

The Food Safety Market: An SME-powered industrial data platform to boost the competitiveness of European food certification

D8.3 - Dissemination, Communication & Stakeholders Engagement Plan

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ACRONYMS LIST

TheFSM	The Food Safety Market
BDVA	Big Data Value Association
CAGR	Compound annual growth rate
CV	Curriculum Vitae
DG AGRI	Directorate-General for Agriculture and Rural Development
DG CONNECT	Directorate-General for Communications Networks, Content and Technology
DG SANTE	Directorate-General for Health and Food Safety
DoA	Description of Action
EC	European Commission
ERP	Enterprise Resource Planning
EU	European Union
GFSI	Global Food Safety Initiative
ICT	Information and Communication Technology
IT	Information Technology
KPI	Key Performance Indicator
M	Month
PR	Public Relationship
R&D	Research & Development
R&I	Research & Innovation
RSS	Really Simple Syndication
SEO	Search Engine Optimisation
SMEs	Small and medium-sized enterprises
WP	Work Package
Y	Year

EXECUTIVE SUMMARY

The Dissemination, Communication & Stakeholders Engagement plan of **TheFSM** aims to give a general scope of the activities that will be undertaken during the project's lifetime, as well as the way in which they will serve to make the results obtained available to the identified target groups. The document goes through the strategy that will be followed by the consortium to communicate the project's objectives. This will be performed through a variety of dissemination channels, such as the project's website and social media as well as a set of public activities and events. For that purpose, specific materials and tools will be exploited by the consortium partners. Moreover, the responsibilities of each partner are extensively analyzed in tandem with the key performance indicators that will be used to assess the effectiveness of each performed action.

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1. INTRODUCTION

1.1 Our intended impact

Progress in digital technologies in combination with other key enabling technologies is changing the way we design, produce, commercialize, and generate value from products and related services. The challenge ahead is for the European industry to seize fully and swiftly these digital opportunities. While bringing new opportunities, digital innovations also open the door for new competitors in key parts of the value chain. European businesses face the threat of vendor lock in with a few ICT suppliers or platform owners from other countries (especially the United States), which will shift a major part of value creation outside their business sphere.

This is exactly the challenge that the European food industry and major European certification bodies (such as the **TÜV AUSTRIA GROUP**¹, **SGS**², **Lloyds Inspection Services**³, and other TÜV groups like **TÜV SÜD**⁴ and the **TÜV NORD GROUP**⁵) are facing: their clients will soon be requesting from them to share data using platforms from very few ICT suppliers, mostly of US origin. Right now, the US food safety market is moving extremely fast. The decision of the **US Food and Drug Administration (FDA)** to prioritise blockchain-powered data sharing for food traceability (and assign as a Deputy Commissioner the ex-Walmart VP of food safety that led the **Walmart-IBM** blockchain pilot) is indicative of the upcoming change. In the same time, we see European giants like **Carrefour** announcing their decision to adopt the **IBM Food Trust** solution.

The potential of this market is huge, as global food certification is currently estimated to be valued at \$8.87 billion and is expected to reach \$11.45 billion by 2023, at a CAGR of 5.2%. About 10 families of certificates are the most prevalent around the world, but there are also dozens of niche and local ones depending on the application, legislation & consumer demand – e.g., organic, sustainability, biodynamic, kosher, halal, “free from” etc. Conservative estimates look upon at a total addressable market that has more than 500,000 food producers already complying to at least one major certification scheme.

1.2 Report structure

The document is structured as follows:

Chapter 1 – Introduction: Serves as an introduction to the deliverable, describing the scope and the objectives of the deliverable, the expected impact and the ways to maximize this impact, as well as the relation of this deliverable to other activities and deliverables of **TheFSM** project.

¹ <https://www.tuv.at/en/home/>

² <https://www.sgs.com/>

³ <http://www.lloydsinspectionsservices.com/>

⁴ <https://www.tuvsud.com/en>

⁵ <https://www.tuv-nord.com/en/tuv-nord-worldwide/>

Chapter 2 – Dissemination and Communication Strategy: Provides an overview of the dissemination and communication approach, as well as the series of layers and actions which this strategy is based on. Further, this section refers to the dissemination KPIs that **TheFSM** consortium should address to during the three-year application of the project.

Chapter 3 – Dissemination tools and channels: Analyses in details the most efficient offline and online dissemination tools and channels that are predicted to be used, expanding the outreach of the project’s outcomes both to the key-stakeholders and to the general public.

Chapter 4 – Engagement with SMEs: Two factors that will contribute positively in the completion of the engagement of **TheFSM** with SMEs and are considered of great importance are: the foreseen activities and the dissemination and awareness plan.

Chapter 5 – Liaison with other initiatives: A briefly explanation of the liaisons’ benefits and advantages that our project will have, takes place in this section. More information about the liaison with the BigDataGrapes project is described, explaining the catalytic role that the usage of mature results from other EU-funded projects will have to our project..

Chapter 6 – Partnerships: The challenges that **TheFSM** project has to face in order to develop the business ecosystem around it are analyzed in the chapter 6. Moreover, the specific activities that are envisaged to be implemented in order to enhance and facilitate the adoption of the platform from the industry, are further referred.

Chapters 7 and 8 – Annexes A and B: Contain complementary to this deliverable information such as the project selection logo and the evolution of the tables that that the consortium partners are using internally for high-level observation and collaboration.

1.3 Relations to other activities in the project

D 8.3 is a direct outcome of T8.4 Project Dissemination and Communication Planning, Monitoring & Related Activities. It is the third deliverable of the Work Package 8 – Project and it will provide a detailed plan that will present the design and development of dissemination and communication activities, tasks, timetables and expected results. Moreover, it will include the initial versions of the communications channels (i.e., project website and social media).

Deliverable	Nature of the relationship
D1.1 Report on Requirements for TheFSM	Output: A preliminary framework regarding the mapping of the key stakeholders as well as their further engagement in order to develop effectively their business scenarios based on their recognized special business needs.

	Provision of a well-structured and detailed communication and dissemination strategy, helping TheFSM to keep in the loop all the stakeholders by covering their business needs and expectations through day-to-day communication via our tools and channels.
D7.1 Market Research & Strategy Report	Output: The roadmap for the marketing strategy of the project and the updated version of market research i.e., all the aspects needed to position TheFSM in the market context.
D7.3: Annual Report of Marketing, Sales & Partnership Activities	Output: All aspects of the initial planning regarding the branding, key messages, key stakeholders were exploited in the context of the marketing, sales and partnership activities plan.
D7.4 Future Sustainability Roadmap for TheFSM	Output: The positioning and uptake strategy to better plan for the way in which the data platform will continue to operate and evolve.
D8.4 Dissemination & Communication & Activities Report	Input: The framework under which the report will be structured.

Table 1: Link to other deliverables

1.4 Next steps

Next steps until the middle term report (M18) are predicted to be implemented, focusing on the expansion of the project's outcomes and on informing all the key-stakeholders and the general public. To achieve this statement, major and significant steps have to be utilized. For this reason, we target to assign to each consortium partner, part of the dissemination and communication activities in order to carry out the dissemination plan and strategy. The main goal is to be presented during the 3rd Management Board Meeting, where the final decision will be reached (to validate or not the future plan and strategy). In order to handle effectively future challenges and achieve critical levels of impact, fulfilling thus **TheFSM's** bold commitment, our project will gather efforts towards creating dialogue and collaboration with relevant projects and making the most of the innovative outcomes of these synergies. Moreover, meaningful liaisons with other projects will be attempted as they are considered to be of major importance for the achievement of the project's goals. One of the most promising perspectives of **TheFSM** project will be the promotion of its activities, enriching thus the adoption of its platform, as well as the evolution of the business ecosystem around it. A core element of **TheFSM's** actions will be not only the dissemination of its results or derived expertise, but moreover the building of a connection between the project and the industry within which its outcomes will be implemented.

1.5 Our High-Level Impact Indicators

The table below illustrates how **TheFSM** participants are expected to contribute to the foreseen impacts set out in the Work Programme of the call.

Work Programme aim	TheFSM contribution	Key performance indicators
Better value-creation from proprietary/ industrial data	We will focus on actual, critical business scenarios around food certification, to make data exchanging automated, predictable and secure	# of data flows and transactions documented within all business scenarios (target: >15 overall) # of stakeholders enabled within each business scenario (target: >3 stakeholders engaged in data transactions within each scenario)
	We will fully digitize food safety data transactions in order to help involved parties execute them in a faster and more efficient manner	# of fully automated data sharing workflows and transactions supported through the platform (target: >10 overall) % of time saved in data transactions channeled through the platform (target: >50%)
	We will create opportunities for new digital services that certification bodies like TÜV AUSTRIA may offer, such as remote auditing that can lower the cost of certification	# of new service offerings that TÜV AUSTRIA subsidiaries will include in their certification portfolio (target: >3 per subsidiary)
20% annual increase in the number of data provider organisations in the industrial data platforms	We will involve and engage in each innovation pilot, organisations that need to share data with their buyers or inspectors	# of food companies joining the innovation pilots in each country to share data (target: >3 companies involved in each pilot to share data)
	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients to test data sharing through FOODAKAI	% of annual increase in the number of organisations using the platform to share food safety data (target: >300% every year)
30% annual increase in the number of data user/buyer organisations using industrial data platforms	We will involve and engage in each innovation pilot, organisations that need to access data from their suppliers or 3rd parties (e.g. labs)	# of local or regional stakeholders joining the innovation pilots to access and use data (target: >2 organisations involved in each pilot to access data)

	We will implement digital & physical marketing activities to identify, profile and attract appropriate clients that are interested to access data that suppliers share through FOODAKAI	% of annual increase in the number of organisations using the platform to access and use food safety data (target: >300% every year)
20% annual increase in volume of business (turnover) channelled through the platforms	We will work on gradually introducing FOODAKAI to support and enable all data exchange that concerns agriculture and food certificates that the 5 participating certification and inspection bodies issue for their clients	% of annual increase in numbers of agri-food inspections and certificate renewals channelled through the platform (target: >500% increase every year) % of actual business revenue that the participating certification & inspection bodies will be enabling through the platform after the project ends (target: >10% of agri-food inspections and certificate renewals channelled through the platform)

Table 2: TheFSM KPIs

1.6 Our way to maximize impact

TheFSM includes in its workplan a dedicated dissemination task in WP8, that will particularly focus on the way in which the project's work and outcomes will be communicated to its key targeted stakeholders.

