



COMMUNICATION & DISSEMINATION PLAN

[06-2021]



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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION
IN THE MEDITERRANEAN AREA

<http://trace-rice.eu>



TECHNICAL REFERENCES

| | |
|----------------------------|--|
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| Project Title | |
| Project Coordinator | Carla Moita Brites carla.brites@iniav.pt |
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1. Introduction

1.1 About TRACE-RICE in brief

TRACE-RICE is an innovation project, part of the PRIMA Programme supported under Horizon 2020, which targets the adoption of cost-efficient and environmentally safe tools for traceability, authenticity, contaminant mitigation and conversion of by-products to innovative rice-based foods produced in the Mediterranean.

This project brings together public and private stakeholders with a multidisciplinary team of 11 entities from three countries (Portugal, Spain and Egypt): research organizations (INIAV, iBET, UNL- ITQB, University of Alexandria, CSIC-IATA), one inter-branch association (CASA DO ARROZ), one rice millers association (ANIA as third party) and SME or industry representatives (EM, Mater Dynamics, BGI, DPL).

This partnership combines expertise on underpinning science & technology, such as genome authenticity, nutrition, food safety, health promotion, sensory science, innovative new ingredients, new product development, and will organize four main pilot activities and three market replication case studies.

TRACE-RICE will achieve multidisciplinary critical mass to address pressing challenges to the Mediterranean rice sector by enabling the transfer of competencies, technologies and organizational innovation among partners in different countries, with a focus on Mediterranean rice producers.

This is greatly needed to compete with US and Asian producers that avail of such critical mass in their much bigger countries/markets than any single EU country does on its own. To achieve this overall goal, the consortium of the eleven partners will bring complementary expertise and different roles, building on several initiatives and platforms from the local SMEs currently operating in a local context.

In order to be operationalized and implemented, the TRACE-RICE project is structured in seven Work Packages (WP), with a strong relation among them to obtain the expected results.

In this framework, communication and dissemination activities have a crucial role not only to engage the partners of the project but above all to maximize impacts in terms of awareness, engagement and acceptance near the relevant stakeholders and players (producers, farmers, scientific community, citizens, government, etc).

2. TRACE-RICE

2.1 Scope and objective of this deliverable

This deliverable (*D6.1 - Communication & Dissemination Plan*) is part of the WP6 - Dissemination and Communication (lead by CASA DO ARROZ) which aims to develop and implement an integrated strategy for comprehensive communication and dissemination (C&D) activities that will give visibility to the efforts of the TRACE-RICE project to improve the positioning of the rice Mediterranean Sector involving at the same time all the stakeholders (from farm to fork).

Moreover, this deliverable aims to respond to the expected outputs and goals, defined for the project (as identified in Annex 1).

For this purpose, this deliverable presents the communication and dissemination global strategy as well as its associated initiatives and actions that will be implemented during the TRACE-RICE project lifespan. It will provide the necessary guidelines to enable a sound and effective implementation of the strategy at transnational and local level.

The Plan identifies fundamental elements such as the target audiences (the WHO), the key messages (the WHAT), the tools and channels employed (the HOW) and the timing of the planned activities (the WHEN), providing guidelines to the project partners 'dissemination activities to maximize the impact of TRACE-RICE results'.

A scalable approach will be adopted in the development and implementation of the strategy, based on the inputs coming from the continuous monitoring activity of the C&D strategy through dedicated outreach and engagement indicators.

Communication and dissemination activities started at the early beginning of the project (e.g., with the launch of the website), but this document specifies the global pipeline for the duration of the project. The Plan will be yearly revised and updated in the course of the project.

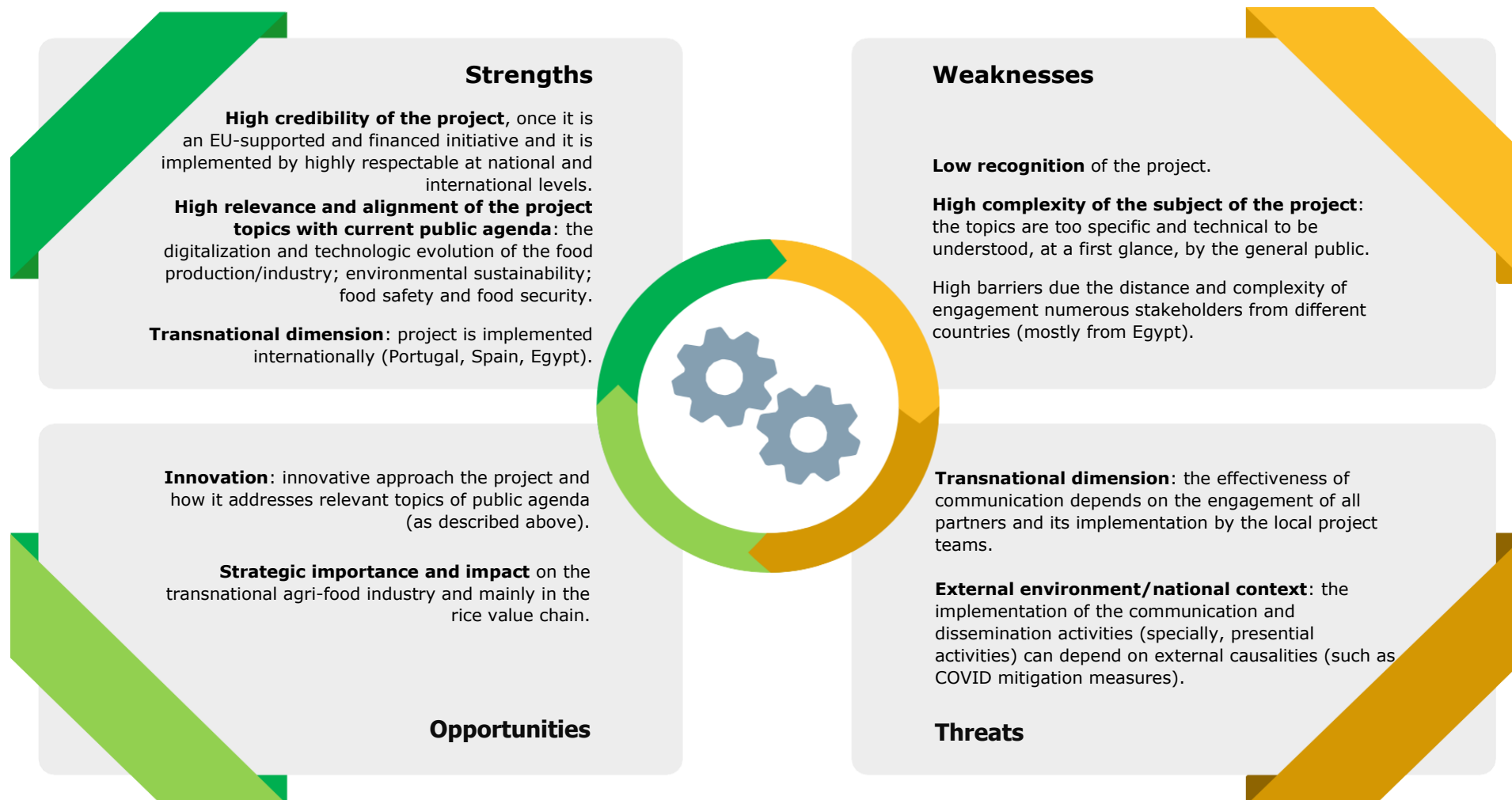
The local C&D strategy will be in line with the C&D plans of the whole project. Based on it, highly relevant actions will be adapted to the local contexts and exploiting the most effective tools and channels already in place in the replication areas (Portugal, Spain and Egypt) to reach their communities and targets.

