



AgriFoodResults

European Initiative for a better use of results of agri-food research

Annex 4.2.1

Template for preparation of a Dissemination Plan

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AgriFoodResults aims at improving the dissemination of food research projects. The project runs from May 2009 to April 2011, it involves sixteen partners and is coordinated by ACTIA (Association de Coordination Technique pour l'Industrie Agro Alimentaire, France). More information on the project can be found at <http://www.agrifoodresults.eu>.



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Annex 4.2.1: Template for preparation of a Dissemination Plan

prepared by András Sebők, Campden BRI Magyarország Nonprofit Kft.

The first version of a detailed dissemination plan should be prepared at an early stage of the project. It is a tool for designing the actions systematically, monitoring the progress, implementing corrective actions at deviations and recording newly identified, emerging opportunities for communication.

A communication plan is not a static but a flexible document that should be updated regularly (recommendation: at least every six months) as new results become available and new potential communication actions and events present themselves.

User instructions

1. Objectives

1.1. Specify the general objective of the project

This should be made in line with the Description of Work.
Use **Form 1**.

1.2. List the specific objectives of the project as appropriate

This should be made in line with the description of Work.
Use **Form 1**.

2. Expected results

2.1. List expected and available results of the project

This activity will initially be made on the basis of the planned results, even if at the starting period of the project there is a risk that the outcome of the work will not bring the expected results. Use Form 2.

As the project progresses this list can be split into two parts – available results and expected results. In addition to that commercially exploitable results should also be collected.

When listing of the expected/available results it is important to consider which type of information may be useful for different target groups. Results typically of interest for the industry are:

- Solution to a problem;
- New opportunities which can be exploited through the use of your research results;
- Assistance to find a solution to a problem (tools, methods, systems, established rules / relationships);
- Information or data that can be used for solving a problem;
- Timely identification of a problem before it becomes critical (breaking old beliefs, false



trust).

Results typically of interest for policy makers and authorities:

- Statements, facts, data, which can be used for timely identification of problems;
- Statements, facts, data, procedures, methods, which can be used for analysis of problems, including risk assessment;
- Recommendations, guidelines, studies such as vision documents, strategic research agenda, recommended strategies and implementation plans, which can be used for policy formulation;
- Expert opinions for all stages of formulation and implementation of policies and legislation;
- Tools for evaluation alternatives and supporting decision making;
- Methods, including test methods, procedures, guidelines, training programs and training materials, which support the enforcement of legislation and implementation of policies;
- Facts, statements, messages, recommendations, studies, training courses, which can be used for convincing and education of other stakeholders;
- Tools, including benchmarking tools, methods including testing methods for evaluation of the impact of legislation and policies;
- Data, information, which can be used for evaluation of the impact of legislation and policies at the design and implementation phases;
- Expert opinions, which can be used for evaluation of the impact of legislation and policies at design and implementation phases.

During the project the expected and the available results should be collected and the exploitable results should be identified at such an early stage of the development as possible. This ensures that the exploitable results are identified in time which in turn enables that the communication activities will not compromise the protectability of Intellectual Properties if they are developed. This list of expected and already available results should be maintained on-going by the person in charge of project communication (dissemination manager) in close collaboration with the project coordinator and all project partners. Where considerations on the confidentiality aspects are necessary this has to be indicated in the table.

Consider that for different user groups different aspects of the same results may be applicable and attractive.

Use **Form 2**.

2.2. List exploitable results when they are already available.

Describe the exploitable results the food industry sectors and/or the type of the companies, which are likely to be interested in its use. Specify group(s) of potential users as well.

Indicate the time, when the commercial exploitation is likely to take place or when it has started.

Write down any measures for IPR protection.

Use **Form 3**.



3. Target audience

3.1. Specify target audience for dissemination

Potential target audiences (within a main group sometimes specification of sub-groups may be useful):

- Food manufacturers
 - Food SMEs
- Other food chain members
 - Suppliers of specific materials, products, services, standards
 - Service providers
 - Mediators
- Policy makers,
- Food control authorities,
- Civil society
 - Consumers, Consumer organizations,
 - NGOs + Environmental Groups,
- Scientific community.
 - Researchers
 - Higher education
- Journalists as intermediators

Consider whether there are key specific target groups of audience within a major group (such as ingredient manufacturers, IT solution providers, cleaning chemical manufacturers etc.) within a major target group and specify these groups as appropriate. Adjust the list of the targeted audience in the heading of the Form 5, as appropriate for your project

3.2. Consider their potential needs related to the expected/achieved results of the project

Think over for which purpose and how they can use the results. Consider their problems, tasks, for which the results can provide a solution of an input of knowledge or information.