The table that follows provides an overview of these stakeholders, as well as examples of networks and actors that we will aim to engage.

Group	Sub-group	Examples
Food Sector Users	Certification Bodies	TÜV SÜD, TÜV AUSTRIA GROUP, OF&G ⁶
	Certification Scheme Owners	GFSI ⁷ , BRC, IFS Food, GlobalG.A.P., The European Organic Certifiers Council ⁸

⁶ <http://ofgorganic.org/>

⁷ <https://www.mygfsi.com/>

⁸ <https://eocc.nu/>

	Food distributors & retailers	Euro Coop ⁹ , Food Drink Europe ¹⁰ , Grocery Manufacturer Association ¹¹
	Primary producers & farmers	Copa Cogeca ¹² , WFO-OMA ¹³ , Organic Farmers Association ¹⁴ , Farm Retail Association ¹⁵ , OStevia Hellas
Tech Providers	ICT contributors to the TheFSM technology stack	Trail Alliance ¹⁶ , Big Data Value Association ¹⁷ , other innovative ICT companies in Europe
	Providers of ICT services to the food sector	Ag/FoodTech startups, Farm Management System & Lab Management System providers, ERP providers

Table 3: Overview of key targeted stakeholders and of networks and actors that we aim to engage

Furthermore, to push awareness and help create memorable impact with our desired audience, having already completed a detailed stakeholder mapping and grouping of them into segments based on their characteristics, **TheFSM** will adopt a funneled approach to disseminate and communicate the project's results to its key stakeholders. A multi-channel dissemination and communication strategy will be followed to reach different target groups, with an emphasis on a wide geographic coverage. The basic principles underlying the strategy that will be followed are simplicity and consistency of interactions tailored to the right person – at the right time – in the right environment. To maximize impact with given resources, the effectiveness of various outreach activities will be evaluated and adjusted to the level of need and involvement of different target groups throughout the project's implementation. The Figure below outlines key channels for dissemination and key target audiences in different stages of the project's lifecycle.

⁹ <http://www.eurocoop.coop/>

¹⁰ <https://www.fooddrinkeurope.eu/>

¹¹ <http://gmaonline.org/>

¹² <https://copa-cogeca.eu/>

¹³ <http://www.wfo-oma.org/>

¹⁴ <http://organicfarmersassociation.org/>

¹⁵ <http://www.farma.org.uk/>

¹⁶ <https://alliance.origintrail.io/>

¹⁷ <http://www.bdva.eu/>

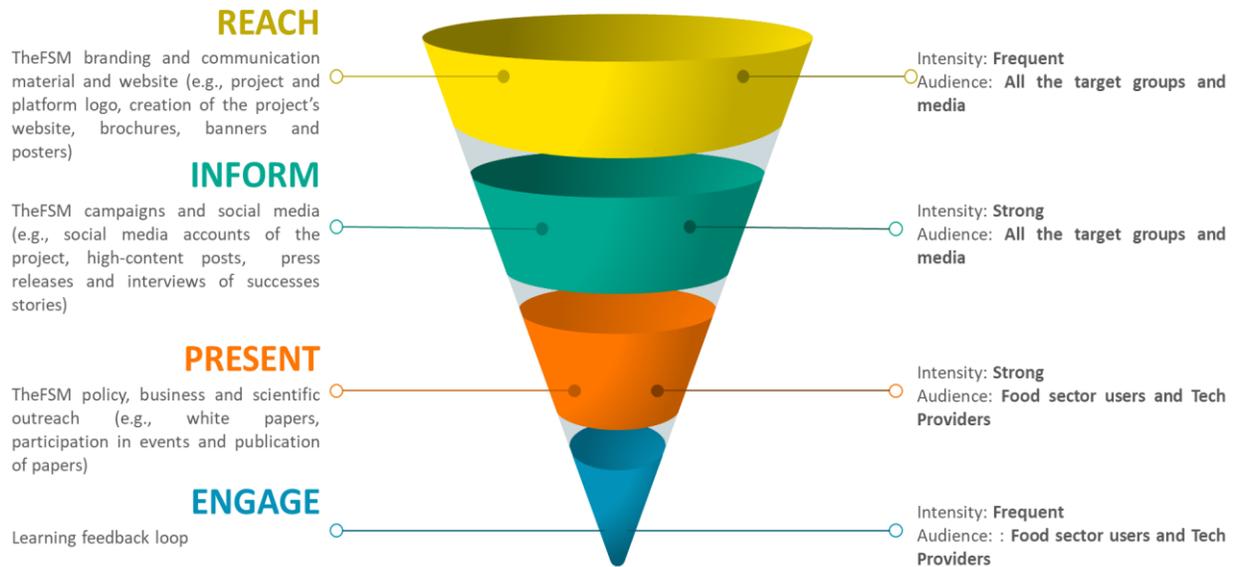


Figure 1: TheFSM communication and dissemination funnel

The sections that follow, present the initial plan for dissemination and communication of the project's results. In the context of both **WP7** and **WP8**, this plan will go through numerous iterations in order to be adaptive and ensure that it constantly fits to the needs of the project.

2. DISSEMINATION AND COMMUNICATION STRATEGY

Based on the identification of key stakeholders and their interests, **TheFSM** dissemination and communication lead (namely, **AGROKNOW**), with the help of all partners, will develop a set of tools and techniques that will be used to engage key stakeholders, all relevant influencers as well as internal and external partners of the project.

To ensure the dynamic and continuous expansion of the project's outcomes to key stakeholders, a dissemination-oriented strategy will be crafted. More specifically, **TheFSM** dissemination strategy will be based on the principles of inbound and digital marketing. According to Hubspot¹⁸, inbound marketing is about delivering solutions and opportunities that have a positive impact on people and businesses. Our inbound marketing strategy includes a number of different digital channels and types of content to attract all interested stakeholders to the project's website. But the foundation of the idea behind inbound marketing is that it's not enough to just attract people to the website or social media; it is necessary to continue to support, and empower them well after they become followers. The essential way to ensure that **TheFSM** will create traction and boost user engagement is content generation - supported by three main tools (a content calendar, a sharing calendar, and a Top 250 relationships registry). In close collaboration with WP7, tailor-made content will be created on a regular basis, designed to address the challenges and needs of the targeted personas. In that way, **TheFSM** project will start to create traction within the food safety, data and technology landscape, attracting key stakeholders aiming towards building trust and credibility within the opinion leaders of this community.

Adapting our Dissemination Plan to Covid-19

We faced major challenges during the first year of **TheFSM** project, due to Covid-19. The new operational reality caused by the Covid-19 pandemic, brought about unique dissemination challenges. A tailored dissemination plan was the key to a timely and strategic response to this quickly changing environment.

The consortium plan was to reduce the travel and in-person meetings (most of the times travelling was also restricted by the national and EU laws) by turning to online events and digital media (e.g., webinars, short videos, and more) **to raise awareness, foster capacity building and knowledge sharing, adopting digital-centre dissemination actions.**

Digital marketing is cost-effective, quickly implemented, easily measured, and it allows for great exposure.

¹⁸ <https://www.hubspot.com>

The overall approach would be orchestrated around delivering value and useful insights for the targeted personas, presenting highlights of the key innovations, lessons learned from technology experimentation and immediate results from ongoing piloting. Apart from that, the key mission of the project's communication and dissemination channels is to foster the digital transformation of the European agri-food certification industry, by creating a unique blend of knowledge sharing, data- and fact- based insights and community empowerment. The tools and methodologies of inbound marketing will be utilized for attracting, engaging, and delighting stakeholders focusing on the value and trust of **TheFSM** innovations.

Given the fact that the project has a both deep tech and agri-food core (strongly connected to the fact that the consortium partners represent these two sectors), the online and offline presence should support both communities with a balance between technological- and business- oriented tone of voice. This is the rationale behind the following dissemination strategy, a human approach for the data, tech, and business challenges faced by the targeted communities, presented in a comprehensive and value-driven way. This will nurture the identity of the project in the long term and allow for timely adaptation to fast-changing needs of the targeted communities in close collaboration with the other WPs and the consortium as a whole.

The dissemination strategy is based on a multifaceted blend of channels and activities capitalizing on the unique characteristics of the consortium: A coalition of SMEs paired with key R&I partners.

The combination of the inbound marketing approach along with the digital marketing means employed by all SMEs participating in **TheFSM** will allow for more targeted relationship building. Apart from that, the digital products of each participating SME, will create traction towards the final product of the project (**TheFSM Data Marketplace**) increasing the potential reach of all generated content, thus setting the ground for the exploitation of the project's results.

An overview of the multifaceted dissemination approach that will be followed is demonstrated below.