The main objective of this Communication & Dissemination Plan is to give visibility to the efforts of the TRACE-RICE project and to maximize impacts in terms of awareness, engagement and acceptance as a necessary precondition to boost its replication potential.

The success of the implementation of the C&D tasks will depend not only on the CASA DO ARROZ leadership but above all on the contribution and the close collaboration of all the TRACE-RICE consortium's partners and mostly from the efforts of working packages (WP) leaders.

2.2. Strategic overview and situation analysis of communication environment

In order to define the planning and implementation of communication activities, we analysed the project environment, as well as key elements and factors that could influence the strategy. This analysis takes into consideration the communication key strengths, weaknesses, threats and opportunities.



Graphic 1: SWOT analysis of TRACE-RICE communication environment

3. Project communication and dissemination plan

3.1 Subject of communication/dissemination

This delivery aims to communicate and disseminate the TRACE-RICE as an innovation project, which targets the adoption of cost-efficient and environmentally safe tools for traceability, authenticity, contaminant mitigation and conversion of by-products to innovative rice base food produced in the Mediterranean. To do so, it also aims to highlight the efforts of the consortium of 11 entities public and private stakeholders with diverse multidisciplinary qualities.

At the end, this C&D plan aims to highlight the importance of rice in the food consumption worldwide, their relevance in healthy diets and highlight the Mediterranean as one of the most important sustainable production areas.

3.2 Goals of the communication plan

The Communication & Dissemination Plan establishes a set of guidelines on how/when/where to disseminate the project and has as main objective, in a long-term period, the promotion of its public recognition and benefits to all rice value chain actors. In this sense, the plan is developed to create the ideal scenario to reach the following types of specific goals:

PRACTICAL GOALS:

- Design and implement a set of dissemination and communication activities.
- Produce the supporting materials (digital materials – written and infographic content, videos, etc - and printed material - brochure, flyers, roll-up, etc.)
- Promote regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media.
- Monitor and evaluate the dissemination and communication activities.

STRATEGIC GOALS:

- Communicate and disseminate the findings and results of the project.
- Raise awareness of the project goals, activities and results.
- Engage with the target audiences that will benefit from the project results.
- Engage the target audiences so they can act as influencers and promoters of the project.
- Promote the benefits of the project environment (scientific-business-professional collaboration) near the policymakers.
- Educate the civil society (consumers) concerning rice production/industry overall topics.

3.3 Target audience

A clear definition of the target audience (the WHO) is an essential part of an effective communication strategy. This identification allows the development of specific approaches, actions and messages with greater acuity. In this sense, the specific groups of target audiences were be classified as follows:

| Level | Macro-level | Meso-level | Micro-level A | Micro-level B |
|------------------------|---|--|--|--|
| Target audience | Policymakers (on European, national and regional level) | Research & Technology Organizations | Food Business Operators (as end-users), Professional associations/entities covering the whole rice value chain (from production to distribution and commercialization). | Consumers |
| Main goal | To generate the interest so that Governments and Administrations can dedicate specific budget items to promote and accelerate the broadly acceptance of TRACE-RICE solutions or similar technologies and their implementation in the food sector. | To engage with this specific target and its actors so they can act as influencers and prescribers in potential users of the technology. This target audience play a bridging role in the information exchange flow both with macro and micro-level targets. | To engage with this specific target and its actors so they can act as users and diffusers of technology. | To increase confidence and loyalty between consumers and rice producer/industry/retail by disclosing free, clear and straightforward information about authenticity, safety and traceability of rice-based products. |

Table 1 – Target audience

These different kinds of target audiences have specific needs and expectations, mainly concerning the messages, tools and activities. These topics' guidance can be found below on this Communication & Dissemination Plan.

3.4 Communication/dissemination strategy

3.4.1. Global Approach and key messages

The communication and dissemination messages (the WHAT) aim to highlight the strategic relevance, the transnational dimension, the innovative approach, the high importance goals and credibility of TRACE-RICE activities. With this global purpose, the communication of the project will be anchored on the key claim "*Tracing rice and valorizing side streams along Mediterranean blockchain*".

