



Setting up the innovation support mechanisms and increasing awareness on the potential of Food Innovation and RTD in the South-East Europe area

Project Code: SEE/B/0028/1.3/X

WORK PACKAGE 2: COMMUNICATION ACTIVITIES

D2.1- Communication Plan

Partner	Official name (in English)	Abbreviation	Country
LP	Centre for Research and Technology Hellas- Institute of Agrobiotechnology	EKETA- INA	Greece
ERDF PP1	Federation of Industries of Northern Greece	SVVE	Greece
ERDF PP2	National Research Council- Institute of Sciences of Food Production	CNR/ISPA	Italy
ERDF PP3	Agricultural University of Plovdiv	AUP	Bulgaria
ERDF PP4	Pazardzhik Regional Administration	OAP	Bulgaria
ERDF PP5	National Institute of Research & Development for Food Bioresources	IBA	Romania
ERDF PP6	Constanta Chamber of Commerce, Industry, Shipping And Agriculture	CCINA	Romania
ERDF PP7	Development Agency of Idrija and Cerkno	ICRA	Slovenia
ERDF PP8	European Food Chain Parliament-Foodlawment	EPPF	Hungary
10% PP1	Odessa National Academy of Food Technologies	ONAFI	Ukraine
10% PP2	Chamber of Commerce and Industry of the Republic of Moldova	CCIRM	Republic of Moldova
10% PP3	Institute for Food Technology	FINS	Serbia

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D2.1- Communication Plan

Abstract: The present Communication Plan of Inno- Food SEE details the various activities aiming at spreading the project message to the various stakeholders and target groups of the SEE area and beyond and enhancing the networking of the project partners.

Project Document Information

Keywords: | Communication, plan, dissemination, target groups

List of Acronyms and Abbreviations

Acronym/abbreviation	Resolution
CBC	Cross Border Cooperation
CIP	Competitiveness and Innovation Programme
D	Deliverable
DG	Directorate General
ERDF	European Regional Development Fund
ETP	European Technology Platform
EU	European Union
FP7	7 th Framework Programme (for Research and Technological Development)
GMO	Genetically Modified Organisms
ICT	Information and Communication Technologies
LP	Lead Partner
R&D	Research and Development
RTD	Research and Technological Development
SEE	South East Europe
SME	Small and Medium- Sized Enterprise
SWOT	Strenghts, Weaknesses, Opportunities and Threats
WP	Workpackage

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EXECUTIVE SUMMARY

The present Communication Plan of Inno- Food SEE details the various activities aiming at spreading the project message to the various stakeholders and target groups of the SEE area and beyond and enhancing the networking of the project partners.

The Communication Plan will explore the main objective of the Communication activities, the key message to be communicated and the target groups and the means and tools employed for the communication.

1. DESCRIPTION OF WP2- COMMUNICATION ACTIVITIES

This Workpackage covers the aspect of project awareness and it will target selected groups as well as the SEE area citizens and consumers in general. **The main aim is to contribute to a broader public understanding of the potential that food innovation proposes to the SEE area.**

Activities are designed to contribute to the development of an innovative- friendly environment. In other words, the local environment should be 'trained' so as to appreciate the benefits that food innovation proposes both for the citizens/ consumers (e.g. personalization of nutrition for special population groups), as well as for economic diversification and development of the regions in the knowledge- based bio-economy. Another goal is to diminish technology related fears such as GMOs (genetically modified organisms). The project will clarify that there is much more potential in food innovation. In any case the project will not cover GMO technologies.

A further important objective of this WP is to **foster innovation enabling factors** such as young people's enthusiasm for S&T (with a special focus to enhancing the participation of women in R&D) and the development of the entrepreneurial spirit for young researchers, i.e. what is the added- value of their research and how this could be applied to the food industry.

Internal communication and more specifically **knowledge transfer and dissemination** between partners will be enhanced by means of the Project Website and Partner Database, the activities targeting students and researchers, the Info- Days and the Final Project Conference. But most importantly internal knowledge transfer and dissemination is covered under WP5- Networking and Exchange of Experience in Food Innovation (Development of Training Material, Food Innovation Workshops, Networking Activities and Training visits of research personnel).