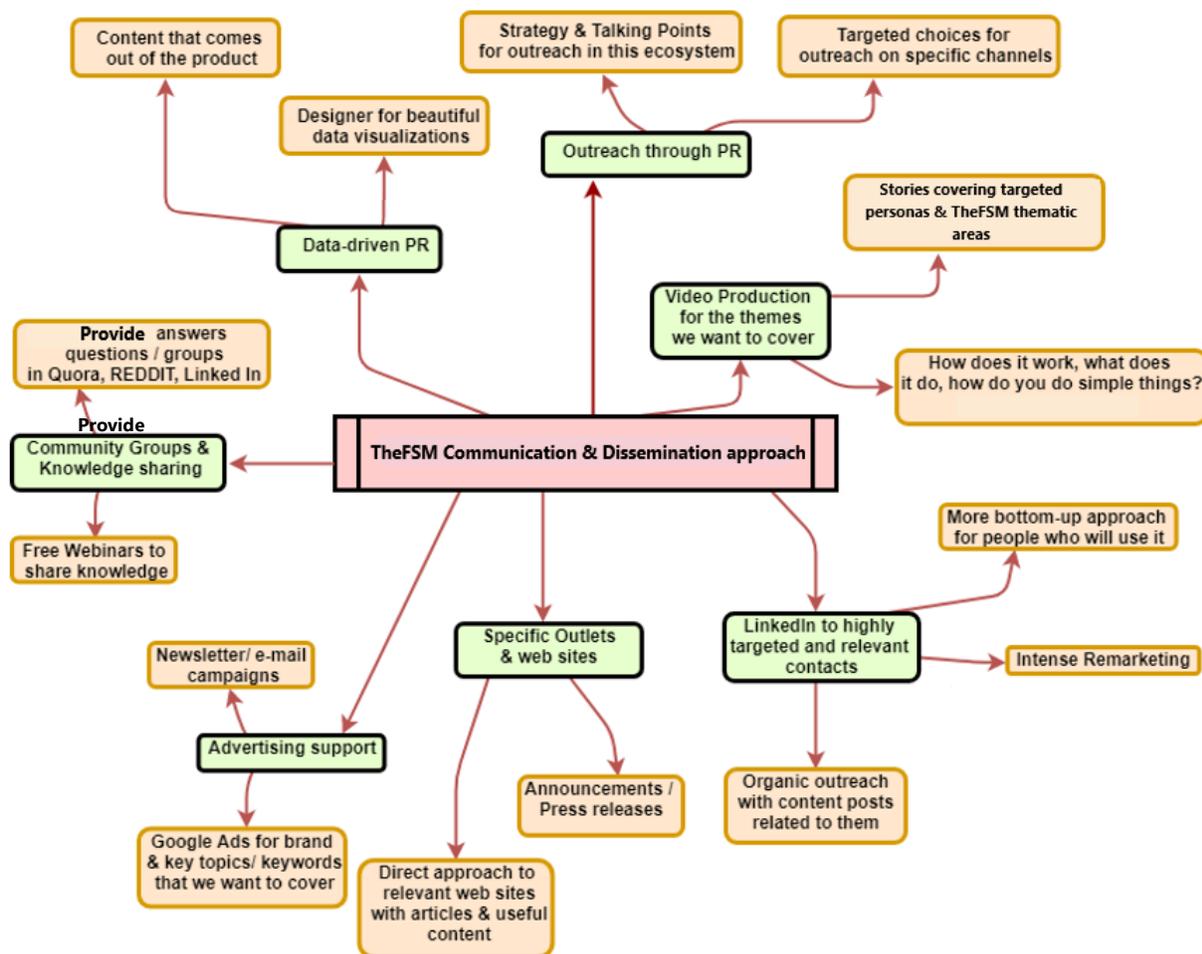


Figure 2: TheFSM communication and dissemination approach

The main aim of the inbound dissemination strategy of **TheFSM** project is to attract a diverse community of stakeholders along with potential end users of the Data Marketplace. This strategy is based on the realization of the seven following priorities:

1. Data-driven PR;
2. Outreach through PR;
3. Video Production for the themes we want to cover;
4. LinkedIn to highly targeted and relevant contacts;
5. Specific Outlets & web sites;
6. Advertising support;
7. Community Groups and Knowledge sharing.

In order to maximize the overall impact that the project promised, a well-orchestrated digital marketing and Public Relationships (PR) approach is considered to support the consortium. **AGROKNOW** as a WP7 leader, will set up: a messaging architecture for the overall content of the project along with supporting regional proof points for all external communication of the project, a social media strategy, a media story-bible for generating thought leadership media coverage

and a media list aiming to increase the outreach of the project. Apart from the inbound marketing, special attention should be paid in upgrading the outbound marketing and the lead generation of **TheFSM** project.

Our approach to dissemination will be layered, starting from the partner organisations themselves, moving out to the whole consortium, to the directly connected networks, and then other relevant stakeholders. As soon as we have defined an initial version of the core concept, its unique value proposition, and the key messages to be used/tested, we will start working on this dissemination approach. This is particularly important in **TheFSM** because the consortium includes three companies that belong in the **TÜV AUSTRIA GROUP**, each of which has several departments, labs and teams that should be informed about the project and get involved in it - especially as far as the other **TÜV AUSTRIA** subsidiaries are concerned. Furthermore, the dissemination activities will be expanded to the outer layer of food supply chain stakeholders, taking advantage of the regional and national clientele and collaborations of these partners.

2.1 TheFSM dissemination levels

In the following tables, all five (5) dissemination levels that we will approach during **TheFSM's** realization are illustrated. For each level, special dissemination aims are described along with the methods and activities that partners have chosen in order to implement them.

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 1: Within each project partner		
Discover people, departments & initiatives within partner organisations that are relevant to project and that should be aware about progress & outcomes Set up continuous communication mechanisms & channels to share TheFSM progress with relevant people Involve relevant people from other departments and initiatives even if not directly contributing to TheFSM implementation Create awareness to internal decision makers that can help TheFSM achieve implementation, impact & sustainability goals	<ul style="list-style-type: none"> Review organisational websites about relevant people, depts., initiatives Regularly set up internal informal & formal meetings Use internal mailing & communication lists Take advantage of internal knowledge sharing & training events Inviting to project meetings, workshops & events 	<ol style="list-style-type: none"> Review websites of the TÜV AUSTRIA GROUP, VALORITALIA, WFSR Food Safety and UNIVIE. Identify & visit relevant people within partner organisations to discuss about project & provide dissemination material package Disseminate news on launch of project through partners' internal mailing lists & knowledge sharing mechanisms Invite relevant TÜV AUSTRIA teams to pilot trials Invite relevant GlobalG.A.P. and organic certification bodies to pilot trials Organise presentations about TheFSM with internal scientific and/or food safety directors

Table 4: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize within each project partner level

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 2: Within the consortium		
<p>Link and bring together people working on similar topics across consortium, in order to create working groups that will implement common activities</p> <p>Establish Work Package (WP) and task teams and inspire common goals and collaboration</p> <p>Create single point of reference for all dissemination material and practices across consortium</p> <p>Establish communication mechanisms and channels within consortium</p>	<ul style="list-style-type: none"> Review profiles & interests of partner teams across consortium Organise team building sessions within project meetings Organise dedicated WP team meetings within plenary meetings or ad hoc Establish virtual communication & collaboration tools for consortium members Set up internal mailing list for project & key activities Prepare guidelines, templates and reference spaces for dissemination activities & materials 	<ol style="list-style-type: none"> Collect CVs of all team members at shared space, carry out team member interviews for project website & blog posts Organise dedicated vision building session within Kick Off and after each review meeting Organise project meetings co-located with training seminars that TÜV AUSTRIA GROUP organizes Use a partners' existing virtual conferencing facility for project meetings Establish TheFSM-main, TheFSM-tech and TheFSM-users mailing lists Develop document with dissemination guidelines & practices Syndicate RSS & Twitter feeds of all partner sites/blogs with project's web portal & Twitter accounts

Table 5: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize within the consortium level

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 3: Towards core target groups (in each participating country, across the TÜV AUSTRIA GROUP)		
<p>Organise targeted actions to inform & engage food safety stakeholders in the networks & communities where partners have direct access to</p> <p>Create links and synergies with relevant food safety and certification initiatives where partners are involved</p>	<ul style="list-style-type: none"> Join TÜV AUSTRIA GROUP meetings for knowledge sharing & exchange Present at TÜV AUSTRIA subsidiary training events in all countries Organise special training & hands on sessions or workshops at events where communities gather Deliver online training & awareness on topics of relevance 	<ol style="list-style-type: none"> Prepare a training package that may be reused and presents at all training seminars Organise TheFSM sessions in major workshops and conferences with key industry prospects and clients Organise series of webinars on topics related to each one of the piloting scenarios Become active members of the key associations working on food safety standards and mappings, such as the GFSI

Table 6: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards core target groups

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 4: Towards other stakeholders and decision makers in the field of the project		
<p>Take advantage of secure data exchange initiatives & movements</p> <p>Create links and synergies with relevant European industrial associations</p>	<ul style="list-style-type: none"> Promote TheFSM within existing secure data exchange initiatives & movements Promote TheFSM within European industrial associations Host events where any interested stakeholder may join and discover more about project 	<ol style="list-style-type: none"> Liaise with AgriXchange initiative Participate & present to European industrial associations such as FoodDrinkEurope, COPACOGECA, etc. Host as part of project events, industry representatives & innovative companies in the field of food safety and food certification

Table 7: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards other stakeholders and decision makers

Dissemination Aims	Methods & Activities	Example of measures
LEVEL 5: Towards other countries and sectors		
<p>Promote project outcomes & opportunities to AgTech & FoodTech startups to engage further</p> <p>Promote project outcomes of relevance to the AgTech & FoodTech sector industry stakeholders</p> <p>Promote project outcomes of relevance to the data value chain industrial networks and associations</p> <p>Inform funding agencies, donors, decision makers, and general public</p>	<ul style="list-style-type: none"> Organise online challenges and social media campaigns Engage and support startups to adopt and use TheFSM Join relevant industrial associations & corresponding working groups Participate in investor events, trade shows, exhibitions, fairs Arrange informal & formal meetings with donors and decision makers Prepare information material for decision makers Organise press campaigns for public media 	<ol style="list-style-type: none"> Participate to open agri-food data challenges & contests for startups Organise meetups with startups at partner premises & local startup events Join the Big Data Value Association (BDVA) and the corresponding working groups or task forces on agri-food and smart farming Organise TheFSM sponsorship, participation & booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech Arrange meetings with project officers in EC DGs, the Gates Foundation, the Hewlett Foundation, USAID, etc. Organise exchange meetings and joint workshops with USA clients & competitors Prepare concept note on project with appropriate content & wording for donors & funding agencies Prepare press releases for distribution in all partner countries

Table 8: Demonstration of the dissemination aims and of the methods & activities that project's partners have chosen to utilize towards other countries and sectors

2.2 TheFSM dissemination KPIS

This section describes the Key Performance Indicators (KPIs), which are used to measure the efficiency of the project's dissemination activities. The evaluation is conducted at the end of each project's year starting from Year 1. At the end of each reporting period, a comparison between the annual target and the achieved value will be performed. Based on the identification of key

stakeholders and their interests, **TheFSM** dissemination lead (**AGROKNOW**) has developed a set of techniques that will be used to engage key stakeholders, all relevant influencers as well as internal and external partners of the project. When designing the dissemination material, the team took into account the latest marketing and communication trends and the ways in which targeted audience groups consume information. The dissemination tools include a balanced mix of physical and digital tools, traditional (white papers, publications, conferences) and innovative (social media, specialist websites and forums) as well, in order to secure the most effective outreach of **TheFSM**.