Alongside this main claim, the communication activities will be focused on delivering the following key global messages:

- **High focus on new technological advances:** TRACE-RICE is focused on providing the Mediterranean rice industry with highly-efficient and affordable analytical and digital technologies that will facilitate fast traceability and authenticity control of rice varieties.
- **Cost-effectiveness and competitiveness:** TRACE-RICE targets the adoption of cost-efficient and environmentally safe tools for traceability, authenticity, contaminant mitigation and conversion of by-products to innovative rice based food produced in the Mediterranean.
- **Transnational background:** TRACE-RICE brings together public and private stakeholders with a multidisciplinary team of 11 entities from three countries: research organizations (INIAV, iBET, UNL-ITQB, University of Alexandria, CSIC-IATA), an inter-professional association (CASA DO ARROZ) and SME or industry representatives (EM, Mater Dynamics, BGI, DPL).
- **Cooperation and collaborative work:** TRACE-RICE is based on cooperation and collaborative work developed by four main pilot and three market replication cases (Portugal, Spain and Egypt).
- **Integrated approach:** the objectives of TRACE-RICE project take an integrated approach of sustainability in the farm-to-fork chain having expects results on social, environmental and economic levels.
- **Consumer focus:** TRACE-RICE project results have, as main target, the benefits to the consumers once it aims to: 1) provide new nutritional and healthy tasty rice-based products and high added-value by products portfolio based on an interdisciplinary integrated chain- wide and circular economy approach; 2) Improve the quality of life of consumers by improving the rice quality control and offering healthier and safer products by upholding quality standards; 3) provide for free information on rice traceability and authenticity.

3.4.2. Specific Approach (target groups and key messages)

| Level | Macro-level | Meso-level | Micro-level A | Micro-level B |
|--|--|---|--|---------------------------------------|
| Target audience | Policy Makers (on European, national and regional level) | Research & Technology Organizations | Food Business Operators (as end-users), Professional associations/entities covering the whole rice value chain (from production to distribution and commercialization). | Consumers |
| Specific messages to be delivered | <p>What is the project and its main objectives.</p> <p>The importance of the scientific-entrepreneur based structure.</p> <p>The expected environmental, social and economic outputs and their benefits.</p> | <p>The relevance of the scientific structure to the benefits of rice production/industry players.</p> <p>The successful experiences/results, to drive progress.</p> | The expected environmental, social and economic outputs and their benefits to companies. | The reliability of the final product. |

Table 2 – Target audience and key messages

3.5. Communication/dissemination tools and channels

Aiming the success of the C&D Plan, it is crucial to define the channels and tools (the HOW) to do so. The project will interact with its target groups via online and offline channels.

| Channels | Online | Offline |
|----------|--|--|
| Tools | Website Social Media (LinkedIN) YouTube Newsletter | Events (conference, tradeshow, meetings) Workshops Flyers Roll-up Other printouts (such as postcards, bookmarks, posters) will be produced according to the specific communication needs. |
| | Media articles Scientific & Technical journals/ articles Videos | |

Table 3 – Communication/dissemination tools and channels

Alongside the owned project channels and tools (the HOW), the plan also aims to encourage the eleven project partners to use their channels and tools (such as websites, newsletter, social media profiles) to maximize success of communication and dissemination activities.

3.5.1. Brand Identity and dissemination material

The TRACE-RICE project has its own comprehensive brand identity, created as a key-element to generate a direct reference between the image and the project. It was a result of a branding exercise that considered the predominant colours of rice at field status (green) and also the paddy grain at harvest stage (yellow). The creation of logo was an interactive process with the partners. INIAV created four different options (Annex 2), which were put to vote between the partners and the actual logo was elected. The chosen logo was the option number 3.

Claim: Alongside the key visual elements, the brand identity is also anchored on the key claim “*Tracing rice and valorizing side streams along Mediterranean blockchain*”, which encompasses the main objectives of the project and highlights the strategic relevance, the transnational dimension, the innovative approach, the high importance goals and credibility of TRACE-RICE activities.

Materials: The brand identity (specially the logo and templates for reports and PPT presentations) was prepared to be the used in all the communication and dissemination material (either digital - site, social network posts, newsletter, presentation documents (powerpoints/word files, press releases, letters, videos - or physical - flyers, roll-up, poster).

The main dissemination strategies and materials are:

- **Project flyers:** containing general information about the project, its objectives and the demo sites and expected impact. The flyer is in English. Local versions will be translated and printed directly by the partners, according to their needs.
- **Roll-up:** was be produced in English. Other roll-ups will be translated into local languages with a focus on the local specific objectives.
- **Project videograms:** videograms with circa two minutes will be made by the various partners, in liaison with the coordinator of this WP (at least two videograms per WP1 to WP5 and one for non-WP leaders - Mater

Dynamics, Univ. Alexandria, DPL, iBET). These can consist of simple presentations, or include images and videos of the work elements as the project progresses, where the lead partner shares with the public what and why he/she is doing, what has been achieved and what else is there to do on very specific angles of their work contribution. The videograms will be disseminated via social media accounts and will be downloadable from the website.

- **Project final video:** focusing on the main outcomes and good practices of the project. The video will be disseminated via social media accounts and will be downloadable from the website.
- **Project one-page:** every 12 months, a 1-page summary of project activities and achievements to date will be prepared by the PC with contributions of WP Leaders written in simple language. These will be posted on the website and social media accounts and sent to the relevant contacts in the project contact network.
- **Other printouts** (such as postcards, bookmarks, posters) will be produced according to the specific communication needs.

