozogul	Department of Seafood Processing Technology, ÇUKUROVA UNIVERSITY (acronym: <b>CUNI</b> )	Turkey
<b>P10</b>	Prof. Abdellah Zinedine	CHOUAIB DOUKKALI UNIVERSITY (acronym: <b>UCD</b> )	Morocco
<b>P11</b>	Prof. Faouzi Errachidi	SIDI MOHAMED BEN ABDELLAH UNIVERSITY (acronym: <b>USMBA</b> )	Morocco

## Table of contents

1. Introduction.....	4
2. Communication.....	5
3. Data management.....	6
4. Detail plan of dissemination of project and its results .....	6
5. Information on PRIMA funding — Obligation and right to use the PRIMA logo and the EU emblem.....	9
6. Rules for publication.....	10
7. Calendar of potential events to be attended and used for promotion of the project .....	11

## 1. INTRODUCTION

The project's Dissemination and Exploitation Plan (DEP) gives an overview of communication, dissemination and exploitation of the project's results as well as the knowledge which will be gained through the project lifetime.

DEP will be updated during the project. It includes a detailed plan for dissemination of the project and its results, targeted communication and dissemination activities, and a calendar of potential events to be attended or organized to promote the project. DEP establishes and maintains all mechanisms for effective communication and dissemination among stakeholders and target audiences (med-food SMEs, LE, consumers, research community, policy makers, general public and local community, food technology and science students, nutrition scientists), which is a critical step in maximizing the impact of the project.

DEP defines key messages tailored to target audiences based on the project's ambitions, outcomes, and deliverables. For each project outcome, this plan identifies: (i) the potential users; (ii) the dissemination strategy to reach them; (iii) the potential application of the results for the final users; and (iv) the area involved. In the case of potential commercial use, appropriate protection methods will be applied (e.g., patents, trademarks, etc.).

It is expected that the project results (Fig. 1) will be applied as new sustainable solutions to increase the availability and accessibility of nutritious and healthy food, reduce food waste, and reuse by-products through non-invasive solutions.