In the following chapter we present the KPIs per category as they were revised and updated on the first year of the project.

The following KPIs measure the project’s branding and communication material:

K1.1 – Project’s Website Unique Visitors: The reach of the project’s website is measured based on the unique visitor number. This KPI is measured with Google Analytics.

K1.2a – Project’s Posts: This KPI provides the number of posts that will be published during the project’s lifetime from **TheFSM’s** social media accounts (Twitter, SlideShare and YouTube). This KPI, has as final aim the publication of 560 high content posts, presentations and videos, attracting relevant stakeholders and informing the general public about the activities and the success stories of our actions.

K1.2b – Project’s Audience: This KPI counts the number of the recipients of the project’s announcements and generally it includes the number of social media group members, namely the followers at the Twitter account, at the SlideShare account, at the LinkedIn account and at the YouTube account. The KPI is measured using Twitter and LinkedIn analytics services and estimating the SlideShare and YouTube followers, views and likes.

K1.3 - Dissemination Materials: It measures the number of different dissemination materials that will be created for offline promotion activities of the project.

K1.4a Project’s Videos and success stories per application in English: This KPI measures the number of project videos that will be prepared during the project’s lifespan in the official language of the project, namely English, and includes the creation of: 1 platform video in English and at least 3 videos with success stories & stakeholder interviews in English (at least one per application).

K1.4b Project’s Videos of success stories in the language of each pilot country: Targeting the promotion of our project’s results to the local communities and local stakeholders of the pilot countries, the development of at least one success story and stakeholder interview in the language of each pilot country is foreseen. In total, more than 5 videos will be released, increasing the interest of future potential/passive users.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
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K1.1	Project Website Unique Visitors	DoA	500	1000	1200	2500
K1.2a	Project Posts	DoA	100	200	300	560
K1.2b	Project Audience	Own target setting	120	200	350	520
K1.3	Dissemination Materials (Brochures, posters & banners)	DoA	2	2	2	3
K1.4a	Project Videos in English	DoA	-	-	1	4
K1.4b	Project Videos in language of each country	DoA	-	-	4	8

Table 9: Communication material KPIs

The following KPI measures the project's campaigns:

K2.1 – TheFSM campaigns: This KPI measures the number of press releases and general public outreach activities. Based on the targets that are set, there are at least 2 press releases scheduled each year regarding the project's stories and outcomes and at least 3 blog posts in EC publications. With regards to interviews, at least 3 interviews are foreseen throughout the project's lifetime in radio or TV stations or newspapers and at least 2 interviews per pilot partner, explaining the challenges, stories & successes of the project.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K2.1	Outreach to general press and media	DoA	5	10	18	32

Table 10: Campaigns KPIs

The following KPIs measure the project science and technology outreach:

K3.1 - Publication of scientific papers in journals or conferences: This KPI measures the number of scientific publications related to the project, in conference proceedings and journals. There should be at least 5 publications to sector-specific (e.g., computer science, food safety) journals or conferences.

K3.2 - Promotion of targeted news items for stakeholders through specialized channels: This KPI measures the number of news items and blog posts published at the project’s website and other sites such as Medium and LinkedIn. There should be at least 10 news items published per year at the project’s website or other thought leadership publication channels.

K3.3 - Organisation of webinars for food safety experts: This KPI measures the organization of webinars (at least 2 webinars per year), promoted through the project’s website and other channels, towards presenting the deriving outcomes to food safety experts working on fields related with the project’s use cases.

K3.4 - Open days at partner premises: This KPI measures the number of open days organized at partners’ premises inviting interested stakeholders to find out about **TheFSM** platform and try the produced tools and services. One open day per pilot country should be organized during the lifetime of the project.

K3.5 - Special interest groups in specialised forums, standardisation groups, global networks: This KPI measures the number of working groups or special interest groups that the project participates in, such as Big Data Value Association, GFSI etc. There should be at least 5 representations of the project in such interest groups.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K3.1	Publication of scientific papers in journals or conferences	DoA	-	1	3	5
K3.2	Promotion of targeted news items for stakeholders through specialised channels	DoA	10	15	20	30
K3.3	Organisation of webinars for food safety experts	DoA	2	3	4	6
K3.4	Open days	DoA	-	-	-	10
K3.5	Special interest groups in specialised forums,	DoA	1	2	3	5

	standardisation groups, global networks					
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Table 11: Science and technology KPIs

The following KPI measures the project business outreach:

K4.1a – TheFSM representation at Food Safety commercial exhibitions and trade fairs (Sponsorships): This KPI measures the number of commercial exhibitions and trade fairs in which the project will participate. During the lifetime of the project the goal is to have at least 3 sponsorships in relevant commercial and trade events such as the GFSI Conference, the GMA Science Forum, World AgriTech, SQF etc.

K4.1b – TheFSM representation at Food Safety commercial exhibitions and trade fairs (Booths): To ensure the ease entry and position of our brand in the market and to facilitate the introduction of our revolutionary outcomes into the world, we created this KPI, which measures the number of commercial exhibitions and trade fairs in which the project will participate. During the lifetime of the project the goal is to have at least 5 booths in relevant commercial and trade events such as the GFSI Conference, the GMA Science Forum, World AgriTech, SQF etc.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K4.1a	TheFSM representation at Food Safety commercial exhibitions and trade fairs (sponsorships)	DoA	-	-	1	3
K4.1b	TheFSM representation at Food Safety commercial exhibitions and trade fairs (booths)	DoA	1	1	2	5

Table 12: Business KPIs

The following KPIs measure the project’s policy outreach:

K5.1 - White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT: This KPI measures the number of white papers that the project will prepare towards informing decision makers from DG AGRI, DG SANTE and DG CONNECT.

K5.2 - Localized version of the white paper to inform national & regional government officials: This KPI measures the number of localized versions of the white papers that the project will prepare towards informing national & regional government officials.

K5.3 – Dedicated discussion paper(s) to inform how COVID-19 accelerates the digital transformation across the food supply chain: This KPI measures the number of the discussion papers that will be generated through our consortium, providing broadly accessible information to industrial actors and policymakers.

K5.4 - Liaison with relevant initiatives (complementary projects in big data and food safety sectors): This KPI will depict the dedicated efforts of our project to establish partnerships and collaborations with relevant initiatives and networks, paving a sustainable path for collaboration, exchange of information and transfer of knowledge with other initiatives. Totally, at least 2 liaisons will be accomplished during the first three years.

Nr.	KPI	Target Source	M1-M12	Period I (M1- M18)	M13-M24	M25-M36
K5.1	White paper to inform decision makers of DG AGRI, DG SANTE and DG CONNECT	DoA	-	-	-	1
K5.2	Localized version of the white paper to inform national & regional government officials	DoA	-	-	-	1
K5.3	Dedicated discussion paper(s) to inform how COVID-19 accelerates the digital transformation across the food supply chain	Own target setting	1	1	1	1
K5.4	Liaison with relevant initiatives (complementary projects in big data and food safety sectors)	Own target setting	1	2	2	2

Table 13: Policy Outreach KPIs

2.3 Monitoring dashboard for the dissemination activities

All dissemination activities should be reported to the WP 7 leader (Impact) providing the evidence of the activity. The PM updates the online tool created for monitoring the dissemination activities,

namely **TheFSM** Dissemination KPI Dashboard 2020-2023. This tool consists of a dashboard where all the dissemination activities are reported and mapped with the relevant KPIs of the project. Moreover, for each different KPI there is a separate sheet for analytic reporting of the actions.

Accountable: Dimitris Fotakidis (Agroknow)							
Reporting Period: 2020-2023							
Nr	KPI	Target Source		Year 1	Year 2	Year 3	Remaining Values
Branding & Communication Material KPIs (cumulative values)							
K1.1	Project Website Unique Visitors	DoA	Annual Target	500	1200	2500	1997
			Achieved Value	503			
K1.2a	Project Posts (500 Tweets) - Presentations (50 SlideShare) - Videos (10 videos on YouTube)	DoA	Annual Target	100	300	560	540
			Achieved Value	20			
K1.2b	Project Audience (Social Media Followers and Likes)	Own target setting	Annual Target	120	350	520	
			Achieved Value	138			
K1.3	Dissemination Materials (1 project and multiple platform brochures 1 project poster/banner and 1 platform poster/banner)	DoA	Annual Target	2	2	3	3
			Achieved Value	0			
K1.4a	Project Videos (1 platform video & >3 success stories & stakeholder interviews per application)	DoA	Annual Target	-	-	4	
	success stories (Greece-Cyprus-Romania)		Achieved Value	-			
	success stories (Netherlands)		Achieved Value	-			
	success stories (Italy)		Achieved Value	-			
	success stories (Poland-Croatia-Hungary)		Achieved Value	-			
	Project Videos (>5 success stories in language of each country)		Annual Target	-	4	8	8
			Achieved Value	0			

Figure 3: Example of TheFSM KPIs Dashboard

3. DISSEMINATION TOOLS AND CHANNELS

3.1 Dissemination material

TheFSM dissemination team deploys an inbound communication strategy, enhanced with a wide variety of communication material that will be shared with stakeholders. The dissemination team will create and produce a set of promotional materials (i.e., banners and brochures) that will be used for dissemination purposes. The initial steps of the communication strategy will be the development of the project's logo, motto line, social media icons and social media headers and banners, and all assets needed to communicate the messages of the project. Additionally, a presentation template and a document deliverable template were created in order to ensure visual coherence among the presentations that will be held from each project partner. Especially for the selection of the project branding, a collaborative approach was followed right after the online kick-off of **TheFSM**. An online poll was set up (<https://forms.gle/pQEZcTsdTVinAtfB6>), including the four different options that were prepared by **AGROKNOW** designers. All partners voted for the existing logo – and included comments that were adapted in the final logo version (also visible on the top left side of the heading of this deliverable). All additional options, and the voting page can be found on the Annex A.