2. INTRODUCTION TO THE COMMUNICATION PLAN

The present 'Communication Plan' is developed by EEPF in cooperation with the Lead Partner EKETA- INA and with the input of all project partners; it will guide the consortium in the relevant communication activities.

The Communication Plan maps the general course of action that should be undertaken by all partners, with the coordination of the WP leader. This will ensure that the project results are communicated to regional, national and European interested parties and the wider public and that the methodology and lessons learned during the course of the project can be effectively used and/or replicated by others.

The Communication Plan will explore the **main objective** of the Communication activities, the **key message to be communicated** and the **target groups** (mainly food SMEs, research entities, regional- national and European authorities, consumer associations, the general public-individual consumers, students and researchers with a particular focus to women, national and European projects and initiatives with relevant scope).

The Communication Plan will also discuss the **means and tools employed for the communication** of the projects key messages and results to the target groups. The Communication Plan will also cover the internal communication and knowledge transfer between partners. Activities cover the Project Website and Partner Database, the lectures targeting students and researchers, the Info- Days and the Final Project Conference as well as all actions under WP5- Networking and Exchange of Experience in Food Innovation.

The Communication Plan will be continuously monitored by EEPF and will be reviewed for updating prior to the end of the project when all related activities will be evaluated based on the predefined qualitative and quantitative criteria (e.g. number of participants in events, number of citizens approached, etc.)

3. OBJECTIVES AND KEY MESSAGE

The main objective of the Communication activities is to increase the awareness and understanding of the specified target groups with regards to the **opportunities and the potential that food innovation proposes to the SEE area** both for the citizens/ consumers (e.g. personalization of nutrition for special population groups), as well as for economic diversification and development of the regions in the knowledge- based bio-economy. Furthermore the Inno- Food SEE communication activities aim to contribute to the **development of an innovative- friendly environment in the participating regions.**

The project activities aim to introduce to the SEE audience the “definition” and the applications of food innovation.

Food innovation is driven by consumer trends and needs and industry strategy and initiative. The European Technology Platform “Food for Life”¹ had identified the following key research and innovation challenges for the food industry:

1. Ensuring that the healthy choice is the easy choice for consumers,
2. Delivering a healthier diet,
3. Developing quality food products,
4. Assuring safe foods that consumers can trust,
5. Achieving sustainable food production, and
6. Managing the food chain.

Tackling these challenges by developing new innovative processes, products and tools will lead to improved competitiveness of the agro-food industry.

The Inno- Food SEE project will highlight the importance of innovation for food businesses and research entities alike as a factor of increased competitiveness and internationalisation of the food industry.

The Inno- Food SEE project communication activities will also disseminate information about the project objectives, activities and results with an emphasis on those that relate to:

- The food innovation policies;
- The profiling of food SMEs and research entities;
- The workshops for various stakeholders;
- The training trips of research entities;
- The SWOT analysis for food innovation potential
- The Joint Action Plan;
- The food innovation investment studies;
- The final project conference, etc.

¹ ETP Food for Life is an industry-led, public/private partnership encouraged by the EC to drive innovation and unite stakeholder communities addressing innovation in the agri-food sector. It was created in 2005 under the auspices of the Confederation of the food and drink Industry of the EU (CIAA), <http://etp.ciaa.be/asp/index.asp>.

4. KEY TARGET GROUPS

Inno-Food SEE will target the following key target groups through its various communication activities:

- a) Food SMEs- directly or through associations and similar entities- from the 9 participating regions. These are key beneficiaries of the project. At a wider scope, food SMEs from outside the Inno-Food SEE coverage could be targeted primarily via the project website and its material and tools;
- b) Research entities conducting research in scientific fields relevant to the Food sector from the 9 participating regions and nationwide;
- c) Researchers and students from the 9 participating regions primarily of disciplines that relate to food innovation, i.e. food technology, agronomy, biology, engineering, physics, chemistry, etc.
- d) Consumer associations in general;
- e) Special population groups with specialised nutrition needs such as diabetics, people suffering from celiac diseases, elderly people, pregnant women, babies, athletes, etc.)
- f) The general public and the citizens of the SEE area, with a special focus on results that can directly be applied to issues such as healthy diet and safety and quality of food.
- g) Public Authorities (at regional and national level), which may use the project as a compass for similar innovation support and clustering actions in the future and a roadmap of good practices;
- h) Other projects and initiatives in the field of food innovation with a view of enabling RTD and innovation partnerships for the members of the consortium and the other project beneficiaries from the SEE area;
- i) European initiatives such as the European Technology Platform “Food for Life” and the Food Cluster Initiative²;

² The European Food-cluster initiative (<http://www.foodclusterinitiative.eu/>) is a 'pilot' scheme designed to establish European clusters of coordination in order to enhance regional research capacity building in food innovation and regional economic development with significant impact at local level. This initiative groups projects in the field of "food science" to strengthen this scientific area and increase its competitive advantage.

