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Communication and Dissemination Results 1

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1. Summary

Communication and dissemination play a vital role within Stance4Health project. This first-year report highlights the activities carried out by the communication and dissemination work package (WP8) during the period of October 2018 to October 2019. In short, these activities include: communication and dissemination plan (D8.1), corporate identity and project website (D8.6), project leaflet (D8.7), two factsheets (D8.15 & D8.16), infographic (D8.11), social media and media coverage. The report also includes the challenges encountered and plans for communicating about the Stance4Health project going forward.

2. Introduction

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

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

3. Objectives

The goal of the communication and dissemination work package (WP8) is to maximise the impact of the project by reaching all relevant audiences that the outcomes are intended for. The main audiences identified for Stance4Health are European consumers, dieticians and other licensed nutrition counsellors, European/national food and health authorities and the scientific

community (primarily in nutrition, medicine and biology). To achieve this goal, the work package must fulfil two main objectives;

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

4. Challenges and Opportunities

The first year of the project usually brings challenges in terms of communication, dissemination and exploitation activities. In early days of the project, there is limited scope to disseminate project's results as due to the high complexity of the project, they are either not available or very limited. This presented a challenge when creating communication content for the website and social media channels, which may have limited overall outreach. Therefore, communication content revolved around meetings and conferences that partners attended throughout the year.

Personalised nutrition and the human gut microbiota are complex and difficult concepts, and much of the research carried out by the project's partners so far is very technical which makes it more appropriate and interesting for the scientific community rather than the lay audience. Bridging the gap between experts and non-experts is the art of science communication. The general public may not have background knowledge about the topic; therefore, it was necessary to act as a filter and increase the chances to involve an audience of non-experts.

In light of this, during the first year, we mainly took an opportunity to create a strong project identity and branding. We aimed to aid the consortium with an appealing and recognisable logo, templates for use at various materials and communication materials – all described in detail in the following sections.

5. Results

5.1 Communication and dissemination plan (D8.1)

During the first three months, EUFIC developed and completed a Communication and Dissemination plan (D8.1) that aims to ensure effective communication, towards the above-mentioned objectives. The plan has been shared with the partners and will be used throughout the duration of the Stance4Health project. The plan sets out a strategy to reach target audiences via appropriate tools and channels and provided them with information about the project and its outcomes. In turn, they can directly benefit from the research undertaken within the project and further spread this knowledge to their networks. One way of reaching these target audiences is by using the media, such as websites or social media, as a conduit. Media constitutes an important and influential source of information for consumers in Europe. An iterative process with the consortium partners ensured that the strategy is well tailored to the needs of the project, and the partners' feedback has been incorporated in the Communication and Dissemination plan.

5.2 Corporate identity and project website (D8.6)

5.2.1 Project identity

An attractive visual identity for Stance4Health was created by EUFIC in order to ensure a common graphic line (D8.6), including a project logo (figure 1) and templates (figure 2 & 3). A project roll-up (figure 4) was created by TTC and provided to partners to use at Stance4Health meetings and conferences.

For the task of corporate identity and design (Task 8.1) a dedicated working group of the project partners (TTC, UGR) coordinated by EUFIC was established to decide on the logo and template design. The final logo (figure 1) was selected out of four proposed designs. The logo represents personalised nutrition as a complex puzzle. The mobile application aims to put the pieces of the puzzle together in order to create a custom solution to consumers. A combination of colours and elements represent a variety of healthy foods like fruit and vegetables to encourage healthy lifestyle. The logo is completed with the appealing and easily recognisable font.