Figure 4: TheFSM logo selection

All of the above-mentioned digital assets are available for each partner of the consortium in the Google drive folder of **TheFSM** project. During the project's lifetime, additional material, such as promotional videos and success stories, will be produced to capture the attention of audience and demonstrate the impact of the project. In fact, for every pilot, video interviews of the actors involved (e.g., food scientists, food safety professionals, certification consultants, SMEs) will be produced in order to highlight the key achievements and advancements of the project.

Besides that, the consortium will prepare online and offline press publications in order to communicate the project's objectives and vision, via online and offline dissemination media. Moreover, white papers and discussion papers will be published during the three-year life of the project as it is projected by the consortium in order to attract key industry stakeholders and to inform decision makers of DG AGRI, DG SANTE and DG CONNECT and national food safety and certification bodies around Europe.

3.2 Digital dissemination

This section provides the list of the project's online dissemination channels that are used to promote its main outcomes and to attract the targeted stakeholders to actively participate in its activities. The main online dissemination mean is the project's website that presents all the related information and the progress made so far. Additionally, social media are the key online channels for informing the target groups about the project's outcomes and the dissemination activities, like

the presentation in key events (workshops and conferences) and the organization of the project’s workshops. Besides disseminating project’s results among the research community, policy-makers, and the private and public sector, **TheFSM** will make a particular effort towards communicating the project’s information to a wider audience:

Digital dissemination tools and channels	Main Target Groups					
	Certification bodies	Certification scheme owners	Food distributors & retailers	Primary producers & farmers	ICT contributors to TheFSM technology stack	Providers of ICT services to the food sector
Website	√	√	√	√	√	√
Social Networks	√	√	√	√	√	√
Videos	√	√	√	√		
Press releases	√	√			√	√
Publications	√	√			√	√
Newsletter	√	√	√	√	√	√

Table 14: Major target groups of the digital dissemination tools and channels

Moreover, **TheFSM** consortium, will utilize all the existing dissemination tools which suit the most both to the consortium interest and to the dissemination strategy, exploiting all the provided opportunities to achieve greater impact and visibility. To measure our effectiveness and to guarantee wide expansion of the project’s outcomes during its lifetime, we set some internal indicators per channel, as it is depicted on the following figure:

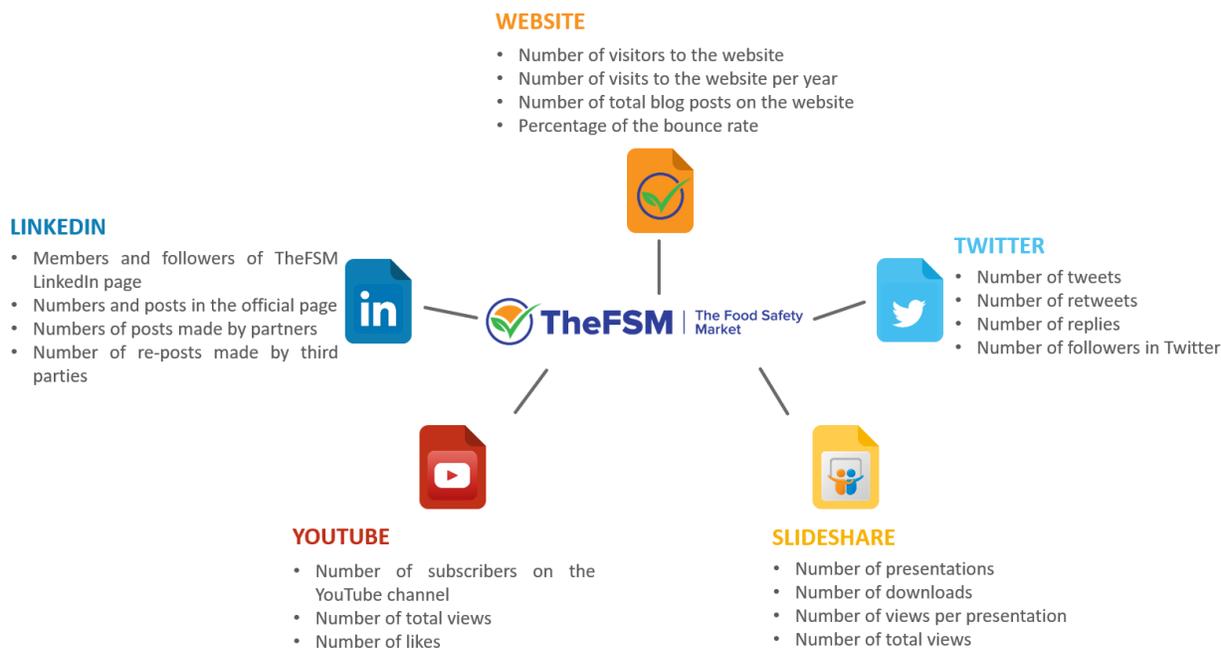


Figure 5: Counting-dissemination measures

3.2.1 Project Website

The project's website (www.foodsafetymarket.eu) is the main online communication channel used to promote the project and increase the stakeholders' awareness regarding its activities. The appearance of the website is coherent with the brand and the general communication strategy and the central management of the website is undertaken by Agroknow. **TheFSM** website provides general information about the project's vision, objectives, progress and important results, workshops and other related events of the project. Also, it follows a responsive design approach to be user-friendly on all types of devices (desktops, laptops, tablets and mobile phones). Social media buttons are available on the bottom part of the website to facilitate access to our social media channels and to capture stakeholders' interest, get them to follow, like and share our content.

Furthermore, the website establishes connection to offline dissemination activities promoting them and providing scientific papers and official deliverables for download. Also, on the website a visitor can find direct links to our consortium partners websites, by clicking on their logos. Additionally, team member interviews will be carried out and published in the website.

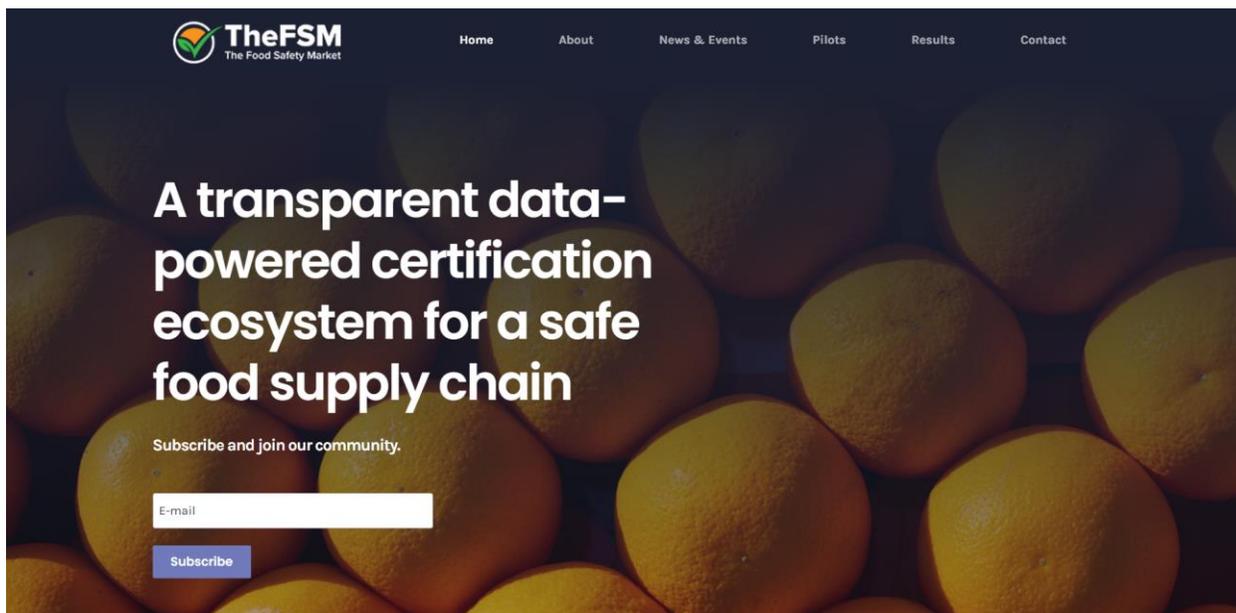


Figure 6: TheFSM Homepage

The project's website was launched on May 2020 (M4). Its main pages are: Home, About, News & Events, Pilots, Results, Contact. Moreover, the website's activity will be monitored through Google Analytics in order to gather information about the website's traffic and how visitors interact within it. Finally, in order to assure a good visibility in search engines (such as Google), on page and off page SEO actions will be undertaken and periodically updates of the website will be carried out.

3.2.2 Social media channels

Apart from the official social media channels, the project needs the support and active involvement of all project partners through their organizational social media accounts. In order to increase the visibility and outreach of the project and its outcomes, it is suggested for partners to share and publish content from **TheFSM's** social media accounts and **TheFSM's** website. This action will result in increasing traffic to all project-related work and also generate traction in the websites and social media of the consortium members.

Additionally, for interactive communication purposes, four (4) media channels were designed and publicized in order to expand the outreach of **TheFSM** throughout and beyond project's lifespan. The social media accounts of the project which have been created are: a Twitter channel for promoting the material such as success stories and interviews produced within the project, a SlideShare account for uploading the presentations that are held with the project's support, a LinkedIn account to connect with professionals on the topics of the project, a YouTube account for providing the recordings of the project's webinars and other promotional videos that will be used to disseminate the technical outcomes of **TheFSM**.

The selection of the aforementioned social media channels was based on two basic factors:

1. The most cost-effective set of channels for sharing immediate updates from the project to all stakeholders' groups; and
2. The most adequate, valid and powerful media channels for spreading and influencing with novel practices, a wide spectrum and number of key-stakeholders.