3.5.2. Website & social media WEBSITE

The TRACE-RICE website is already online and it was launched in 01/11/2020, under the following URL: <http://www.trace-rice.eu/>. This website includes a public area (which is the main information and dissemination platform for TRACE-RICE project) and a private area (which provides limited access to TRACE-RICE partners, where all the project's relevant internal information will be available - administrative documents such as the contract and its annexes, restricted deliverables, meeting agendas, minutes and presentations, reporting guidelines, etc.). This private area will also allow the organization of Blog-type discussions on specific issues.

The website is in English, but may occasionally be in local languages of the partners (Portuguese, Spanish, Egyptian). The website will also contain a web depository (e.g list of recommended varieties; market reports) for CASA DO ARROZ members with the purpose of enlarging the engagement of other rice relevant stakeholders.

It will be monitored by Google Analytics tool.

Global overview: The current version of this website is composed by a homepage and five sections ([Project Information](#); [Workpackages](#); [Deliverables](#); [Reports & Publications](#); [News](#)).



Figure 1 – TRACE-RICE website homepage

- **Homepage**

The homepage provides a global overview of the project, highlighting, at a first glance, the claim of TRACE-RICE project *“Tracing rice and valorizing side streams along Mediterranean blockchain”* and the official information of the Grant Agreement *“Acronym: TRACE-RICE | PRIMA - TRACE-RICE with Grant nº 1934, (call 2019, section 1 Agrofood) is part of the PRIMA Programme supported under Horizon 2020, the European Union’s Framework Programme for Research and Innovation”*. In a second level, it has the “News” highlights’ (with the three most recent articles), followed by the “TRACE-RICE resume” section - in which can be found the “objectives” and “deliver solutions” areas – and a map of the consortium.

- **Project Information**

It has three subsections (“About the project”, which specifies the context of the project, its objectives and expected impacts, “Partners” and “Workplan and budget”. This section will also have a gallery photos section that resumes the most relevant events project related.

- **Workpackages**

It has a description of the seven Workpackages of the project and their tasks.

- **Deliverables**

It has the list of Deliverables by each Workpackage.

- **Reports & Publications**

This section will be updated during the project lifespan with the reports and publications produced by the Workpackages. It also includes media references about the project.

- **News**

This section collects all the news about the project, upcoming events and generic articles concerning projects’ topics of interest, directed for all different typologies of stakeholders/target audiences.

- **Media**

This section collects all the information/public files related to the project, with the sub-section: “logo”; Documents (presentations, flyers, etc); Photos and videos; Newsletter. It will be an essential section to also update the social media network of the project (LinkedIN).

- **Contacts**

This section will have the main contact (general email address) of the project. This email will aggregate all requests/comments and questions that will be forwarded, when necessary, to the respective WP Leaders’ and partners.

The current structure and technical characteristics of the website do not allow, for the time being, the sending of web letters by email. This possibility will be reassessed and readjusted, according to the evolution of the project and the number of contacts collected (an emailing database). By that reason, it can be an option in a next phase, if necessary to reformulate and developing the web design and technical implementation. The continuous updates of its contents with the cooperation of all partners will provide inputs to the web contents and news covering the piloting activities and through social media platform.

SOCIAL MEDIA

Social media will be used to actively address and engage an online community with a twofold objective: as an additional communication channel and as a participatory tool to foster dialogue, enhance public understanding, acceptance and participation of end-users through dedicated messages. Considering these objectives, the chosen social media channel was LinkedIN, once it is the main online tool to create and generate engagement with the macro/meso-level target audiences.

- **LINKEDIN**

The project already counts with a LinkedIn page under the URL <https://www.linkedin.com/company/trace-rice>.

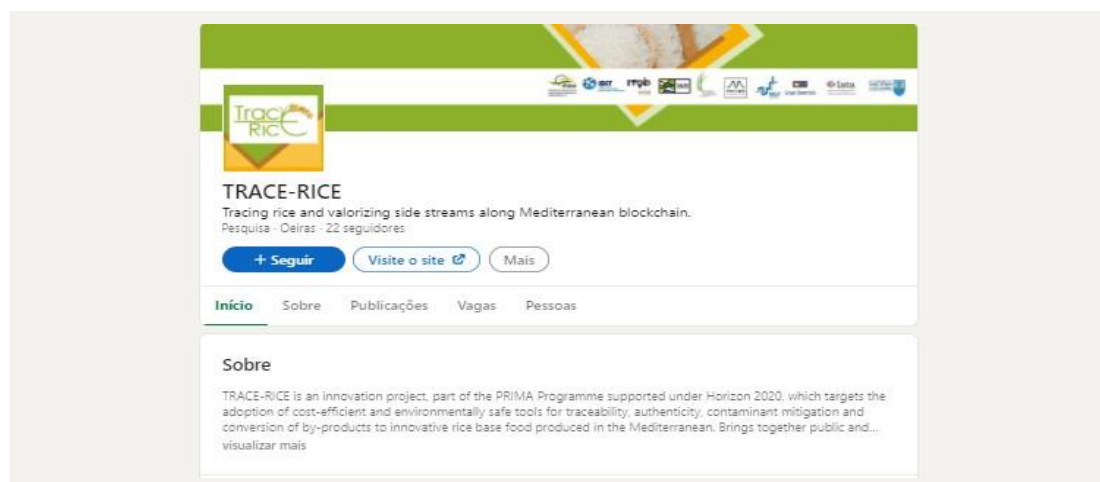


Figure 2 – TRACE-RICE LinkedIn profile

- **Tone of the language:** simple language that can be understood both by stakeholders and by a general audience (which may not be familiar with the technical terms associated with the project).
- **Content:** The posts should be short. Whenever it's possible, the mentioned person/entities may be tagged. All the post will be written in English and have the following hashtags **#tracrice #tracriceproject #tracingrice #rice**
- The project aims to launch engagement campaigns on the occasion of dedicated World Food days and other initiatives at a global level, to promote the TRACE-RICE project and engage more stakeholders around it. The partners' social media will also be exploited to enhance the engagement with existing stakeholders' communities.