- j) The European Commission and its services, primarily DG Research and DG Regio;
- k) The South East Europe Transnational Cooperation Programme and its Joint Technical Secretariat, as well as other Territorial Cooperation Programmes (CBC, Interreg IVC, etc.)

Of course the project also targets the participating partners, i.e. the RTD entities, industry association and chambers and regional authorities and agencies who will benefit from the knowledge and experience provided via the various project activities, in particular the workshops, training trips, studies, etc.

5. COMMUNICATION TOOLS

Inno- Food SEE will utilize several tools for its communication activities. These tools will be utilized depending on the purpose and target group. Early in the project the aim is to raise awareness among key stakeholders of the Inno- Food SEE Project objectives and activities and the benefit for the various stakeholders; at a later stage the wider dissemination of the results and outcomes of the project will be pursued.

5.1 PROJECT WEBSITE AND DATABASE

The partners will develop a project website which will be particularly designed to attract the public and to promote the potential that food innovation proposes to both consumers, as well as Food SMEs and RTD entities. The website will also act as a means of promoting the food industry of the participating regions and their innovation capacity.

The Inno- Food SEE website will include **public information** about the project objectives, news, events, a library of useful information for research funding possibilities, links, etc.

It will also host the **access- restricted database** of research entities with their profiles and capabilities, as well as the selected Food SMEs with certain results of the technology audits. The partners will be responsible for uploading the profiles of RTD entities and food SMEs on the database. The public project deliverables will also be available on the website for downloading.

A special section will also be developed with useful **tools and methodologies for self-technological assessment and audit of Food SMEs** and practical guidance for enhancing their ability to adopt R&D results. These tools will indicatively comprise an online questionnaire that would enable SMEs to perform a technological self- assessment with regards to their innovation potential and readiness to take-up RTD results and a matchmaking tool to promote further RTD cooperation.

