Dissemination and Communication Plan (public)

# DISSEMINATION AND COMMUNICATION PLAN
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# Contents

# Abstract

The Dissemination and Communication Plan introduces the ImPUlSe project dissemination and communication strategy and its implementation plan to be used by the consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period. This document is be a reference framework for evaluating the impact of communication and dissemination activities. In order to achieve the highest possible impact of its activities and best contribute to support and strengthen innovations in citrus supply chains, ImPUlSe focuses on maximising the effectiveness and scope of its dissemination and communication activities. These specific activities not only address the general public to raise awareness on the project and its achievements, but also target key stakeholders having a relevant role in the field of activities undertaken by the project.

# 1  Introduction

The present ImPUlSe Dissemination and Communication Plan, lists all planned dissemination and communication activities, tools and channels, and matches them with target stakeholders' categories and key performance indicators. This Dissemination and Communication Plan is a reference framework for evaluating the impact of dissemination activities. Work Package 8 (WP8) "Dissemination & Communication" aims to (i) set up a variety of targeted communication and dissemination products and activities addressing target stakeholders, (ii) interact with relevant audiences to exchange information and (iii) build synergies with important project environments. This deliverable introduces the ImPUlSe project dissemination and communication strategy and its implementation plan to be used by the consortium to ensure that the project results are made accessible to the appropriate target communities, at appropriate times, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the ImPUlSe outcomes can be identified and encouraged to interact with the project on a regular basis.

# 2  Objectives of dissemination and communication activities

The objective of dissemination and communication activities is to share the project's outcomes, to engage stakeholders, such as wider group of farmers (small-holders), food processors, technology and logistics service providers and consumers, to contribute to policies regarding regional food production and consumption systems and to create opportunities for cooperation and enhanced sustainability across Mediterranean countries. ImPUISe ensures that it uses a cost-effective approach in disseminating outputs through a combination of traditional tools (conferences, working groups) and new technologies (social media, infographics, webinars etc.), reducing travel footprint. The following sub-objectives of the dissemination activities are identified:

- Raising awareness and engagement of identified stakeholders among farmers, policymakers, civil society, media, business, key actors in academia who are interested in the project's subjects.
- Providing a platform for exchange and communication to relevant stakeholders (e.g workshops, webinars).
- Offering concrete suggestions for research-based food supply chain strategies and recommendations on policies and practices related to circular economy, while designing and implementing decision-making processes.
- Increasing the visibility of the ImPUISe project and establishing a sustainable and expanding network of scholars, engaged stakeholders that will continue to exist after the project's life cycle.

The dissemination activities are based on a thorough, well-structured strategy, which are horizontally applied across all Work Packages, as a cross-cutting action. In particular, the following WPs are be considered: WP3 to engage with the stakeholders from the case-studies; WP2.3 and WP3.3, where co-creation of value-cases and scenarios take place; WP6, where ADSS is tested and the stakeholders give feedback on the ADSS and scenario simulation results; and in WP7, policy recommendations and roadmap should be presented to the decision-makers.

To implement a successful communication strategy, a set of ImPUISe promotion tools was developed to give the project a common and recognisable brand. The following promotion tools are planned: project identity (project logo, graphic charter, colour spectrum, and templates), biannual e-newsletters. In addition, a final brochure representing the key findings from the pilots providing a guideway into the ImPUISe final outcomes and tools will be created towards the end of the project. Online media plays a major role in reaching out to the project's

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external audience. The website gives a large visibility to ADSS providing the main point to access (online version) and download of it (booklet version). The website is further linked to several social media platforms (LinkedIn, YouTube, and Twitter). All ImPUlSe partners are asked to link the ImPUlSe dissemination and communication activities to their respective social media channels (e.g. by using hashtags) and amplify content (e.g. tweets) to generate more outreach for the project.