4. Dissemination activities

4.1. Specify your own needs related to the results of the project. - What you want to achieve through communication?

You should clarify this within your organisation or make it clear at least for yourself. You do not need to make it public.

Use **Form 4**.

4.2. Design communication activities for the different target groups



For each communication activity the following information should be determined:

- Specific goal, purpose of the activity
- Identification of the specific result/group of results, for which this activity is related, if it is relevant
- Target group
- Key message
- Communication channels and dissemination tools
- Timing
- Responsibilities
- Costs and budget

4.2.1. Specific goals of the communication activities

The specific goals of the communication activities can be:

- Raising awareness about the challenges and the potential solutions provided by the project
- Informing and educating the target audience as appropriate
- Engaging a good number of representatives of the target audience groups to get input /feedback on their problems, expectations and experiences
- Promoting the use of the project outputs and results through fostering decision making on use and implementation activities by practical knowledge transfer activities

Specific goals can be related to a specific result, to a stage of development of a result, etc.

4.2.2. Key messages

For the majority of the dissemination activities it is difficult to identify the relevant key message at the initial stage of the project. However for each activity the specific key message should be determined as early as possible, at the latest before the start of designing the action in details. The key messages may be updated as necessary.

By focusing and clearly defining one overarching key message you avoid communicating several messages at the same time, particularly conflicting or divergent messages. Identify one key message. You may develop some action, sub-ordinated supporting messages, but these shall always be consistent with the key message and must not distract attention from the priorities.

4.2.3. Dissemination channels

Dissemination channels are the means, through which the research results are made available to the target audience:

1. Personal, personalised for the users, direct
2. Personal, non-personalised for the users, direct
3. Physical delivery of the information holders to the users



4. Internet
 - 4.1 Web-site, passive
 - 4.2 Web-site, active
 - 4.2.1 e-mails
 - 4.2.2 webcast
 - 4.2.3 podcast
- 5 Media
 - 5.1 radio
 - 5.2 television
 - 5.3 trade journals, newspapers
 - 5.4 scientific journals
- 6 Networks
 - 6.1 working parties,
 - 6.2 advisory boards
 - 6.3 technology platforms
 - 6.4 innovation clusters
 - 6.5 industry networks – food industry federations
 - 6.6 research networks
 - 6.7 thematic clubs, associations – (local food, slow food, etc.)
 - 6.8 NGO networks
 - 6.9 social networks, LinkedIn, Twitter

Think over what are the preferred channels what the target group use for collecting knowledge and information.

4.2.4. Dissemination tools

Dissemination tools represent the formats, structure and presentation of the content as the research result is provided to user to make it easily useable. The tools available to communicate with your audiences are multiple. Consider, which tools meet the behaviour of the targeted user group the best. For the use of the dissemination tools consider Table 1 in the Annex 1.

4.2.5. Costs and budget

The expected costs should be considered and checked against the available budget.

For the cheaper, low cost activities related to the total available budget a simple check of financial viability is satisfactory, without specific records. For activities involving major costs allocation of a specified budget, based on a rapid cost evaluation is necessary. In this case the specific budget for the activity needs to be recorded.

4.3. Consider all aspects listed in 4.2. and fill in the overview table (Form 5.) for the communication activities

List dissemination activities, date, dissemination channels and tools briefly and necessary for a quick overview, targeted audience and responsibilities in the overview table.



Do not squeeze too much information into this table as this prevents you from benefiting from the good, quick overview the template provides.

(This table is the working document for daily use. It is more practical to record all other information in the supporting information file. **Form 6.**)

4.4. Add all other important information as notes with a reference number to the activities listed in Form 5.

For each activity indicate the goals, key messages, all necessary additional details on the dissemination channels and tools and any other important information necessary. At printed or electronically recorded materials the specification of the planned dissemination channels is particularly important. Use **Form 6**. Fill in separate forms for each communication activity or group of repeated activities.

Add all other information that may be important as notes with references to the activity within the dissemination plan (Form 7).