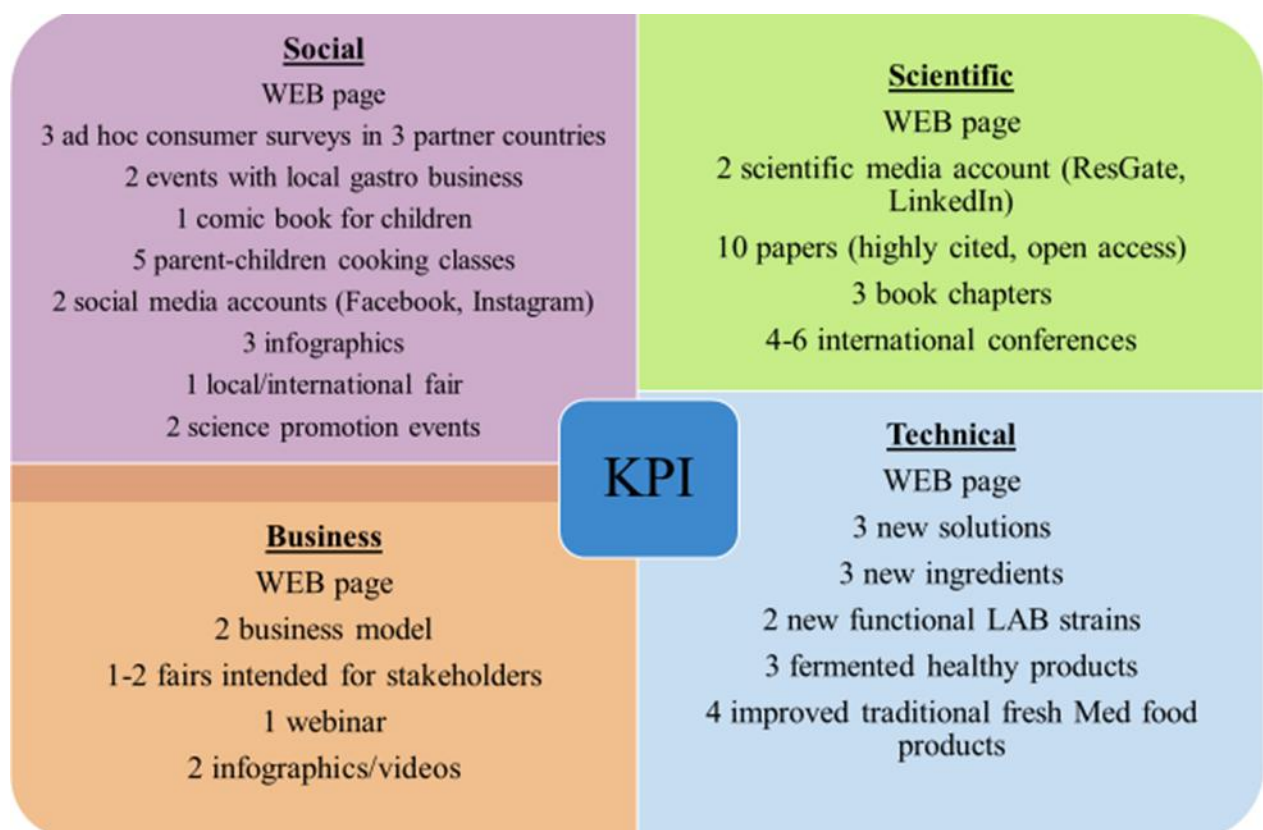


Fig. 1. Key performance indicators (KPI) of InnoSol4Med Project.

The tasks in WP2-WP5 will ensure collaboration between universities and private companies (SMEs: P2, P3, P8 and LE: P6) to test the concepts of the project in a relevant environment (TRL5 and 6). They will be the first to test the knowledge and results of the project. The consortium is committed to producing knowledge, materials, and protocols that will ensure continued use of the results not only for the participating manufacturers, but also for a broad audience. It is expected that the results aimed at obtaining production processes that can be easily applied by SMEs will also be adopted by other companies in the Mediterranean region, leading to improvements in the sustainability of production and the development of the local food chain, taking a new position in the markets and increasing employment in the industry, opening new employment opportunities. The InnoSol4Med project will identify key factors affecting consumer attitudes and preferences and develop tailored food business strategies (WP6) that can be applied to newly developed food prototypes. The potential users of the new products are the end consumers, and the target market is the Mediterranean region.

## 2. COMMUNICATION

The InnoSol4Med project is based on knowledge sharing, so ensuring effective communication of the project and its results is an important aspect. All partners will be fully informed about project status, planning, and other issues to improve the synergy of collaboration. All information (e.g., on meetings, task reports, stakeholder input, relevant publications, etc.) will be provided to the project coordinator, who will be responsible for disseminating this information to the other partners and project bodies. Both face-to-face and virtual meetings will be organized as needed for each work package.

Communication activities will include planning publications, presentations, and conferences to be attended on behalf of the consortium. Various dissemination and communication tools, online and offline, will be used to ensure that project results are communicated to the public and relevant stakeholders: Project website; newsletters, press releases and brochures for the general public; publications in local/national journals; open access publications in international journals and contributions to conference proceedings; organization of webinars/workshops/meetings with target groups, preparation of the comic book and other promotional materials, organization of culinary courses, etc.

In particular, for external and internal communication, dissemination and project management, the website will serve as an archive for project information, such as programs for public webinars/workshops/meetings and press releases. Ongoing information and communication with stakeholders and the public on project issues and outcomes will be provided through newsletters in conjunction with posting of results on the public section of the website. The main results of the scientific activities and their impact on the European and global society will be summarized in press releases and brochures in order to present them to

a wide public. It is expected that these texts will appear on the website of the participating universities and companies, be published in newspaper articles or presented to the media. Thorough documentation of the scientific results in international peer-reviewed journals will support the worldwide dissemination of the results to the various scientific communities. The scientific results will also be presented at national and European conferences.

A MS Teams group will be established and all project members will use it for correspondence. All documents, visibility pack, templates and media information will be available to all partners on Project MS Teams platform.

### 3. DATA MANAGEMENT

The collection, processing, handling and dissemination of the data is described in Project's Data Management Plan.