| Special campaigns (special post with some numbers; highlights; curiosities) | |
|---|--|
| International Days campaign | <i>World Agriculture Day - March 20</i> <i>World Water Day - March 22</i> <i>World Creativity and Innovation Day - April 21</i> <i>World Earth Day - April 22</i> <i>International Day of Biodiversity - 22 May</i> <i>World Environment Day - 5 June</i> <i>World Food Day - October 16</i> <i>International Rice Day - October 31</i> |
| About the project | <i>General info</i> <i>The objectives</i> <i>The deliver solutions</i> <i>The expected impacts</i> <i>The partner</i> |
| TRACE-RICE dialogue | <i>Testimonial of each partner responsible (with picture)</i> <i>The project relevance</i> |
| Rice | <i>Curiosities (numbers, varieties, general and technical information etc)</i> |

- **Image:** Each post should include an image or other visual material, to generate more visualizations. It is recommended to be used interesting facts regarding the project, statistics and quotes from key figures.
- **Posting frequency:** The LinkedIn profile should have, at least, a minimum of one post per week. The WP 6 leader (CASA DO ARROZ) will be responsible for the management of social media LinkedIn profile. However, it is essential to have the contribution of the project partner regarding the events and/or meetings taking place in their country.

YOUTUBE

This platform (TRACE-RICE Youtube Channel) will be used as a repository for all videos produced by the project.

3.5.3. Media Relations (press releases inside and outside TRACE-RICE activity and media engagement)

Internal and external communication is also a focal point of this strategy. Do to so, the plan considers two tools: press releases and newsletter (online bulletin).

Press Releases

Press releases will be published at the key milestones of the project:

- Press release No 1: Introduction of the project (published in December 2021);
- Press release No 2: Middle of the project (date to be settled according to project evolution);
- Press release No 3: Communication of the project results.

Press releases will be prepared in English. Each country is responsible for preparing a translation to the local language. Press release will be published on the project website as well.

Beside these press-releases, if needed, each country is encouraged to do additional press releases, using key messages defined in the presented communication strategy. Before its distribution such press release needed to be confirmed by the project communication leader.

All the partners are also encouraged to, as always as possible, mention the project in their media opportunities.

Press Kit

It is also important to build a press kit (in English and all partner languages) so it can be distributed to media/journalists, whenever is needed. This digital document will include:

- Description of the project (aim, key milestones, planned outputs and timeline);
- Technical – oriented infosheet about the project;
- Statements of key people included into the project;
- Short presentation of each participating partner;
- Image of the project (logo and rice images).

Each country is responsible for producing a version of the materials translated to the local language.

Newsletter (online bulletin)

As already mentioned, the current structure and technical characteristics of the website do not allow, for the time being, the sending of webletters by email. This possibility will be reassessed and readjusted, according to the evolution of the project and the number of contacts collected (an emailing database). However, to still reinforce the communication and dissemination of the project activities and to keep internal and external actors updated about relevant news about the project and the rice sector, an annual webletter will be edited.

The proposed title of this online publication is "TRACE-Rice – Innovation in progress | Annual Bulletin" and it will include the following sections:

- Main updates and achievements of TRACE-RICE (WP work progress);
- Thematic articles about the project and rice;
- One testimonial (project partners').

This online bulletin will be produced in English and will send by email be directly to media and all the partners so they can re-share it among their contacts.

3.5.4. Public Affairs

Government engagement: The project should be formally presented to each national governmental entities (with each national responsible entity identifying its respective Ministry), in order to demonstrate its goals and how it manages to bring together research entities and companies, for the benefit of the consumer, the economy, and the environment. Three networking meetings (one per country) with national authority representatives from Portugal, Spain and Egypt during the project life will be scheduled.

It also encouraged that each partner, involved with the project, uses every opportunity for either formal or informal meetings with stakeholders to promote the project.

3.5.5. Scientific communication (publications in scientific journals)

The C&D should also be reinforced by the publication of articles in technical and scientific journals or magazines. This is an important tool to reinforce the consistency of the project and to reflect the diverse domains of TRACE-RICE. As an example, there are several scientific and technical publications that can be considered, such as: Journals - Rice (Springer), Journal of Cereal Science (Elsevier), Cereal Chemistry (AACC international); technical magazines - Cereal Foods World (AACC international), Vida Rural, Tecnoalimentaria and others.

All TRACE-RICE partners involved in publishing any scientific publication must inform the Executive Board (EB). The EB will validate the publication. TRACE-RICE partners will have to provide open access to all peer-reviewed scientific publications relating to its results according to Article 29.2. of the Grant Agreement (GA) and H2020 Guidelines on Open Access to Scientific Publications.

There are two possible ways of publication: green open access or gold open access. Therefore, the authors of all peer-reviewed scientific publications would choose the most appropriate way of publishing their results and any scientific peer-reviewed publication can be read online, downloaded and printed. According to Art. 29.2. of the GA, the scientific peer-reviewed publications will be stored in an Open Access repository during & after the life of the project. Each project Partner will ensure open access (via the repository) to the bibliographic metadata that identify the deposited publication. The bibliographic metadata will be in a standard format and will include all items as it is indicated in the Article 29.2. of the GA.

These articles will also be shared at TRACE-RICE online platforms (website and LinkedIN). To do so, the author of the scientific article must provide a short summary (45-50 words) to WP 6 leader in order to promote the publication contents to be shared in different platforms.