3.2.2.1 Twitter

TheFSM's Twitter account (<https://twitter.com/theFSMEU>) was created on April 2020 (M3) and proved to be extremely useful so as to inform and engage with our target audiences and their respective communities. Building a community/being part of an already existing community is crucial for dissemination via Social Media platforms. Information about the latest updates on the website, new events, discussions and relevant news will be provided via Twitter. During the lifetime of the project, the goal for the Twitter account traction is to have at least 500 followers and 500 tweets. Through our channel it will be easy for followers to engage with the project, either by following, mentioning, retweeting or commenting on our tweets.

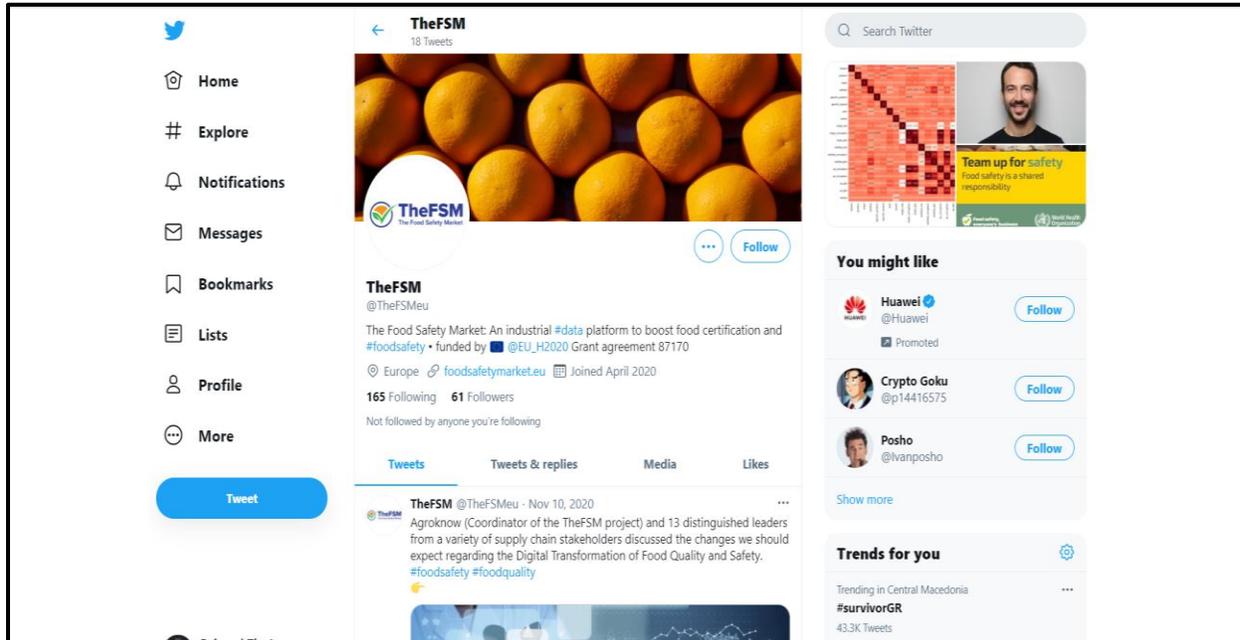


Figure 7: TheFSM Twitter profile

3.2.2.2 YouTube

TheFSM YouTube account (<https://www.youtube.com/channel/UCEfGNclCEAurc3i2MLLxu7g/>) was created on May 2020 (M4). YouTube is highly regarded as a very effective dissemination channel for video content. More specifically, at this media channel, stakeholders will have the chance to view recordings of the project’s webinars and other project promotional videos, along with content uploaded from partners and videos of the events that will take place. According to the project’s KPIs, on this channel there are going to be published at least 10 videos, including webinars, targeting food safety experts (throughout the project’s duration).

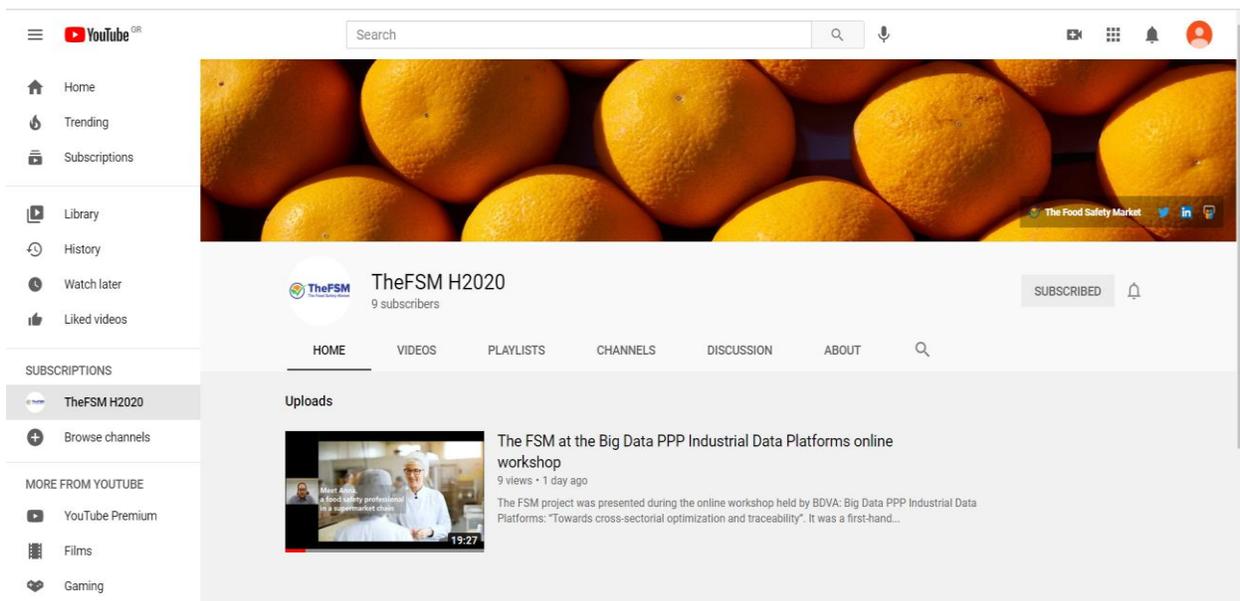


Figure 8: TheFSM YouTube channel

3.2.2.3 SlideShare

The SlideShare account of **TheFSM** was created on April 2020 (<https://www.slideshare.net/TheFSMTheFSM>). At this media channel, stakeholders have the chance to check all presentations delivered from **TheFSM** partners introducing the project and its outcomes, giving the viewer not only a deep insight into the project but also extra individual aspects. Such presentations can be delivered during public appearances, like conferences, workshops, meetups, webinars, networking sessions and trade fairs. Throughout the duration of the project, this channel should include at least 50 presentations.

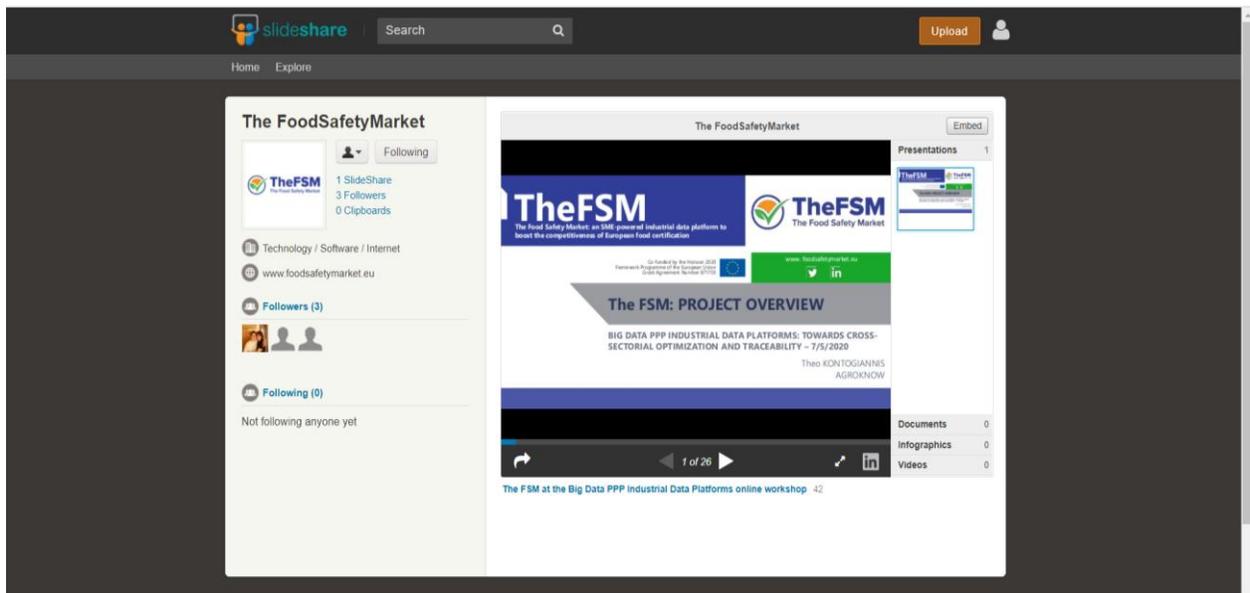


Figure 9: TheFSM Slideshare profile

3.2.2.4 LinkedIn

A showcase page was created on LinkedIn (<https://www.linkedin.com/showcase/thefsmeu>) and the goal was to share updates on a weekly basis with relevant content. This content would be either originally generated by the project's partners or would be content worth resharing from key influencers and opinion leaders of the food safety, food quality, certification, big data and blockchain sectors. LinkedIn is a professional network through which **TheFSM** will take advantage and address to specific target groups creating a sustainable network around our project in which both the status and the outcomes of the project could be shared.