Figure 1. Project logo

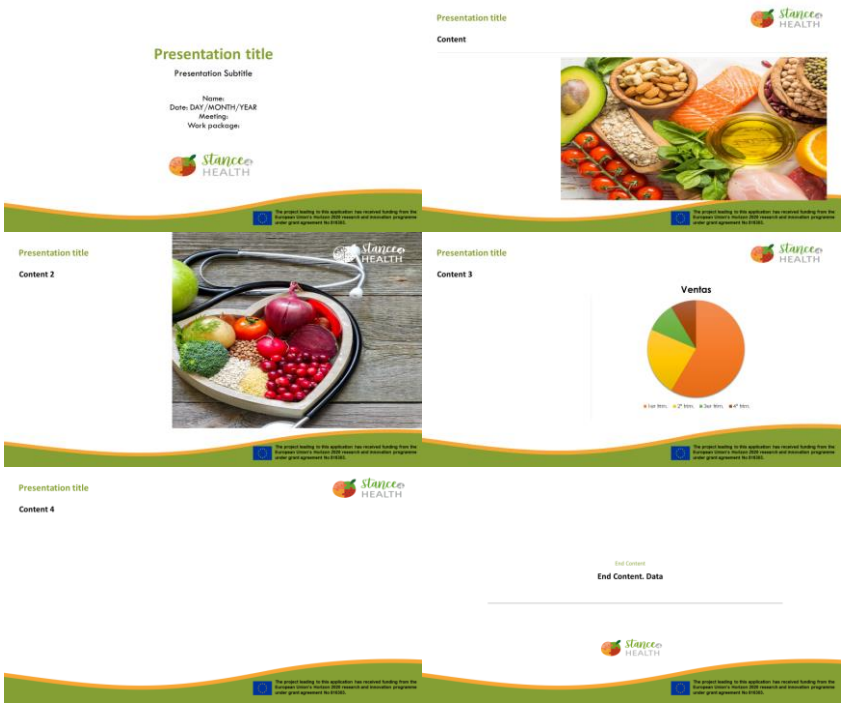

Figure 2. Presentation template

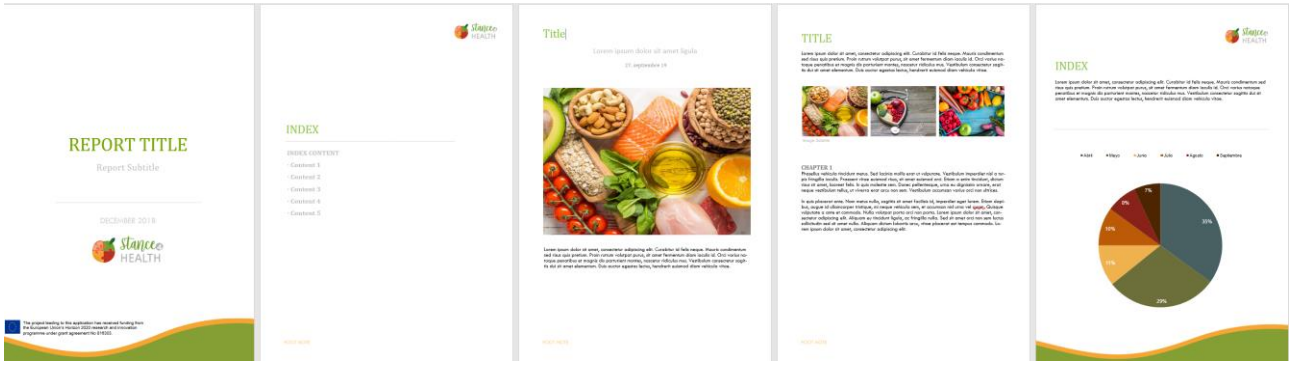

Figure 3. Word document template

Figure 4. Project roll-up

5.2.2 Project website

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

The website (figure 5) is a means to convey all information pertained to the project for a range of audiences. The website is regularly updated to maintain a sustained interest in project activities. When available, updates highlight project news, events, relevant articles and publications. The update of the website content, layout and design is ongoing throughout the implementation of the project. Since launching, the website has received 5719 pageviews with 11,761 sessions.

Figure 5. Screenshot of Stance4Health website homepage

To promote internal communication between partners, an intranet platform (figure 6) was integrated into the website. This platform allows partners to easily share files as well as upload communication and dissemination materials, deliverables, and meeting notes.