# 3 Target audience and channels

The communication tools and activities differ and are adapted in view of the different target groups to be addressed (Table 1). Thus, the communication strategy entails: **Who** (identification of the target audiences that should be reached); **What** (tailoring of the messages towards these target audiences); **How** (decision on the best communication tools and channels to reach the target audiences) and **When** (development of a detailed dissemination plan).

Channels are all mediums through which the project results are transmitted and relayed to the target audiences.

*Table 1: Target groups, channels of communication and specific impact of ImPUlSe*

| Details on target groups | Channels / Media | Goal / Impact |
|---|---|---|
| Academia (Research and Consulting) | | |
| • Researchers from a wide range of disciplines throughout Europe, the MENA region and beyond<br>• Universities, academies of sciences, and research centres operating in relevant or linked scientific fields<br>• Undergraduate and postgraduate students | • ImPUlSe Newsletter (e-newsletter, leaflets, website, social media)<br>• Scientific publications<br>• International conferences<br>• ImPUlSe Summer School<br>• Research workshops/ conferences<br>• Seminars, lectures, publications<br>• Promotion of MA and Ph.D. theses<br>• Network of young researchers | • Establishing a sustainable network to foster multidisciplinary research on agro- food supply chain system, market analysis, information technologies etc.<br>• Analysis of research impacts on policy and businesses at the local scale<br>• Development of a detailed knowledge base on policy regulations and standards on food security, emerging technologies, and disruptions in agro-food sector |
| Industry | | |
| • Farmers<br>• Food Processors<br>• Logistics Service Providers<br>• Technology Providers<br>• Retailers<br>• Start-ups | • ImPUlSe Social media<br>• Extended networks of the project partners/Advisory Board<br>• Campaigns and training programs<br>• Stakeholder and research workshops<br>• Logistics fair and congresses (e.g. Federal Association of Logistics)<br>• Fieldworks at the companies | • Deep understanding of stakeholder requirements, interests, and behaviour<br>• Co-creation of scenarios and value-cases for sustainable agro-food chains<br>• Horizontal and vertical integration of the food supply chains (industrial symbiosis)<br>• Operation optimization of supply chains<br>• Easy-use and access to the ADSS |
| Policymakers on the EU, national, as well as regional/local levels | | |

| | | |
|---|---|---|
| • Government officials and policy- makers on the EU/MENA level (European Commission, Parliament, Agencies)<br>• Local municipalities (agricultural chambers, agricultural ministries, ministries of transport/ digitization/innovation)<br>• Representatives of International Organisations (FAO, GIZ) | • Contact through official channels – letters and mailings, attending e.g. delegations, public events<br>• ImPUlSe newsletter<br>• Training program of ADSS<br>• Policy Papers/Policy Research Alerts<br>• ImPUlSe Kick-off and final public conference<br>• Social media channels | • Agenda-setting for future EU policy on sustainable agro-food supply chains<br>• Establishment of a platform for policy- research exchange<br>• Ability to use the ADSS in case of changed boundary conditions<br>• Implementation of a collaborative framework for decision making Wide-ranging and transparent research (open data, public-private data exchange) |
| Public sphere (end users, citizens, media) | | |
| • Consumer Associations<br>• Journalists from European/ MENA region and beyond<br>• Civil society/broader public, interested in learning more about the project's subjects (NGOs) | • Communication Plan<br>• Press kit (and regularly updated fact sheets on current issues)<br>• Direct contact of consortium and AB members to media experts<br>• Surveys and questionnaires<br>• ImPUlSe website | IKH will enable farmers, technology and logistics service providers, retailers to learn about the consumer requirements in citrus supply chain. Based on these insights mass customization and modular architecture to cater to the needs of different stakeholders may be leveraged. |

# 4 Dissemination and communication activities

UDE as leader of WP8 will carry out the leadership of the project dissemination activities following the dissemination strategy defined in this document. This includes to (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results. The following table presents in more details each partner's tasks and responsibilities for dissemination activities.