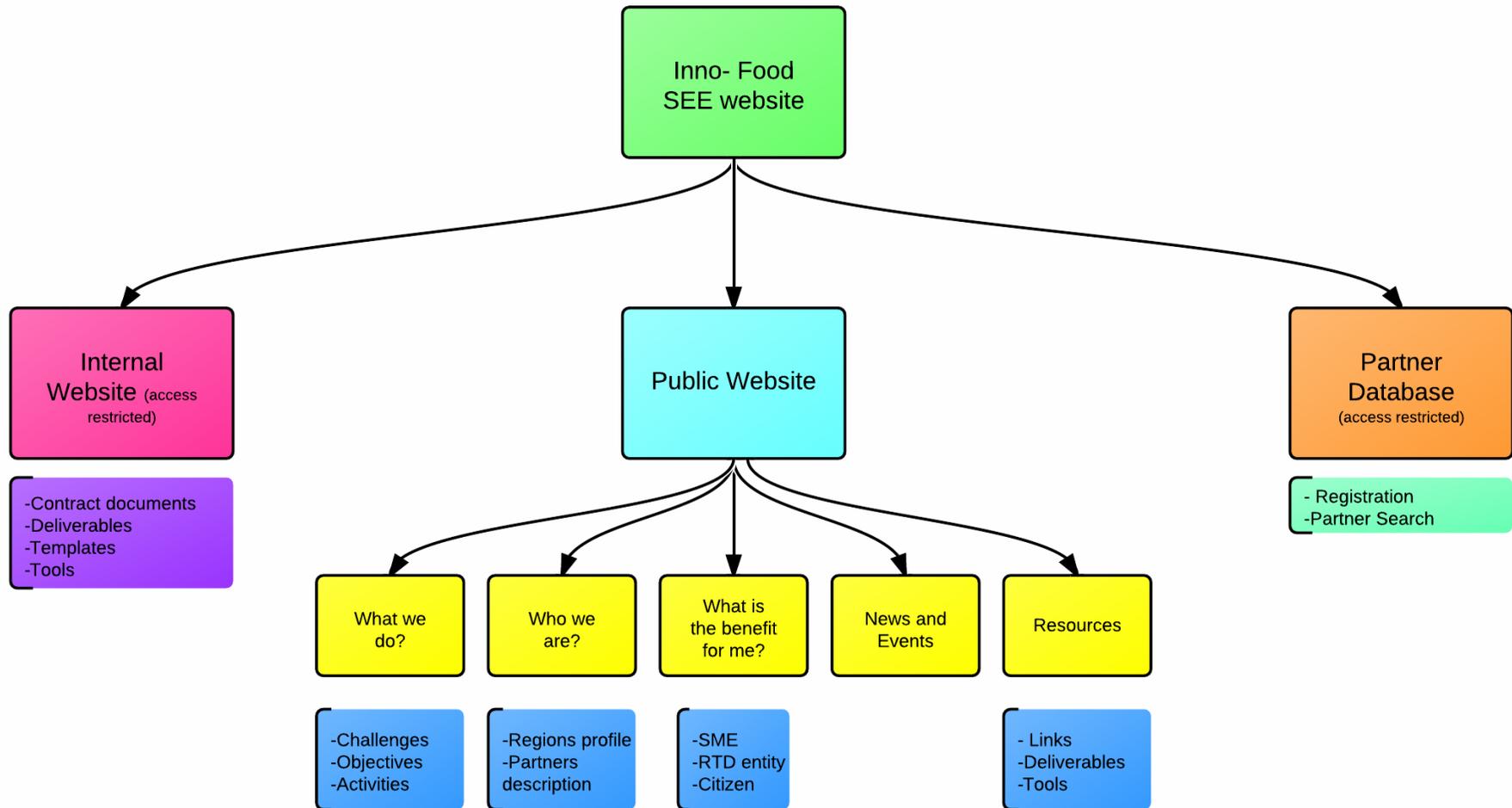
Finally an **internal management website** will be appropriately hosted in the public website and access restricted for the project partners only.

EEPF will be responsible for setting up and managing the website and the database based on the design parameters to be agreed within the consortium. **Each partner** will be responsible for uploading the profiles of RTD entities and food SMEs on the database as well as for providing information that would be appropriately uploaded on the website.

Below is a graphical representation of the suggested structure of the Inno- Food SEE website:

Activities in the 3rd Period

Activity	Description	Deadline	Who (for details see AF)
2.2-Project website and partner database	Design of website/ database agreed	31 March 2012	EEPF coordinates (all partners contribute)
	Development of website and database	10 May 2012	EEPF
	Development of content for website	15 May 2012	EEPF coordinates (all partners contribute)



5.2 THE PROJECT LOGO

The Inno- Food SEE logo will be used in all project communication, deliverables, presentations, etc. along with the South East Europe Programme logo. Both are presented below:



5.3 ACTIVITIES FOR RESEARCHERS AND STUDENTS

5.3.1 ICT TOOL

EEPF, CNR/ ISPA and EKETA/ INA will develop an ICT tool- kit that will target students and scientists of food related sciences in the participating countries with the aim of promoting the potential that food innovation proposes. The tool-kit will be produced in approximately **2,000 copies** and will be appropriately distributed to university students and researchers in all participating countries. It will provide students and scientists with insights on the potential that food innovation proposes to their research activities, to the food industry (new products and processes) and to citizens/ consumers. EEPF is responsible for the production of the ICT tool- kit.

Essentially the ICT tool- kit may be a **CD- ROM or DVD** with information about:

- Global trends in food innovation and its various applications;
- The food innovation potential of the participating regions;
- The particular innovations developed at a regional level, etc.
- Information for the promotion of Inno- Food SEE and its results, etc.

5.3.2 LECTURES

A series of lectures will be organised for university students and researchers where selected food innovation topics will be covered. **6 lectures** will take place in Greece, Italy, Bulgaria, Romania Serbia and Ukraine. A general agenda, listing of topics and lecture material will be produced primarily by the RTD partners but each region/ country is allowed to adapt the content to match the specific interests of the university students and researchers. Main suggested topics are:

- Agrobiotechnology;
- Genomic technologies and their applications in food production;
- Functional foods;
- Food for particular population groups;
- “Healthy food”;
- Food quality and safety;
- Sustainable food production;
- Food chain management, etc.