### 4. DETAIL PLAN OF DISSEMINATION OF PROJECT AND ITS RESULTS

A plan of dissemination and exploitation activities for InnoSol4Med project is shown in table:

Targeted audience	Results to be disseminated	Dissemination tools, means, and channels	Potential exploitation	Impacted area/Message
Farmers/primary food producers	-Recommendations on the valorization and value-adding possibilities of sustainable and unexploited matrices and agro by-products (WP2).	Website leaflets, articles or blogs.	Use of the newly acquired knowledge on the potential bioactivity of new matrices and by-products to reduce waste generation and use these by-products as valuable raw materials.	-Increased profitability and environmental sustainability of the Mediterranean agro-food sector.  - Contribution to rural area development and to the valorization of local food chains.

<p>Food industry (Food SMEs and LE, Associations, Food retailers, the food service sector, food analysis laboratories, Food supplement industry)</p>	<ul style="list-style-type: none"> <li>- Results about the biological activity of the new sustainable ingredients (WP2);</li> <li>- New opportunities for biopreservation and the application of non-invasive innovative technological solutions to obtain high-value RTE foods (WP2 and 3)</li> <li>- New concepts that enhance the quality, safety, shelf life, nutritive value and functionality of foods (WP2 and 3);</li> <li>- Results on ingredients that have the potential to improve the intestinal microbiota/function, thus health benefits (WP 2, 3, 4, and 5);</li> <li>- Optimised solutions for innovative food products from non-conventional raw materials and fortified traditional products;</li> <li>- Results on consumers' demands for healthy food choices (WP6).</li> </ul>	<p>Training courses, free videos on the Project web page, publications in food industry journals, electronic publications (newsletters, brochures), conferences, and social media.</p>	<ul style="list-style-type: none"> <li>- Development of new ingredients/food products;</li> <li>- Development of new biopreservation and technological solutions;</li> <li>- Production of compounds with the possible application as nutraceuticals;</li> <li>- Innovative concepts for the improvements of nutritional value and safety of traditional food products;</li> <li>- Development of plant-based meat substitute prototypes with high healthfulness and environmental and social sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>- Promotion of new concepts, knowledge, and ideas on healthy Med foods;</li> <li>-The availability of new food ingredients with health beneficial activity;</li> <li>-Increased efficiency and profitability of the Mediterranean agro-food sector;</li> <li>- Promotion of innovative and sustainable products to increase the availability of healthy and tasty food, designed for specific target consumers.</li> </ul>
<p>Scientists</p>	<p>Results of experimental activities (WP2-6)</p>	<p>Open-access scientific publication, website, bilateral meetings, conferences, social media, training/internships</p>	<p>Sharing new data and results to continue pursuing scientific excellence and innovation</p>	<p>Improved scientists' mobility, visits, and exchange across the partner countries</p>
<p>Consumers and</p>	<p>-New healthy food</p>	<p>Publications</p>	<p>- Increase the</p>	<p>Increased societal</p>



general public	options on the market (WP3-5) - events at exhibition (WP2)	(newspapers, blogs, web page, social media), EU Researchers' Night, local science fairs	availability and range of healthy food products with functional features; - health benefits and dietary shift toward healthier habits.	acceptance of healthy foods and innovative technology
----------------	---	---	---	---

The coordinator will collaborate with the other partners to set up and develop communication and dissemination materials and tools (web page, logo and visual identity, newsletters, press material, publication plan, and all other necessary means).

Indicative specific tools, deployed in collaboration with the project partners, will include the following:

#### Online tools

- The project website
- Social media pages (Facebook, Instagram) to promote project outputs and to attract new users to the project website
- Partners and other organisations' websites and social media pages
- Online newsletters or press releases
- Emails to update stakeholders about project activities and progress/newsletter (provide info, invite to trainings, workshops, etc.)

#### Printed or other electronic material

- A project banner
- Assorted other promotional materials (posters, pens, notepads, etc.) – to be identified in consultation with the target groups concerned
- InnoSol4Med presentation for face-to-face dissemination activities (e.g. as part of trainings and other information sessions – meetings)
- Strip/comic book on minimum 4 languages for free distribution

#### Media and press tools

- Press Releases to be disseminated to the partners' networks and/or articles for newspapers and journals
- Oral presentations for TV, radio.