5. Evaluation of the effectiveness

5.1. Design of success criteria

The effectiveness of reaching the target audience groups and the impact of the communication activities should be monitored regularly. It is important to specify what a successful communication activity, is before implementing the specific actions.

5.2. Evaluation of success criteria

Check the actual performance of the communication activities by comparing the figures achieved to the success criteria.

6. Format

6.1. Develop a standard design for all visual and printed dissemination material

Develop a standard format similar to a company note-paper and the rules for using the project logo, layout of the text, font type and size. Allow some flexibility as necessary for the different items.

7. Implementation of the plan

Maintain records with the progress of the implementation.

7.1. Record all communication activities



Record the details of all communication activities as they take place. This is mandatory for EU FP7 projects.

Use [Form 8](#).

Keep a record of your scientific publications. This is mandatory for EU FP7 projects.

Use [Form 9](#).

7.2. Review the list of commercially exploitable results in Form 3.

7.3. Update your files recorded on the forms regularly during the progress of the project

Apply document control measures – fill in the heads for version number, date, prepared by.



Form 1.		Page: 1of 1
Version number: 1.....X	Date of issue: DD.MM.YYY	Prepared by X.Y
Project objectives		

General objective of the project	<ul style="list-style-type: none">•
Specific objectives of the project	<ul style="list-style-type: none">• ...• ...• ...• ...•

Form 5.		Page: 1 of 1
Version number: 1.....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Overview table for the Dissemination and Training Activities		

Identification number in the dissemination plan	Activity, dissemination channel(s) and tool(s)	Specific result(s)	Date	Targeted audience							Responsible organisation/person	
				Industry	Key specific target group(s)	Other food chain members	Researcherrs / Higher education	Policy makers	EU Commission	Consumers	Main	Contribution



Form 5.		Page: 1 of 1
Version number: 1....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Overview table for the Dissemination and Training Activities		



Form 6.		Page: 1 of 1
Version number: 1.....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Background information table for dissemination and training activities		

Identification and short title of the activity in the dissemination plan:	
Specific goal, purpose of the activity:	
Key message:	
Supporting messages if relevant:	
Additional details of dissemination channels and tools as necessary	
Dissemination channel(s) for printed or electronically recorded materials:	
Available budget:	
Estimated costs:	
Estimated remaining budget:	
Success criteria:	
Others, comments:	



Form 6.		Page: 1 of 1
Version number: 1....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Background information table for dissemination and training activities		



Form 7.		Page: 1 of 1
Version number: 1.....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Notes to the specific dissemination activities		

Description

Ad. 1 -

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-
-

Ad 2 -

-
-
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Form 8.		Page: 1 of 1
Version number: 1.....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
Records of communication (dissemination) activities		

(Source: Guidance Notes on Project Reporting, (Version June 2010), FP7 Collaborative Projects, Networks of Excellence, Coordination and Support Actions, Research for the benefit of Specific Groups (in particular SMEs))

NO.	Type of activities ² (Description)	Main leader	Title	Date	Place	Type of audience ³	Size of audience	Countries addressed

² Dissemination activity: publications, conferences, workshops, web, press releases, flyers, articles published in the popular press, videos, media briefings, presentations, exhibitions, thesis, interviews, films, TV clips, posters, Other.

³ Industry, Scientific Community (higher education, Research), Policy makers, Civil Society, Medias



Form 9.		Page: 1 of 1
Version number: 1.....X	Date of issue: DD.MM.YYYY	Prepared by X.Y
List of scientific (peer reviewed) publications, starting with the most important ones		

(Source: Guidance Notes on Project Reporting, (Version June 2010), FP7 Collaborative Projects, Networks of Excellence, Coordination and Support Actions, Research for the benefit of Specific Groups (in particular SMEs))

NO.	Title	Main author	Title of the periodical or the series	Number, date or frequency	Publisher	Place of publication	Year of publication	Relevant pages	Permanent identifiers ⁴ (if available)	Is/Will open access ⁵ provided to this publication?

⁴ A permanent identifier should be a persistent link to the published version full text if open access or abstract if article is pay per view) or to the final manuscript accepted for publication (link to article in repository).

⁵ Open Access is defined as free of charge access for anyone via Internet. Please answer “yes” if the open access to the publication is already established and also if the embargo period for open access is not yet over, but you intend to establish open access afterwards.