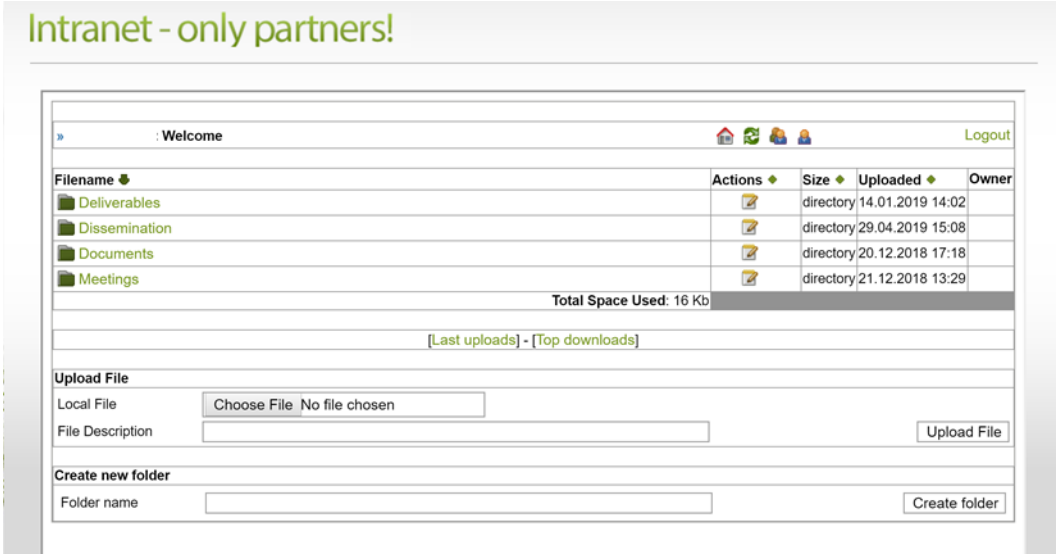

Figure 6. Screenshot of intranet

5.3 Dissemination materials

This section highlights the communication materials created by Stance4Health partners to promote the outreach of the project during the first year of its implementation (M1-M12).

5.3.1 Project leaflet (D8.7)

One of the two project leaflets was designed by TTC. It has been provided to partners to use at events and meetings. The leaflet (figure 7) outlines the main objectives of the project and provides a useful resource to inform attendees on its key concepts.

Figure 7. Project leaflet

5.3.2 Infographic (D8.11)

To support the public communication and outreach of the Stance4Health project, EUFIC will create four infographics. These provide an attractive medium to engage audiences and provide a summary of the project's aim, results and inform them on the broader subject area of personalised nutrition and health. The first of these infographics (figure 8; D8.11), was designed by EUFIC with the support of project partners. The aim of this infographic was to introduce the Stance4Health project and highlight the objectives, as well as the main outputs and validation studies that will be carried out in the upcoming years. In addition to informing the public about the project, the visuals created for this infographic will also be provided to all partners for their use in presentations, factsheets and other online materials.

Figure 8. Infographic 1

5.3.3 Information factsheet 1 (D8.15)

To provide attractive summaries of the results of the project and highlight the projects contribution to practitioners' challenges and potential for exploitation, TTC will create five factsheets throughout the project. The first of these factsheets (figure 9) was produced in M3 and provides a brief introduction to the project's aims and objectives. The factsheet was uploaded to the website and was disseminated through social media.

Figure 9. Information factsheet 1

5.3.4 Information factsheet 2 (D8.16)

In M12, TTC produced a second information factsheet (figure 10). This factsheet provides insight into work packages 1, 3 and 4. It gives a summary of the rationale behind their future work. The second factsheet was distributed at the open session held on the second day of the annual consortium meeting. The sheets were distributed in an attractive folder accompanied with a Stance4Health pen (figure 11). These packages will be provided to partners to distribute at events and conference to increase the outreach amongst attendees.

Figure 10. Information factsheets 2

Figure 11. Folder and pen

5.4 Dissemination via website and other online outlets

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

Partner	Date	Type of activity	Title	Place	Type of audience	Size of audience	Details
UGR	02/04/2019	oral presentation at 6th International conference on food digestion - satellite symposium	In vitro gastrointestinal digestion and in vitro fermentation method: effects on SCFAs production and polyphenols metabolism	Granada	Scientific community	200	http://www.info-gestgranada2019.com/
UGR	02/04/2019	oral presentation at 6th International conference on food digestion - satellite symposium	Smart Technologies for personalized nutrition and consumer engagement	Granada	Scientific community	200	http://www.info-gestgranada2019.com/

Figure 12. Dissemination recording template

5.4.1 Social media

Social media is a useful tool in increasing the public awareness of the project. It will be used to share project's outcomes, events and help redirect users towards the website. To maximise the outreach and communication about the Stance4Health project, social media activities were carried out through multiple channels. These include the EUFIC-managed Twitter account EU Food Health (@SciFoodHealth; figure 13), dedicated Stance4Health Twitter (@Stance4Health) and Facebook accounts, as well as other partner social media channels. The hashtag for all social media posts is #Stance4Health and all partners were encouraged to use the hashtag when posting about the project.