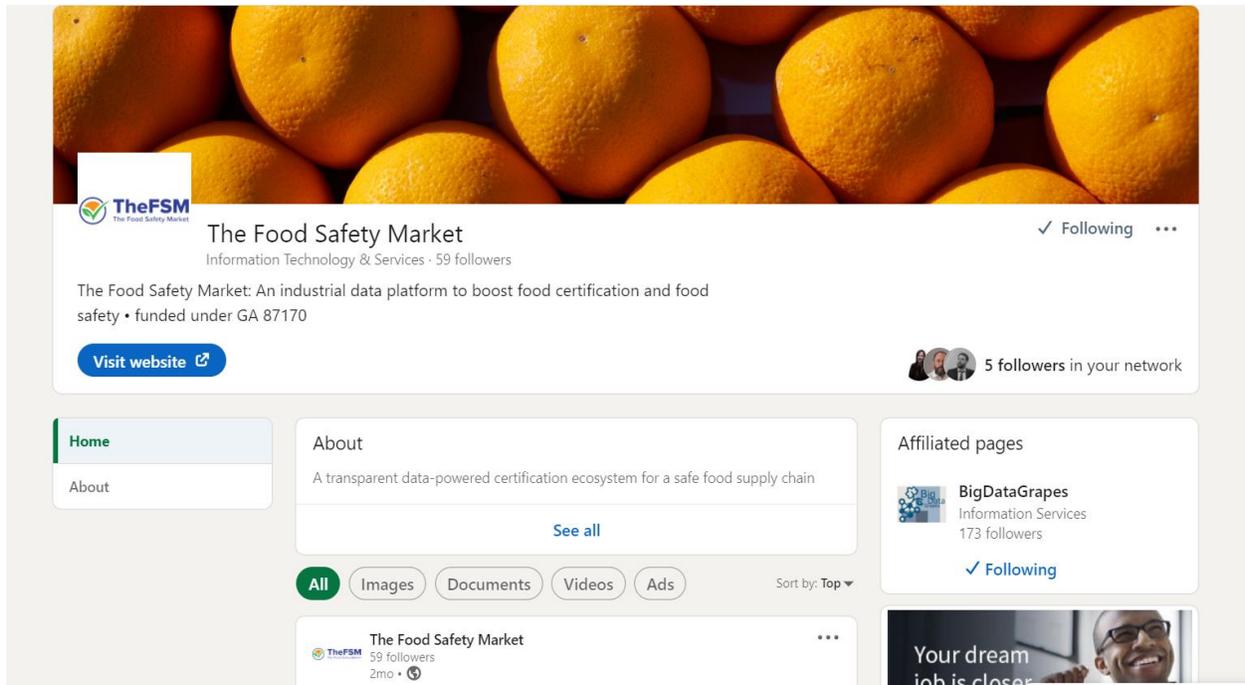


Figure 10: TheFSM LinkedIn profile

3.2.3 Newsletter, Press Releases and Publications

One of the project’s key communication mediums that will be used for communicational purposes is the regular newsletter within the target groups and stakeholders of **TheFSM**. The project will use this channel to run campaigns aiming to a variety of food supply chain stakeholders, technological and data providers. It is highly recommended to the project’s partners to communicate its objectives and proceedings through their organizational newsletter or mailing lists. The periodic **TheFSM**’s newsletter will provide digest of the project’s progress and related events, as well as upcoming activities. What is more, the newsletter will be distributed by e-mail to the consortium partner’s organisations and other parties who have subscribed to it, and our consortium members will have the responsibility of circulating it amongst their contacts.

Moreover, in order to increase the outreach to general public and media, **TheFSM** will share publicly two press releases per year on project’s stories and outcomes. Aiming to capture the interest of the communities that are active in the consortium countries, it will take into consideration the coverage of the different languages of the project’s partners (i.e., Greek, Dutch, Italian, Romanian, Croatian, Hungarian, Polish and Arabic). For selected scientific communities that belong in the project’s target groups, the goal is to publish (during Y2&3) at least five (>5) publications to sector-specific (computer science, food safety, etc.) journals or conferences that will be edited by the project’s partners and other contributors pertaining the project and the outcomes of the different use cases. Finally, it is expected from all partners to provide a number of news items and blog posts during the project’s lifetime. Particularly, 30 high level promotional items and posts will be generated and distributed equally in the three years of the project’s

lifetime. All these news items and blog posts will be published and disseminated through the project's social media channels.

3.2.4 Digital marketing campaigns

In this section all the digital marketing campaigns that will be organized during the project's lifetime will be demonstrated. The main aim of the excessive campaigns, which will be implemented via the communication and dissemination channels (i.e., social media, blog articles, electronic communication lists, etc.), is to drive engagement, conversions and traffic to **TheFSM**. Moreover, several opinion blog articles containing relevant keywords will be posted on the website in order to boost search engine optimisation (SEO) and achieve showcase of the website in the top search lists of search engine results for relevant queries. The core thematic areas of the campaigns will regard food safety and food certification. The number of the recipients of each campaign, the unique opens of each campaign as well as the unique clicks will show the impact these campaigns will have on the stakeholders.

3.3 Top Relationships

As mentioned in the rationale behind the dissemination strategy of **TheFSM**, the goal of the WP7 leader is to select and record all top contacts, within the targeted stakeholders' segments, that will help the consortium increase the impact of the project. The different segments spread across the food safety and certification sector including food-safety professionals, food industry representatives, technology partners, key influencers and opinion leaders, policy makers, food authorities and others.

The first step that will be realized within Y1 would be to record the main groups of stakeholders, in close collaboration with other WPs and then filter and select according to the project's priorities the relationships that should be nurtured further.

3.4 Events

A key channel that will streamline the dissemination activities of the project is the one of the interactive events. Generally, the consortium aims towards organizing special sessions or workshops per pilots in the context of highly visible conferences that are held on annual basis. An analysis will be performed in order to ensure that **TheFSM** is represented in the industry events with the highest outreach around Europe and globally. Apart from organizing events and special sessions or workshops in conferences and trade fairs, the consortium partners will participate in conferences, workshops and forums in order to disseminate the objectives and the outcomes of the project.

The foreseen activities that are linked to events' organization throughout the project's lifetime can be found in the following list:

1. Organization of presentations about **TheFSM** with internal scientific and/or food safety directors.
2. Organization of dedicated vision building session within Kick Off and after each review meeting.
3. Organization of series of webinars (2 per year) for food safety experts, promoted through project web-site and other channels.
4. Organization of exchange meetings and joint workshops with USA clients & competitors.
5. Organization of open days (1 open day per pilot country) inviting anyone interested to find out about **TheFSM** platform and try the produced tools/services.
6. Participation of **TheFSM** sponsorship, participation & booths in major food industry fairs and exhibitions such as the GFSI Conference, SQF, the GMA Science Summit, World AgriTech and others.
7. Representation to specialised forums, standardisation groups and global networks (e.g., BDVA, GFSI) with the participation of special interest groups.

4. ENGAGEMENT WITH SMES

The consortium implementing **TheFSM** has at its core, a group of leading European SMEs that are implementing innovative ICT solutions. Some of them (i.e., **AGROKNOW**, **PROSPEH**, **AGRIVI**) have particular expertise and a proven track record in delivering solutions for agriculture and food supply chains. Others (i.e., **SAI** and **UBITECH**) have very strong technology knowhow with proven large-scale system implementations, ensuring that the data platform is robust, reliable and can scale. The partner coordinating the pilot activities is **Wageningen Food Safety Research (WFSR)**, a world class institute in topics related to food safety that also serves as the Dutch national food inspection authority and has strong bonds with food industry SMEs from the Netherlands. The **TÜV AUSTRIA GROUP** is represented by a selection of its subsidiaries that are based in various geographical regions in Europe and that are covering also nearby regions of relevance (such as North Africa and Middle East). **TÜV AU HELLAS** is one of the group members most active in agriculture and food certification, supervising the implementation of a variety of **GFSI**-recognised certificates and supporting nearby subsidiaries (such as **TÜV AUSTRIA Jordan** and **TÜV AUSTRIA Egypt**) in extending their activities in the food sector. The participation of **TÜV AU ROMANIA** and **TÜV AU CYPRUS** will bring on board client cases and business scenarios covering different types of supply chains, different types of products (ranging from fruit crops to meat products), and localised needs that can inform and validate the platform services.

The project has created a first-rate dissemination and awareness plan. The implemented activities have contributed to stakeholders' (including innovators and SMEs) awareness about the project's results. The outcomes can have a positive impact on SMEs, through enabling them to access e-infrastructures and resources (i.e., datasets, models, analytics workflows, services) as part of their R&D activities. At the same time, the project can facilitate SMEs to become suppliers of novel methods and resources for the food safety industries i.e., to act as added-value suppliers of e-infrastructures and relevant resources. In order to substantiate these impacts, the partners will address and be engaged effectively with SMEs during the whole project's lifetime.

The primary goal was to establish a link to a non-necessarily-food safety sector, which presents thematic overlaps with research communities already engaged in the scope of **TheFSM's** activities.

5. LIAISON WITH OTHER INITIATIVES

TheFSM project has a great potential to become a key element of the European food safety and certification scheme. Specifically, our project will build upon state-of-the-art blockchain technologies to create an open and collaborative virtual environment that would facilitate the exchange and connection of data among different food safety actors interested in sharing information critical to certification.

In order to overcome future challenges, reach significant and meaningful impact and achieve **TheFSM's** bold commitment, our project focuses on establishing dialogue and collaboration with relevant projects, identifying commonalities and optimizing the innovative outcomes of these synergies. Furthermore, liaison with other projects is considered to be critical in order to exchange information, use synergy effects and jointly work on harmonized and integrated approaches, paving the path towards the self-sustainability of the results beyond the project's duration. Thereby, consortium partners will aim to take full advantage of key initiatives e.g., on food standards, supply chain standards, agri-food data exchange and other big data (e.g., BigDataGrapes) and ICT data platforms projects.