*Table 2: Dissemination and communication activities*

| Dissemination and communication activities | UDE | EP | KU | AU | AGM | ASF | EBS | YNG | BAUT | LGA | USFX | IGTC | FAH | KIT | UL2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Online Media | | | | | | | | | | | | | | | |
| Management and maintenance of the project website & social networks | L | Provide content | | | | | | | | | | | | | |
| Biannual newsletters | L | Provide content | | | | | | | | | | | | | |
| Testing ADSS in case studies through Information and Knowledge Hub (IKH) | | | C | | | | | | L | | | | | | |
| Provision of ADSS portal (web application) with decision support tools | | | L | | | | C | | | | | | | | |
| Link posts on respective website or social media to the official project website | L | L | L | L | L | L | L | L | L | L | L | L | L | L | L |
| Publications | | | | | | | | | | | | | | | |
| Publication of at least one academic article in international peer-reviewed journal (WP2)* | C | L | | L | | | | | L | | L | | | | |
| Publication of at least one academic article in international peer-reviewed journal (WP3)* | L | | | L | | | L | | | | | | | | |
| Publication of at least one academic article in international peer-reviewed journal (WP4)* | L | | | C | | | | | | | L | | | | |
| Publication of at least one academic article in international peer-reviewed journal (WP5)* | | | L | C | | | | | | | | | | | |

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Publication of at least one academic article in international peer-reviewed journal (WP6)* | | | L | | | | | L | | | | | | |
| Publication of at least one academic article in international peer-reviewed journal (WP7)* | | | L | | | C | | | | | | | | |
| Roadmap for the integration of new agrofood supply chains | L | | C | C | | C | | C | | C | | | | C |
| Final Brochure | L | C | C | C | C | C | C | C | C | C | C | C | C | C |
| Commercial Exploitation Plan | C | | | | | L | | C | | | | | | |
| **Events** | | | | | | | | | | | | | | |
| Planning and organisation of Information and Knowledge Hub Session 1 (in Egypt) | C | | L | C | C | | | | | | | | | |
| Planning and organisation of Information and Knowledge Hub Session 2 (in Türkiye) | C | | L | | | | C | | | | | | | |
| Planning and organisation of Information and Knowledge Hub Session 3 (in Tunisia) | C | | | | | | | | | L | C | C | C | |
| Planning and organisation of Information and Knowledge Hub Session 4 (in Algeria) | C | | | | | | | L | C | | | | | |
| Summer School on "Sustainable Food Supply Systems in Mediterranean Regions: Challenges and Opportunities" (in Egypt) | C | | L | | | | | | | | | | | |
| **External events** | | | | | | | | | | | | | | |
| Final Conference 'Mediterranean Framework on sustainable agro-food supply chains: The case of citrus by-products supply chains' (held in France) | C | | | | | L | | | | | | | C | |
| **Logo and graphic identity** | | | | | | | | | | | | | | |
| Creation of the project logo and visual identity | L | | | | | | | | | | | | | |

| Templates for deliverables and standard PowerPoint presentations | L | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

\* alternatively: best practice guide, whitepaper, article in topic-specific journal;
  Leader relates to the respective deliverable of the work package.

L = Leader

C = Contributor

## 4.1 ImPUlSe events

ImPUlSe plans a comprehensive, well-structured set of events, including content-focused workshops, a set of Open Innovation sessions with policy makers and stakeholders in the pilot sites, a summer school to promote young scientists. The ImPUlSe consortium will meet for regular project meetings (every 6 months) to review project success.

These events will serve as a dissemination support. They will help spreading the project outputs to the respective target audiences (see section 3), facilitate valuable feedback from stakeholders, and provide ground for policy discussion and brainstorming.