Activities in the 3rd Period

Activity	Description	Deadline	Who (for details see AF)
2.3-Activities targeting students and researchers	Definition of format and structure for ICT tool-kit targeting students and researchers	10 April 2012	EFPF and EKETA-INA
	Development of content of ICT-tool	20 May 2012	EKETA-INA, CNR/ISPA, AUP, IBA

5.4 ACTIVITIES FOR THE WIDER AUDIENCE

The consortium will also target the wider audience, i.e. the SEE citizens and consumers associations with a view to promoting food innovation. The citizens should be educated to appreciate the opportunities that food innovation presents (in particular those related to

the recent progress in the genomic technologies) with the aim to enhance their quality of life, (e.g. personalization of nutrition for special population groups such as elderly people, diabetics, pregnant women, babies, athletes, etc.). Another goal is to diminish technology related fears. The project aims to clarify that there is much more potential in food innovation approaches than GMOs. In any case the project will not cover GMO technologies.

The activities relate to:

- a) The implementation of at least **15 press and TV releases, newspaper and magazine articles;**
- b) The production and distribution of **3,000 brochures** to the participating SEE regions and beyond.

Activities in the 3rd Period

Activity	Description	Deadline	Who (for details see AF)
2.4-Activities targeting the wider audience	Development of project brochure	-	EEPF (in cooperation with INA and all partners)
	Development of 1st newsletter	April 2012	EEPF (in cooperation with INA and all partners)

5.5 INFODAYS

15 info- days (2 in each the 6 ERDF countries and 1 in each of the 3 ASR countries, Ukraine, Moldova and Serbia) will be organized in order to present the project objectives and activities and to help the audience perceive the potential that food innovation proposes to both consumers, as well as Food SMEs and RTD entities. The info- days will also highlight the funding opportunities for RTD cooperation available to RTD entities and SMEs at a national and European level. Representatives from the project partners as well as selected speakers from a regional, national and potentially international level will be addressing their speeches on selected food innovation topics.

The first of the two infodays in the ERDF countries will take place early in the project in order to raise awareness, inform about the project objectives and activities and attract stakeholders' attention. The second infoday will take place towards the end of the project to present concrete project result and achieve consensus on the Joint Action Plan. The date and place of InfoDays will be published on the website.

5.6 FOOD INNOVATION WORKSHOPS AND TRAINING TRIPS

9 Workshops (1 in each country) will be implemented; the focus will be food innovation and RTD cooperation financing; approximately ~30 participants are expected in each workshop coming from both the RTD community and the food industry.

Topics will cover among others:

- The definition of food innovation; general global trends;
- The current state of the food sector/ industry at a regional and national level;
- The state of research and technological development related to the Food sector at a regional and national level; main applications and achievements;
- The relevant EU policies and relevant initiatives in support of food innovation such as the ETP Food for Life,
- The funding mechanisms available for supporting the R&D efforts (primarily FP7, CIP and Structural Funds) and the respective participation procedures
- The results of the SWOT analysis (WP3) and the development of the Operational Plans
- The possibilities for cooperation between the R&D entities and the Food sector

The date and place of Workshops will be published on the website.

5.7 FINAL PROJECT CONFERENCE

A **2-day Final Project Conference** will be organized at the end of the project in **Budapest, Hungary**. It will present the project results with a focus to the Operational Plans and the list of suggested food innovation investments (results of WP4 and WP5). It will also serve as an opportunity for networking between the participating entities. A total of **~150 participants** are expected primarily from Food SMEs and RTD entities, as well as the Public Authorities, and other regional, national and international stakeholders. Networking will be structured, i.e. by means of **pre-defined 1-to-1 meetings** between the participants based on their pre-documented profiles, interests and needs. It is the aim of the project that the Conference will be an opportunity to disseminate the specific added-value of an SEE area project with a focus to innovation in a traditional economic sector.

The organisation of the Final Project Conference will be EEPF's task in which all partners and especially EKETA- INA will contribute. Each partner has been allocated budget to

invite 3- 5 selected representatives of RTD entities, SMEs and other institutions to the Conference.

The announcement and information will be published on the website and the registration will be done also on the website.