As it has been analyzed before, our project is focusing on the digitalization of the certification process and the development of a food safety data marketplace that will facilitate the secure exchange of the data throughout the supply chain. The project aims to set up a platform that will provide the secure data exchange services for the global food safety data. For the development of the data exchange platform, it is foreseen the adoption of several components for big data processing that were developed in the context of BigDataGrapes project, a H2020 European-funded project, as well as food protection datasets. Consequently, Agroknow, put efforts to establish liaison activities with the BigDataGrapes project, in order to share information, exchange know-how, rely on already existing big data work and achievements and jointly develop solutions for safe and free-from-frauds European and global markets. Since BigDataGrapes is already a matured project, it will facilitate and accelerate TheFSM's evolution under the aforementioned liaison activities.

BigDataGrapes project adopted software components for the data collection from diverse data source, components for the enrichment of the food safety data with hazards and product terms, components for risk estimation and components for the generation of predictive analytics. In addition to this, it used and further evolved the components for the data marketplace. More specifically, the software stack components that were used by BigDataGrapes project and are expected to be applied in our project are the following:

- Knowledge classification component;
- Web scraping component;

- Trend analytics component;
- Food risk estimation component;
- Prediction component.

In terms of data, **TheFSM** through the establishment of this liaison, envisaged to have access to the recalls, border rejections and laboratory data that were developed in the context of the BigDataGrapes project. The details of the datasets that can be shared with **TheFSM** are the following:

- Global Food Recalls;
- Border rejections;
- Laboratory testing data;
- Food businesses data;
- Inspection data.

To accelerate and pave the way for the generation of an association with the BigDataGrapes project, our consortium gathered its efforts and successfully implemented a meetup with the partners of the BigDataGrapes project under the topic “Predictions for food safety”.

Moreover, VALORITALIA, a certification body that has already tested digital technologies in wine PDO certification, will set up a liaison with the ongoing EU H2020 project IoF2020 for further exploitation of **TheFSM’s** platform and will extract and bring useful data for our project’s implementation. This particular collaboration is expected to take place during the second year **TheFSM**, shortly after the kick-off of the project.

In conclusion, collaboration in general is essential to thriving in an ever-changing environment. It has been recognized as a big issue the past several years, as organizations realize that effective partnership is the key to innovation. New methods have emerged to extend the meaning of cooperation from the simple act of working together to a more complex function of inter-relating diverse teams to achieve new ideas, innovative practices and to yield superior results. For this reason, during the project’s lifetime, each partner will be requested to create further synergies with other initiatives covering overlapping thematic areas and fields of interest.



Figure 11: Liaison with other initiatives

6. PARTNERSHIPS

One of the most challenging aspects of **TheFSM** project is to promote activities that will further enhance and facilitate the adoption of the platform, as well as the evolution of the business ecosystem around it. The key is not only the promotion of project's results or expertise of parties involved, but also the creation of links between the project and industry where its results may be applied.

Therefore, is crucial to: (i) design, execute and monitor a community engagement and partnership development strategy to help develop the ecosystem of data, services and users around the platform; (ii) develop and extend the appropriate partnerships that may ensure the commercial, community and technology partnerships that **TheFSM** should build upon to further grow.

We will focus on specific activities such as:

- i. Being part of the software interoperability and data exchange groups that work in both agriculture and food IT systems (such as the AgriXchange initiative, the AOITI group, etc).
- ii. Making **TheFSM** a core part of the Trail Alliance for secure data exchange in the supply chain.
- iii. Participating and being visible in the European fora of relevance, such as EIT FOOD, the Big Data Value Association (BDVA), etc.
- iv. Becoming active members of the key associations working on food safety standards and mappings, such as the Global Food Safety Initiative (GFSI).
- v. Participating to European industrial associations such as the Food and Drink Europe, EuroCoop, COPA COGECA, etc.
- vi. Evolving further the collaboration with the US GMA in order to promote the platform to US companies and their supplier networks.
- vii. Connecting to user-driven communities such as the GROW observatory and other initiatives that link together small and very small agricultural suppliers that share farm data.

In order to provide a foundation for the execution of the partnership's development strategy a list with the potential communities and partners was distributed among **TheFSM's** partners. They were suggested to rate the relevance of the potential partners on a scale 1-4 (4-very relevant for the FSM; 1- minimal relevance to the FSM). The voting process and the results per partner are described in detail in *Deliverable 7.3 - Annual Report of Marketing, Sales & Partnership Activities*.

The table below indicates the **EFSA** as the most appropriate community for positioning the **TheFSM** platform.

No	COMMUNITIES	FIELD OF WORK	MARKET
1	EFSA - European Food Safety Authority	Agri-food initiative	Europe
2	GFSI - Global Food Safety Initiative	Agri-food initiative	Worldwide

3	COPA COGECA - European farmers EU agri-cooperatives	Agri-food initiative	Europe
4	IFOAM-OE	Agri-food initiative	Europe
5	BDVA - Big Data Value Association	Data exchange initiative	Europe
6	EIT FOOD	Agri-food initiative	Europe
7	Food and Drink Europe	Agri-food initiative	Europe
8	Safe Foods Corporation	Agri-food initiative	Worldwide
9	FMI The Food Industry Association	Agri-food initiative	N America
10	Trace Alliance	Supply chain initiative	Europe
11	CBA - Consumer Brand Association (former US GMA - Grocery Manufacturers Association)	Agri-food initiative	N America
12	AIOTI Group - Alliance for Internet of Things Innovation	Data exchange initiative	Europe
13	GOOD FOOD FOUNDATION	Agri-food initiative	N America
14	Weston A. Price Foundation	Agri-food initiative	N America
15	GROW Observatory	Data exchange initiative	Europe
16	EFFAT - European Federation of Trade Unions in the Food, Agriculture and Tourism	Agri-food initiative	Europe
17	EuroCoop - European Community of Consumer Cooperatives	Agri-food initiative	Europe
18	AgriXchange	Data exchange initiative	Worldwide

Table 15: Community and partnerships relevance results

7. ANNEX A: LOGO SELECTION PROCESS

Vote for the FSM logo

Here are four designs propositions for the project logo.
Vote the logo that you want to represent us!

Option 1



Orange Food + Check Safety + EU FLAG Market



Option 2



Shopping Bag Food Market + Check Safety + EU FLAG Blue Color



Option 3



Farm Food + Box Safety + Shop Market + efsa logo Europe



Option 4



Check safety/certification + Farm food + W web data/technology + efsa logo Europe



8. ANNEX B: OVERVIEW OF DISSEMINATION ACTIVITIES

Our consortium, in its path to be always align with the effectiveness and the mass outreach of **TheFSM** results, drafted a variety of templates for all the Key Performance Indicators (KPIs). Their content targets to be the dissemination activities as they have been analyzed, formulated and outlined in the contractual agreement of the project. The aim of the templates creation lies in the fact that the results of the project are widely disseminated to all directly and indirectly interested organizations, companies (private and public), policy bodies and individuals.

To comply with our goal, in the previous version of this deliverable during M3, a first draft of templates was created and used from the project partners and had the format of the following four tables:

Events Organized									
Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Participants

Events Attended									
Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Participants

Scientific publications								
Authors	Paper Title	Publication Type	Publication Venue	Publisher	Status	Publication Date	URL	Lead Partner

Press publications				
Publication Title	Publication Venue	URL	Type	Lead Partner

However, in this deliverable, we designed a new template form, helping them to monitor with higher accuracy the dissemination activities and guarantee proper diffusion of knowledge and project results and secure maximum impact and uptake of the results. For the promotion of **TheFSM** and its outcomes a variety of tools were used and more specifically in this occasion, the usage of Google Drive, provided a road map for project partners on identifying and managing the communication opportunities and obstacles. Further, the following presented novel tables designed with the Google Drive will allow the extraction of

information about the efficiency of our dissemination strategy and the creation and linkage of heterogeneous promotion activities.

TheFSM Events Organized										
Accountable: Dimitris Fotakidis (Agroknow)										
Reporting Period: 2020-2023										

#	Event Name	Event URL	Partners Participated	Event Type	Nature of Contribution	Location (City)	Location (Country)	Date(s)	Audience	Number of participants
	<i>Name of the event, meeting, conference</i>	<i>URL of the official website of the event or any other relevant page</i>	<i>Apart from the reporting partner, did any other partner participate?</i>	<i>Workshop, forum, conference, hackathon, policy event, other</i>	<i>Presentation, panel, poster, booth, brochure distribution</i>	<i>City where the event took place</i>	<i>Country where the event took place</i>	<i>Exact dates of the event</i>	<i>What type of audience attended?</i>	<i>Please indicate the approximate number of participants.</i>
1st Year										
1										
2										
2nd Year										
3										
4										
3rd Year										
5										
6										

TheFSM Events Organized										
Accountable: Dimitris Fotakidis (Agroknow)										
Reporting Period: 2020-2023										

#	Authors	Paper Title	Publication Type	Publication Venue	Publisher	Status	Publication Date	URL	Lead Partner	Available on Zenodo
	<i>Please indicate the names of the authors contributing to the publication</i>	<i>Title of the paper</i>	<i>Book chapter, journal paper, conference paper</i>	<i>Name of the publication "hosting" the paper</i>	<i>Publisher of the publication (e.g. Elsevier, etc.)</i>	<i>Submitted, Published, Forthcoming</i>	<i>Exact date of publication (if published)</i>	<i>URL of the publication (if not published yet, provide URL of Publisher)</i>	<i>Partner that leads the effort. Indicate other partners in parentheses</i>	<i>All publications should be uploaded in Zenodo</i>
1st Year										
1										
2										
2nd Year										
3										
4										
3rd Year										
5										
6										

TheFSM KPIs: 2.1 Outreach to general press and media
Accountable: Mr. Dimitris Fotakidis (Agroknow)
Reporting Period: 2020-2023

TARGETS	3 interviews (radio/TV/Newspapers)	3 blog posts in EC	2 press releases / year	2 interviews per pilot partners
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	Publication Title	Publication Venue	URL	Type	Lead Partner
#	<i>Title of the publication</i>	<i>Vehicle of the publication (newsletter title, magazine title, etc)</i>	<i>URL where the publication can be accessed</i>	<i>Interview, blog post, press release, other</i>	<i>Partner leading the work/publication</i>
1st Year					
1					
2					
2nd Year					
3					
4					
3rd Year					
5					
6					