*Table 3: Overview ImPUlSe events and meetings*

| Events, meetings (Location / duration) Type/topic and potential outcome | Audience addressed | Month / partner in charge, WP(s) |
|---|---|---|
| ImPUlSe Kick-Off / Project Meeting 1 in Duisburg, Germany / 2 days The Kick-Off Meeting launched the project by discussing the details of the work plan and the overarching guidelines for the project. The meeting provided the opportunity for the WPs and tasks to discuss their activities within working groups. A special session was dedicated to introducing all financial regulations and administrative details and to setting up common procedures and routines. | Project consortium | M1 (organized by UDE) (WP1 and all WPs) |
| Information and Knowledge Hub (IKH) Session 1, 2, 3 and 4 To be carried out in every Pilot Country / 2 day per Session The target of the IKH Session 1 is to present the ImPUlSe project and engage the different stakeholders for every pilot case-study aiming at better understanding of stakeholder needs towards sustainable agro-food supply chains in the pilot countries. Session 2 will be conducted with the aim to collect and share the information from the stakeholders, while co-creating citrus (by-products) value cases and logistics concepts and defining ADSS features and specifications. Session 3 will be used to discuss the simulation results of the value cases, adopt the | At least 20 stakeholders need to be gathered in the pilot country | M6/M12/M24/M30 (organized by AU; BAUT; USFX; KU and supported by UDE and local actors) (WP2, WP3, WP4, WP6, WP7) |

| | | |
|---|---|---|
| solutions and estimate the scalability and transferability of the value cases. Session 4 will be used to and collect feedback from policy decision makers on the policy roadmap, while discussing the implementation possibilities. | | |
| Project Meeting 2 (linked to IKH Session 1) in Alexandria/Egypt / 2 days The aim of this project meeting was to set the requirement for starting the IKH Session 1 in the pilots and identify the necessary stakeholders to be reached out. | Project consortium | M6 (organized by AU and UDE) (WP 1 and WP2, WP3) |
| Project Meeting 3 (linked to IKH Session 2) in Istanbul, Turkey / 2 days ImPUlSe team will meet in order to sum up general information gathered from the pilots, applying the gained knowledge into co-creating of the scenarios and value-cases. The ADSS will be designed with its specifications and features. Intermediate monitoring of the KPIs will be carried out to promote ImPUlSe's impact. | Project consortium | M12 (organized by KU and UDE) (WP1, WP4, WP5) |
| Project Meeting 4 & Summer School on "Sustainable Agro-Food Supply Systems in Mediterranean Regions: Challenges and Opportunities" in Alexandria/Egypt / 5 days The aim of the Summer School on "Sustainable Food Supply Systems in Mediterranean Regions: Challenges and Opportunities" is to foster innovative citrus (by-products) supply chain solutions in sustainability context. The Summer School will allow young researchers from the EU and Mediterranean Region to present their approaches and to learn from each other. This event will be situated in the ImPUlSe PhD Network, as well as ECoL Network. | International young researchers, project consortium, several AB members | M18 (organized by AU and UDE) (all WPs) |
| Project Meeting 5 (linked to IKH Session 3) in Tunisia; 2 days The meeting will be used to discuss the simulation results of the value cases developed in the WP3.3. The scalability and transferability of the value cases will be analysed to reach national and international holistic sustainable supply chain management strategies on citrus (by-products). | Project consortium, several AB members | M24 (organized by USFX, and supported by UDE, KU) (WP1, WP6) |
| Project Meeting 6 (linked to IKH Session 4) in Algeria / 2 days The meeting will be used to finalize ImPUlSe results, monitor the final KPIs, to enhance dissemination and transferability potential within partner networks, as well as start planning the final conference. This meeting will also be used to envisage further possible projects to enhance ImPUlSe's sustainability and liveability after the project end. | Project consortium | M30 (organized by BAUT) (WP1 and WP7) |
| Final (international) conference on "Mediterranean Framework on sustainable agro-food supply chains: The case of citrus by-products supply chains" in France; 2 days | Open to public, external speakers, | M36 (organized by EBS and UDE) |

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| Large public dissemination conference targeted at researchers, practitioners, further stakeholders will be organized to leave a sustainable impact. It will deal with "Mediterranean strategy plan for sustainable agro-food supply chains" and disseminate ImPUlSe's research results as well as its policy and business recommendations. | AB, project consortium | (all WPs) |
|---|---|---|

## 4.2   Networking with other projects/initiatives

ImPulSe seeks to enhance current links and synergies with other stakeholders or similar initiatives to create synergies and share resources. We maintain a synergetic culture focusing on the results and objectives. Under this vision, collaboration is proposed to all the relevant stakeholders.