3.5.6. Events and conferences

The TRACE-RICE project will participate in events (conference/tradeshows) for the promotion of the project's results by scientific and technical contributions. The events that will be considered are:

- Agroglobal (Portugal);
- European Night of Researchers (Portugal);
- XXXIII Jornadas Técnicas de la AETC (Spain, Zamora, 2021);
- International Conference on Antioxidants, 23–25 Mar 2022, Barcelona, Spain;
- International Rice Congress;
- Rice Market & Technology Convention;
- Cereal and Bread Congress;
- Conference on Food Bioactives and Health (Italy, Parma);
- SIRHA (France, Lyon);
- ANUGA (Germany, Cologne);
- TUTTOFOOD (Italy, Milan).

Whenever possible, it is encouraged that all the partners present or mention the project in their interventions/participations at conferences, tradeshows and other events. Every partner should carry out at least one reference/per year related to their participation in events to be included in the project dissemination. At the end of the of the project a final conference will be organized to present its results and outcomes.

3.5.7. Learning resources and training activities (workshops)

Two dedicated seminars/workshops will be organized aligned with the general assembly meetings concerning the local and dates to present the research and technological development, and to foster interdisciplinary collaborations.

3.5.8. Other activities

Ciência Viva, summer trainee program, initiative of Portuguese Government to engage secondary students in the research and innovation activities of universities and other public or private Institutes. INIAV, UNL-ITQB and iBET will launch 9 proposals (3/partner) during TRACE-RICE lifetime.

3.6. Timing of communication/dissemination

| | 2021 | | | | 2022 | | | | 2023 | | | | 2024 | | |
|--|---|---------|---------|---------|-----------------|----|----|----|------|------------------------------|----|----|------|----|----|
| ACTIVITIES | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 |
| Dissemination Management | | | | | | | | | | | | | | | |
| List of team contacts | | | | | | | | | | | | | | | |
| List of media contacts | | | | | | | | | | | | | | | |
| Brand Identity and dissemination material | | | | | | | | | | | | | | | |
| Brand kit & logo | | | | | | | | | | | | | | | |
| Roll up & Flyers | | | | | | | | | | | | | | | |
| Videograms | 2 per WP (WP1-WP5) and 1 per non-WP leaders (Mater Dynamics, Univ. ALEXandria, DPL, IBET) | | | | | | | | | | | | | | |
| Final Video | | | | | | | | | | | | | | | |
| One-page | every 12 months | | | | | | | | | | | | | | |
| Other printouts | when needed | | | | | | | | | | | | | | |
| Website & Social Media | | | | | | | | | | | | | | | |
| Website | | updates | | | | | | | | | | | | | |
| Social Media (LinkedIN) | | | updates | | | | | | | | | | | | |
| Social Media (Youtube) | | | | updates | | | | | | | | | | | |
| Media Relations | | | | | | | | | | | | | | | |
| Press Releases | | | | | | | | | | middle of projects' lifespan | | | | | |
| Press Kit | | | | | | | | | | | | | | | |
| Newsletter (online bulletin) | | | | | Every 12 months | | | | | | | | | | |
| Public Affairs | | | | | | | | | | | | | | | |
| Governmental meetings | when justifiable | | | | | | | | | | | | | | |
| Other networking/stakeholders' meetings | when justifiable | | | | | | | | | | | | | | |
| Scientific communication (publications in scientific journals) | | | | | | | | | | | | | | | |
| 12 scientific articles | During the project lifetime | | | | | | | | | | | | | | |
| Events and conferences | | | | | | | | | | | | | | | |
| Final Conference | | | | | | | | | | | | | | | |
| Learning resources and training activities | | | | | | | | | | | | | | | |
| Seminar/Workshop 1 | | | | | | | | | | | | | | | |
| Seminar/Workshop 2 | | | | | | | | | | | | | | | |
| Other activities | | | | | | | | | | | | | | | |
| Ciência Viva | | | | | | | | | | | | | | | |

Table 4 – Communication & Dissemination Activities Timeline

4. Expected outputs

The expected Communication & Dissemination outputs are summarized in the following table:

| Tools, channels and activities | Expected results |
|--------------------------------------|--|
| Website | <ul style="list-style-type: none"> Website launch: 01/11/2020 (project milestone) News published on the website: at least 100 |
| Press releases | <ul style="list-style-type: none"> Press releases: at least three global press release (produced in English and translated to local languages) Press-Kit: 1 produced in English (translated to local languages) |
| Social Networks | <ul style="list-style-type: none"> LinkedIn posts: at least 150 (average: one/per week) Including: <ul style="list-style-type: none"> International Days campaign (12 per year) About the project (5 per year) TRACE-RICE dialogue (11 posts in 2021 – first semester 2022 – one for each partner) About Rice (at least 10 per year) |
| Newsletter (online bulletin) | <ul style="list-style-type: none"> Number of issues: 3 (Jan 2022-Aug 2024) |
| Meetings and articles | <ul style="list-style-type: none"> National Government presentation: at least 3 (one per country) Media articles/references: at least 10 Scientific publications in peer-reviewed journals: 12 |
| Other communication materials | <ul style="list-style-type: none"> Roll-up: at least 1 Flyers: at least 400 Final Video: 1 Videograms: 14 One-pagers: 4 |
| Events and conferences | <ul style="list-style-type: none"> Number of events attended to represent and present the project: <ul style="list-style-type: none"> International fairs: 3 Portuguese fairs: 6 |

Table 5 – Expected outputs 1

In order to evaluate the implementation of the plan, every year, it is defined a set of Key Performance Indicators (KPIs), which will also enable partners to correct and adapt the strategy, considering the possible emerging needs or external factors that can affect the project activities.

| Tools, channel and activities | Expected results |
|--|---|
| Website | <ul style="list-style-type: none"> Number of unique visitors: 2.000 unique visitor during the project lifespan Number of document downloads: 150 |
| Press releases and newsletter (online bulletin) | <ul style="list-style-type: none"> Press Releases - Number of recipients (direct email): at least 100 Published Media articles and other entities external to the consortium: at least 10 Newsletter (online bulletin) - Number of recipients (direct mailing): at least 100 |
| Social Networks | <ul style="list-style-type: none"> At least 1000 followers until 2024 (considering only LinkedIn) Monthly posts: at least 4 per month Engagement rate on LinkedIn (average): >3% |
| Events and conferences | <ul style="list-style-type: none"> Number of people reached during the events: at least 3000 (mainly estimated by the contacts in fairs but due the Covid19, the number can suffer relevant changes). |

Table 6 – Expected outputs 2

5. Dissemination management

5.1. Human Resources & Distribution of responsibilities

All the partners should be actively involved in the communication and dissemination activities. It is requested their contribution to:

- Implement dissemination activities in their countries;
- Supply news and contents for the website, newsletter and social media;
- Exploit their contacts, networks and channels;
- Participate in meetings, conferences, workshops, events to promote the project goals and outcomes.