5.8 NETWORK OF STAKEHOLDERS AND DECISION MAKERS

The partners will define and develop a network of stakeholders and decision makers in the participating regions that will be further involved in the formulation of policies and building of appropriate mechanisms for food innovation. Institutional representatives of the RTD community, the food industry and regional and national authorities will be primarily sought to be included in the network of stakeholders and decision makers. The idea behind the development of the network is that it will enable the project to systematically and actively involve a broader network of stakeholders and decision makers in the project. The network will have a consultative role in the direction and strategy of the project and will explore synergies and coordination of efforts with other parallel initiatives in the area of food and innovation.

An average of **5-10 stakeholders and decision makers per country** is expected to be involved in the consultative process.

Meetings (2 in each country) with potential stakeholders and decision makers will be organised in order to discuss their role and their involvement in the process. This will lead to a broad understanding of their roles with regards to the development of the food innovation process and to the development of a **Memorandum of Understanding** between the stakeholders and decision makers that will guide the further WP activities, (Operational Plans, Study on potential investments and monitoring mechanism). Apart from the national networks (one in each country), **the broader international network of stakeholders and decision makers of INNO- FOOD SEE will convene during the International Conference** to assess the results of the project and develop strategies for the sustainability of the project activities beyond its operation.

5.9 NETWORKING ACTIVITIES

Several activities are planned to establish new and strengthen existing contacts, links and synergies between the Inno- Food SEE partners and European institutions and entities that have similar goals. The activities relate to the common participation of the project partners in events that will be commonly organised with the targeted entities and institutions such as i) the European Technology Platform 'Food for Life', ii) the 'Food Cluster Initiative' in which 5 project partners already participated in the frame of the RAF Regions project, iii) running FP7 research projects to exploit the trans-national and trans-disciplinary experience and expertise available, iv) consumer associations and finally iv) similar regional food research driven clusters from Europe. In this way, not only the project will benefit from the actions performed at a European level, but it could also reciprocally help and provide feedback to these initiatives.

EKETA- INA will monitor and organise the coordinated participation of the project partners in selected European events. **Participation in at least 10 events is envisaged.**

Below is a list of possible events where the Inno- Food SEE consortium could officially participate. The list will be constantly updated throughout the project duration:

Date (dd/mm/yy)	Event	Place	Description of Dissemination Activity	Partner involved
	Future "Food Cluster Initiative" meetings, http://www.foodclusterinitiative.eu		Participation in meetings, presentation of activities	Possibly all partners
27 to 30/03/12	Anuga FoodTec - The international trade fair for food and drink technology, http://www.anugafoodtec.com/en/aft/home/index.php	Cologne, Germany	Participation, exhibition	Research and industrial partners
	FoodDrinkEurope Innovation Day, (link to the 2011 event, http://www.fooddrinkeurope.eu/event/fooddrinkeurope-innovation-day/)	Brussels, Belgium	Participation in meetings, presentation of activities	Research and industrial partners
02 to 04/11/12	BIOLOGICA 2012, BioFood fair	Thessaloniki, Greece	Participation in meetings, presentation of activities	EKETA- INA and SVVE
	Agrotica 2013, http://www.helexpo.gr/portal/default.aspx?lang=el-GR&loc=gr&page=539	Thessaloniki, Greece	Participation of Greek partners	EKETA- INA and SVVE
	National Info-days for FP7 calls in "Food, Agriculture and Fisheries, Biotechnology"		Participation in meetings, presentation of activities	National partners
	ETP "Food for Life" meetings	Brussels, Belgium	Participation in meetings	EKETA- INA
	Innovation Conference	Bari, Italy	Presence of Italian partner, presentations	ISPA- CNR
Continuous	Events published at the Theme 2- Food part of the CORDIS website, http://cordis.europa.eu/fp7/kbbe/events_en.html		Participation of partners	
23-26 May 2012	6th Central European Congress on Food	Novi Sad Serbia	Participation of partners	

6. TIME PLAN OF COMMUNICATION ACTIVITIES

Below the time plan of the Communication Activities. The partners may decide on the adaptation of the time plan to fit particular needs:

Communication Activity	Project Month																																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30											
Project Website and Database	May 2011 – March 2012																																								
ICT tool for students and researchers													January 2012 – October 2012																												
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