Networking activities also play a key role in spreading the word. The network partners involved in the project (ECoL and CONUS network of UDE and KU; Digital Research Center of USFX), as well as Advisory Board members will make use of their respective channels and databases to promote the project among their members and contacts.

## 4.3   Advisory Board

An Advisory Board (AB) of eminent researchers and relevant stakeholders in politics and society actively contributes to the project by providing tailored consultancy and by attending conferences and major project meetings. It assists the consortium to identify relevant stakeholders on all levels. The structure and the number of researchers and other political and societal agents in the particular sections of the AB reflects ImPUlSe's overall strategy to provide significant impact on industry, policy-making, society, and academia. AB members advise on concrete suggestions for research-based industrial and political strategies, as well as contribute to the academic discussion on research impacts policy. Wide-ranging and well-coordinated visibility of the events and results is ensured by dissemination activities of the AB not only in the EU, but also in the non-EU countries, such as e.g. South American network of countries.

Several international institutions strongly support ImPUlSe at this progressed phase:

- AJIN European Fruit Juices Association (General Secretary Wouter Lox),
- Arab Academy for Science, Technology, and Maritime Transport (AASTMT).
- Dr. Arab Hoballah (Executive Director of SEED and Expert for Entrepreneurship and Sustainability),
- Karel Coosemans (Global Innovation Program Lead at IFF – International Flavors and Fragrances),
- Dr. Rafat Al-Waked (Associate professor at German-Jordanian University (GJU)).

# 5 Dissemination and Communication Tools

ImPUlSe plans to maximize its impact based on a decentralised outreach approach aimed at the whole European Union, Mediterranean region and beyond. UDE with extensive experience in dissemination serves as regional transmitter together with all partners. The decentralized communication approach is amplified by the other project partners and their international networks as well as by experts in dissemination activities from the AB including policymakers on the EU and Member state level, local and regional authorities, academia and society. ImPUlSe communicates the expected impact to the different target audiences to ensure complementarity of the channels, tools and materials. The project also uses different channels to receive input from these audiences and engage them parts of the process, actively contributing to the content and output of the project (two-way- communication). On-site and face-to-face communication is combined with digital actions. The partners implemented the following dissemination and communication tools according to the strategy described above. Dissemination and communication tools are all material used to present the content of the project to an external audience.

## 5.1  Project identity

A logo was designed and implemented in all communication and dissemination tools:



The branding (colour palette, fonts, general design) are related to the PRIMA logo and are meant to be associated with the Mediterranean area. The templates ensures that the ImPulSe visual identity is consistent through the duration of the project. This set of templates includes Word and PowerPoint files for:

- project deliverables, publications and policy papers
- general project documents
- project presentations

Furthermore, a project roll-up (see Annex) serves as a communication and identity tool with great visual impact to illustrate key project concepts and disseminate to all audiences. The roll-up will be displayed at project events and, whenever possible, at exhibition events in which project partners will participate.

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Besides creation of the project logo, UDE is responsible for designing a visual identity, set of templates, and roll-up. The project partners have approved the project logo, the different templates, and visual identity so they can be used for any project communication purposes. UDE uploaded the templates onto the project's MS SharePoint so that they are accessible to all partners, and the project logo onto the public part of the website for public awareness.