The SciFoodHealth Twitter account is well known within the EU-project community. It is followed by many different EU projects and accounts from the commission. By using this channel, as part of Stance4Health communication and dissemination social media strategy, we guarantee, from the beginning of the project, high visibility and engagement (16K followers; 50K+ monthly engagements). The Stance4Health Twitter account currently has 22 followers and the Facebook page has 53 likes.

During the first year, the Stance4Health project was mentioned in 129 posts (97 on Twitter and 32 on Facebook). The Twitter posts reached 252K impressions and received 2336 engagements (including likes, retweets and clicks) and the Facebook posts received a total of 135 likes. Despite the dedicated project Twitter and Facebook accounts, many of the post were made by project partners, showing the keen interest from partners to communicate about the project and share their work, greatly increasing the projects reach.

Figure 13. SciFoodHealth Twitter account covering food, health, and sustainability related to EU research projects and example Stance4Health tweet

5.4.2 Media coverage

As the project is still in its infancy, there has been limited scope for media coverage. Despite this fact, the project was mentioned in 13 news publications with a reach over 20 million (12 written pieces and 1 video). The video, which includes interviews with the project coordinator and other partners, was feature on a Valencian regional television station called A punt (figure 14). This year also saw the first scientific publication for the Stance4Health project, which was published in Frontiers in Microbiology on the 26th of April 2019 and has had a reach of 281.

Figure 14. Screenshot of project coordinator during an interview by A punt

Table 1. Publications and Media coverage

Title (hyperlinked)	Source	Reach
Adaptation of the Human Gut Microbiota Metabolic Network During the First Year After Birth	Frontiers in Microbiology	281
Nutrizione personalizzata: il futuro è Stance4Health	CinqueColonne.it	2097
Nutrizione personalizzata. La sfida per il futuro del Cnr	Ottopagine.it	63309
Il Cnr di Avellino rappresenterà l'Italia nel progetto europeo Stance4Health	Orticalab.it	14162
Nasce il progetto europeo Stance4Health: tra i partner il Cnr di Avellino	AvellinoToday	13366
Stance4Health: il futuro della nutrizione personalizzata	Irpinia24	3915
Nutrizione personalizzata: il CNR di Avellino protagonista di un progetto europeo	Irpinianews.it	24748
Stance4Health: il futuro della nutrizione personalizzata	Consiglio Nazionale delle Ricerche [EN]	462
Investigadores valencianos participan en un estudio sobre el uso de las tecnologías móviles inteligentes aplicado a la nutrición	El Economico.es	4820
Video|L'estudi Stance4health crearà una app de nutrició personalitzada	Apuntmedia.es	123K
Especialistas europeos se reúnen en València para investigar el impacto en la microbiota intestinal de la comida y las técnicas de cocción	Elperiodic.com	171K
Valencia, capital de la investigación en microbiota intestinal de la comida y la cocción	Consalud.es	286k
Investigan el impacto de la comida y las técnicas de cocción en la microbiota intestinal	Infosalus.com	1M
Especialistas se reúnen en València para estudiar la microbiota intestinal	Lavanguardia.com	19M
	Total reach	20.3M

6. Conclusion and next steps

The principal objective of this deliverable is to present all dissemination and communication tools and activities that were used to promote the project during its first year. The results section of the document presented all activities and materials undertaken by the Stance4Health consortium from October 2018 to October 2019.

The first year of the project has laid a foundation for project communication. Despite the limited results, a considerable amount of outreach was fulfilled. Furthermore, the major infrastructure for the project (corporate design, website, social media, factsheets and infographic) are in place and ready to support the growing project communication activities.

Notable communication tasks planned for the second year include:
- A third Factsheet
- A second Infographic

- A written article to appear on the EUFIC website

Communication activities in the second year will focus on:
- Raising awareness of the project through social media content and outreach materials (fact-sheet, infographic etc.)
- Press releases for new publications to promote media outreach
- Presenting the project at various events including both those for the scientific community and general public