For an effective implementation of the Communication & Dissemination Plan, each partner has to specify one person responsible to contact and exchange information with the EB (WP leaders).

It is also important that, each country (Spain, Egypt) defines a responsible person/entity to:

- Translate communication materials
- To map all the media (online and printed media outlets, TV's, radios, etc) that can be contacted for TRACE-RICE communication and dissemination purposes.

5.2. Dissemination policy and rules

To guarantee the effective involvement of all partners in the communication and dissemination activities, a reporting online spreadsheet (excel) will be implemented. It will contain the following sheets:

- Info: instructions to how to fill the spreadsheet;
- Dissemination events: participation of partners in events/conferences;
- Translated materials: list of material to be translated and date of conclusion;
- Relevant Media: to map all the media (journals, TVs, etc.) that can be contacted for communication and dissemination purposes.

The communication and dissemination activities (online and offline) must include:

- The project name and logo
- The official grant reference "TRACE-RICE with grant no. 1934 (call 2019, section 1 Agrofood) is part of the PRIMA Programme supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation".

For communication to be successful it is important that there is consistency in the procedures. Therefore, it is developed a plan of procedures that specifies how the communication should be effectively managed and intends to ensure that all stakeholders follow the same course of action. This is especially relevant when it concerns to digital platforms - specially the project's website and the professional social network LinkedIn (Annex 3).

6. Conclusion and next steps

This document presented the communication and dissemination activities to maximize the engagement, awareness and reputation of the TRACE-RICE project and its partners' work.

It identifies the target audiences, the communication/dissemination strategy and key messages, tools and channels as well as the timeline and the responsibilities of each partner.

One of the key points of this deliverable is the "expected outputs" area, once it is crucial to it. This point will allow the plan to be evaluated and fine-tuned, in order to guarantee the achievement of the TRACE- RICE communication and dissemination goals.

The Communication & Dissemination Plan will be followed, in the next phase, by *the Draft Report on Communication and Dissemination activities and impacts* (WP 6 - D6.6).

ANNEXES

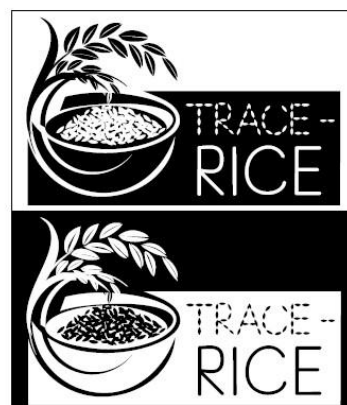
(Source: TRACE RICE_PRIMA phase 2_part II_DoA July)

(Source: TRACE RICE_PRIMA phase 2_part II_DoA July)

[illegible]

ANNEX 2 - The TRACE-RICE logos for voting

Logo 1



Logo 2




Logo 3



Logo 4



ANNEX 3 - Communication Procedure

| | | | |
|---|------------------------------------|------------|-----------------|
|  | COMMUNICATION PROCEDURE | | |
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Scope

This procedure is an integral part of the TRACE-RICE Communication and Dissemination Plan and specifies how its communication should be effectively managed.

This procedure aims to ensure that, in the communication process, all the partners follow the same action and ensure the uniform and coherent transmission of information about the TRACE-RICE project.

Objective

It is intended to ensure, with the application of this Procedure, the successful implementation of the Communication and Dissemination Plan with regard to the communication on digital platforms, by promoting the articulation and effectiveness of the communication of contents, in particular at the Project's website (<http://trace-rice.eu/>) at the professional social network LinkedIn (<https://www.linkedin.com/company/trace-rice/>) and other platforms that are considered relevant in the course of the development of the Project.

It is intended to ensure that any information about the Project, which is the subject of communication, is first published on the platforms inherent to the Project and only later disseminated through the remaining platforms under the direct responsibility of the involved partners.

Intended for:

- Project WP (Working Package) leaders;
- Project partners (INIAV, IBET, UNL – ITQB, Casa do Arroz, Ernesto Morgado, Mater Dynamics, BGI, Grupo Desarrollo, IATA, Alexandra University);
- Indirect partners potentially interested in the dissemination of the information related to the Project (e.g. associated entities and entities indirectly involved in the Project);

Who publishes the content?

The publication of content at the TRACE-RICE website and at the professional social network LinkedIn, will be ensured by Casa do Arroz, through the technician responsible for communication: Tiago Rogado (tiagorogado@gmail.com).

In the event of any punctual impediment of the technician, duly justified (e.g. vacation period, deprivation for health reasons), to share the contents associated with the Project, the task may be performed by the following people:

- INIAV Leader- Carla Moita Brites (carla.brites@iniav.pt)
- Casa do Arroz Leader – Pedro Monteiro (ania@ania.pt)



COMMUNICATION PROCEDURE

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Communication procedure

All information that stakeholders deem relevant for dissemination should be worked on by the technician responsible for communicating the TRACE-RICE project.