## 5.2   Electronic tools

- Newsletter: A semi-annual newsletter with the latest news about ImPUlSe is circulated among different stakeholders; news come from the project website. The newsletter enables the consortium to update the project community with latest project activities and results. UDE designed a template for project newsletters and prepared an edition every six months (see WP 8) based on the partner's inputs. The partners provide content for the newsletters and invite contacts to subscribe to the newsletter.
- Policy Research Alerts on key issues from IKH sessions and further crucial topics arising from the project will be sent out to stakeholder groups (Advisory Board, PRIMA etc.) in the form of direct E-mails as well as published on the website.
- Webinars on e.g. agro-food supply system, sustainable food logistics operations, disruptive technologies.
- Website (see section 5.3).

## 5.3   Website

The website (https://impulse-sustainable-supply-chains.net/) is the main dissemination and communication tool where all dissemination materials ARE published in a timely manner. It is used as a gateway to diffuse project information as widely as possible and give a large visibility to ADSS providing the main point to access (on-line version) and download of it (booklet version). The website includes multimedia content and informative pages presenting the ImPulSe consortium, partnerships, concept, vision, objectives and activities. The dynamic website benefits from an eye-catching design and is easy to navigate on. It is accessible with tablets and smartphones.

The ImPulSe website features the following functionalities:
- overview of the concept, objectives, partners, and activities proposed within ImPUlSe
- regular news and information service on ImPUlSe activities
- access to online tools for facilitating participation of stakeholders

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- links to social media to be attractive to the general public
- downloadable project results (deliverables, publications, policy papers)

The website provides a critical and thorough analysis of current developments in the context of circular economies and sustainable food supply chains/logistics. Additionally, significant changes on the national level will be covered.

## 5.4   Publications

A major expression of external dissemination is the production of scientific publications and deliverables, which the consortium commits to release showcasing project outputs.
The consortium will fully comply to open access to scientific publications and dissemination material. Open access will be granted to publications, being scientific publications or any kind of dissemination material, as this is one of the key targets of ImPUlSe. Support for self-archiving and for open-access publishing is provided by the Coordinator's (UDE) Library.

### 5.4.1   Journal publications

Work packages 2 to 7 plan to submit each at least one academic article to internationally respected peer reviewed journals. Some journals are relevant for these WPs, such as Agricultural Systems, European Journal of Horticultural science, Journal of Integrative Agriculture; Agriculture, Ecosystems and Environment; Engineering in Agriculture, Environment and Food; Operations Research; Journal of Operation Management; Decision Support Systems; Decision Analysis; Journal of Physical Distribution & Logistics Management; Journal of Cleaner Production; Journal of Computer Science and Information Technology; Information Technology & People information, Technological Forecasting and Social Change.

- The publications will be based on the results of the activities, including but not limited to best practices guides, study reports and recommendation papers.
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members.
- According to the ImPulSe Consortium Agreement, every party that intends to disseminate its results must give advance notice to the other beneficiaries of at least 45 days before the publication, together with sufficient information on the results it will disseminate. Possible objections should be handled according to the Consortium Agreement.
- Every party must ensure that all publications relating to its results will be published open access (free of charge, online access for any user).

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- All partners contribute to the promotion and dissemination of the various publications.

### 5.4.2 Deliverables

Over the entire project duration, the ImPulSe consortium will produce a wide range of official deliverables and make them publicly available on the project website to spread the project excellence and disseminate knowledge as widely as possible.

- Deliverables are drafted using the Word template designed at the beginning of the project.
- A list of key deliverables to be reviewed by the Advisory Board before final submission to the PRIMA MEL Platform will be drafted by UDE.
- The final PDF version of deliverables is uploaded to the PRIMA MEL platform and to the project website for general public to access.

### 5.4.3 Policy Papers

One Policy Paper on the policy recommendations and main findings of the project and one Policy Paper on sustainable food supply systems will be published.

# 6  Expected impact and monitoring

A set of indicators is defined to self-evaluate the work and monitor the impact of the dissemination and communication activities. In this regard, we pursue a strategy that ensures a positive development of the indicators rather than providing fixed figures.