The InnoSol4Med project partners are committed to extensively take advantage of all online potentials of our digital era along with face-to-face and other media-based opportunities to disseminate the project widely not only to relevant stakeholders and target group members but also to the general public in the partner EU countries and beyond.

## 5. 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 communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the PRIMA logo  , and
- (b) display the EU emblem  **Funded by  
the European Union** , and
- (c) include the following text:

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

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.”***

For acknowledgements in publications: ***“This paper is supported by the PRIMA program under project InnoSol4Med (Project ID 1836). The PRIMA program is supported by the European Union.”***

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

Disclaimer excluding the PRIMA Foundation responsibility: Any communication activity related to the action 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. For this matter a disclaimer: “The content of this publication is the sole responsibility of the project partners.” or “The content of this publication is the sole responsibility of the University of ...” must be used for all communication, publications and promotional material, as well as official web page of the project, institutional web pages of the partners and all social media pages. This excludes the scientific papers.

## 6. RULES FOR PUBLICATION

Each partner 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 partners 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 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.

The Authors' Contributions section in research papers specifies the exact contributions of each author in a narrative form. For all research articles published under InnoSol4Med project with more than three authors, this is a required section specifying their individual contributions and it must be included in the final publication. Authorship must include and be limited to those who have contributed substantially to the work. Author Contribution can be:

Conceptualization, Methodology, Validation, Formal Analysis, Investigation, Resources, Data Curation, writing – Original Draft Preparation, Writing – Review & Editing, Visualization, Supervision, Funding Acquisition, or other.

The contributions of specific colleagues, institutions, or agencies that aided the efforts of the authors but do not follow under author contributions rules should be mentioned in the Acknowledgments.

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';

(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).

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 project's main objective would be jeopardised by making those specific parts of the research data openly accessible. In this case, the Data management plan contains the reasons for not giving access.

## **7. CALENDAR OF POTENTIAL EVENTS TO BE ATTENDED AND USED FOR PROMOTION OF THE PROJECT**

### *Project meetings*

General assembly meeting in Granada in May/June 2024.

### *Staff mobility*

- February 2024- June 2024: MSc student in Food Safety from the University of Bologna will visit DOMCA to work on project ongoing activities;
- September 2024- December 2024: MSc student in Food Safety from the University of Cukurova will visit UNIST work on project ongoing activities;

### *Congress attendance*

- International conference on Foodomics, Cesena (Italy), 14-16 February 2024
- 22nd World Congress of Food Science and Technology “The future of food is now: Development, Functionality & Sustainability”, September, 8-12 2024, Rimini – Italy
- 4<sup>th</sup> International Conference FOOD INDUSTRY BY-PRODUCTS, 6-7 June 2024, Osijek, Croatia - [http://www.ptfos.unios.hr/FIB\\_CONFERENCE/index.php/hr/671-2/](http://www.ptfos.unios.hr/FIB_CONFERENCE/index.php/hr/671-2/)
- 15th International Scientific and Professional Conference WITH FOOD TO HEALTH, Croatia
- 38th EFFoST International Conference, November 12th to 14th, 2024 in Bruges, Belgium
- 4th Retaste Conference - Rethink Food Resources, Losses and Waste Conference, September 25th to 27<sup>th</sup>, 2024 in Heraklion, Crete, Greece.

### *Other dissemination activities*

- European Researchers Night 2024
- Scientific week/fair – 2 activities
- Sustainability fair September, 2024, Croatia
- Participation to MACFRUT2024 – Fruit & Veg professional show, 8-10 of May Rimini Expo Centre - Italy
- Participation to the 2024 European Researchers' Night in Italy (September)
- MROSSI will participate to several fairs in which InnoSol4Med dissemination materials will be present: CIBUS Parma (7-10 May 2024); SIAL Paris (19-23 May 2024); FIE Paris (November 2024)
- CSIC-CIAL scientific-technical workshop
- Workshops with children and young people, summer camps and exhibitions at the CSIC Museum of Natural Sciences, with the participation of CSIC group
- Press articles and sector dissemination
- Short video of the project for YouTube presenting the activities of the InnoSol4med project