In order to clarify the communication process, the steps to be taken are listed below:

1. The partners wishing to see some content associated with the TRACE-RICE project published, must contact directly the project communication officer through the following e-mail: tiagorogado@gmail.com;
2. The partners should attach to the e-mail the texts / articles in English, images, videos or associated links, and should briefly discriminate by e-mail which information is considered most relevant and worthy of prominence;
3. As a rule, after the analysis of the contents by the person responsible for the communication, it will be expected that they will be published within 24 hours. However, in case of content editing, the publication may occur up to 48 hours after the request.
4. The content will be published first at the TRACE-RICE website and later replicated at the linkedin social network page. After the publication has been successfully carried out on these platforms, the person responsible for communication will inform the interested partner(s) that the content has been successfully published.
5. In order to safeguard the uniformity of content in the communication to be shared by all interested partners, they must be shared from the TRACE-RICE website and linkedin social network page. Content sharing may be carried out later, freely and autonomously, by each partner from that source of information to other existing platforms.



COMMUNICATION PROCEDURE

REF: COMMPRO

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Flowchart:

The partners wishing to see some content associated with the TRACE- RICE project published, must contact directly the project communication officer through the following e-mail: tiagorogado@gmail.com.

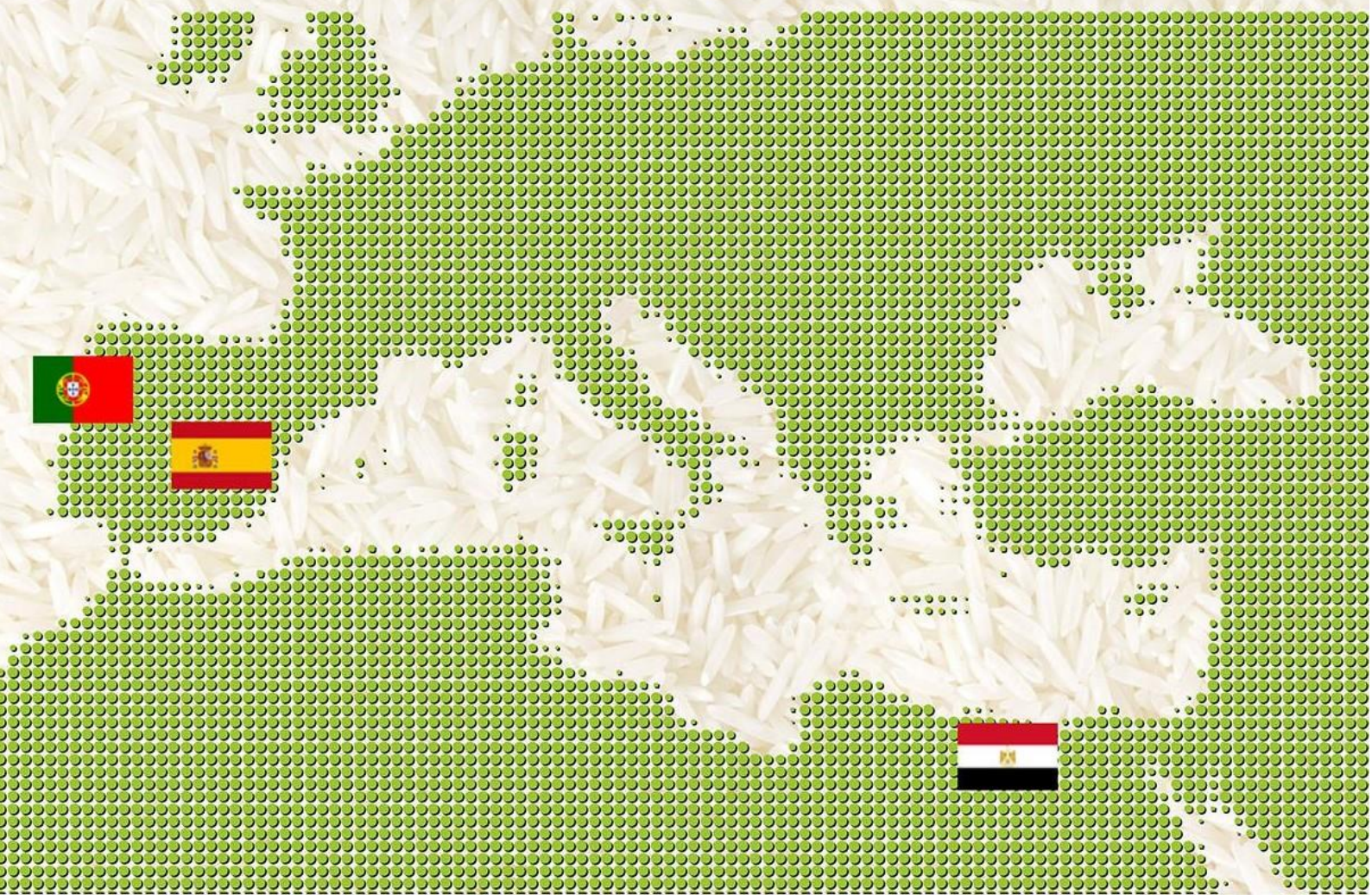
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As a rule, after the analysis of the contents by the person responsible for the communication, it will be expected that they will be published within 24 hours. However, in case of content editing, the publication may occur up to 48 hours after the request.

The content will be published first at the TRACE-RICE website and later replicated at the LinkedIn social network page. After the publication has been successfully carried out on these platforms, the person responsible for communication will inform the interested partner(s) that the content has been successfully published.

In order to safeguard the uniformity of content in the communication to be shared by all interested partners, they must be shared from the TRACE-RICE website and LinkedIn social network page. Content sharing may be carried out later, freely and autonomously, by each partner from that source of information to other existing platforms.

Trace RICE



TRACE-RICE Consortium



IBET
Instituto de Biologia
Experimental e Tecnológica



Grupo Desarrollo



iata
Instituto de Agroquímica
y Tecnología de Alimentos