**Indicators for communication activities**

- Visual identity is used in all communication and dissemination tools
- Press releases are relayed via 2-5 externals
- Newsletters are released on the website and social media at the beginning promoting our content and motivate target stakeholders to directly subscribe
- Website and social media should attract a growing number of unique visitors as the project progresses and results are communicated

**Indicators for dissemination activities**

- Website should attract a growing number of unique visitors as the project progresses and results are published
- Publications will be released as described in section 5.4 and will include project outputs (incl. best practices, study reports, recommendation papers) and articles in journals, magazines or newsletters
- Project events and external events as shown in Table 2

*Table 4: Communication and Dissemination KPIs and target stakeholders*

| Indicators | | Academia | Industry | Policy-makers | Public |
|---|---|:---:|:---:|:---:|:---:|
| Communication | Visual identity | ✓ | ✓ | ✓ | ✓ |
| | Press release | ✓ | ✓ | ✓ | ✓ |
| | Newsletters | ✓ | ✓ | ✓ | ✓ |
| | Website & Social Media | ✓ | ✓ | ✓ | ✓ |
| Dissemination | Website | ✓ | ✓ | ✓ | ✓ |
| | Publications | ✓ | ✓ | ✓ | ✓ |
| | Project events | ✓ | ✓ | ✓ | |
| | External events | ✓ | ✓ | ✓ | |

# 7  Activities carried out

Besides the activities described in the previous sections of this document, the following additional activities have been carried out by the time this final version of the dissemination and communication plan is released:

- Successfully conducted the first Information and Knowledge Hub (IKH) session and Project Meeting linked to IKH in Egypt bringing together industry partners, public representatives, and academics
- A newsletter describing the first project workshop, insights and results
- A newsletter describing the pilot supply chain map in Egypt and visualising the potential for circular economy
- Two ZLV newsletters with 433 recipients each promoting ImPUlSe project and website as well as pitching project workshop and results
- Posts on social media (LinkedIn) to foster visibility of the project
- Promotion of the project via own university website and press release outlets:
    - https://www.uni-due.de/2021-08-26-lieferkette-von-zitrusfruechten
    - https://www.uni-due.de/apps/rss.php?id=705&db=zlv
    - https://nachrichten.idw-online.de/2021/08/26/sustainable-citrus-supply-chain-juice-here-peels-there-fibers-over-there
    - https://vegconomist.de/food-and-beverage/lieferkette-von-zitrusfruechten-saft-hierhin-schalen-da-fasern-dort/
    - https://www.eurasiareview.com/30082021-for-sustainable-citrus-supply-chain-juice-here-peels-there-fibers-over-there/
- Promotion of ImPUlSe via the communication project https://biooekonomie.de/ on behalf of the Federal Ministry of Education and Research (BMBF) by means of an online advent calendar multimedia story with a few thousand recipients: https://biooekonomie.de/themen/multimedia-storys/der-biooekonomie-adventskalender
- Publication of three academic (journal) articles and three whitepapers: https://impulse-sustainable-supply-chains.net/publications/
- Provision of publicly available deliverables: https://impulse-sustainable-supply-chains.net/deliverables-2/

## Annex: Roll-up

# Document metadata

| | |
|---|---|
| **Title of Deliverable** | Dissemination and Communication Plan |
| **Deliverable No.** | 8.1 (2ⁿᵈ) |
| **Work Package** | WP8 |
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| **Nature** | Report |
| **Target Group** | PRIMA, National Funding authorities / Project Consortium (public) |
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| **Internal Reviewer** | Andreas Hoene, UDE |
| **Approved by** | Ani Melkonyan-Gottschalk, UDE<br>WP leader and coordinator |

## Version history

| Version | Date | Description |
|---|---|---|
| 1.0 | 20.12.2021 | Version 1.0 submitted to PRIMA / National Funding Authorities |
| 1.1 | 01.11.2022 | Updates and addition of "activities carried out" by Denis Daus |
| 2.0 | 16.01.2023 | Finalisation and submission of final version to PRIMA and upload to ImPUlSe website by Denis Daus |

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