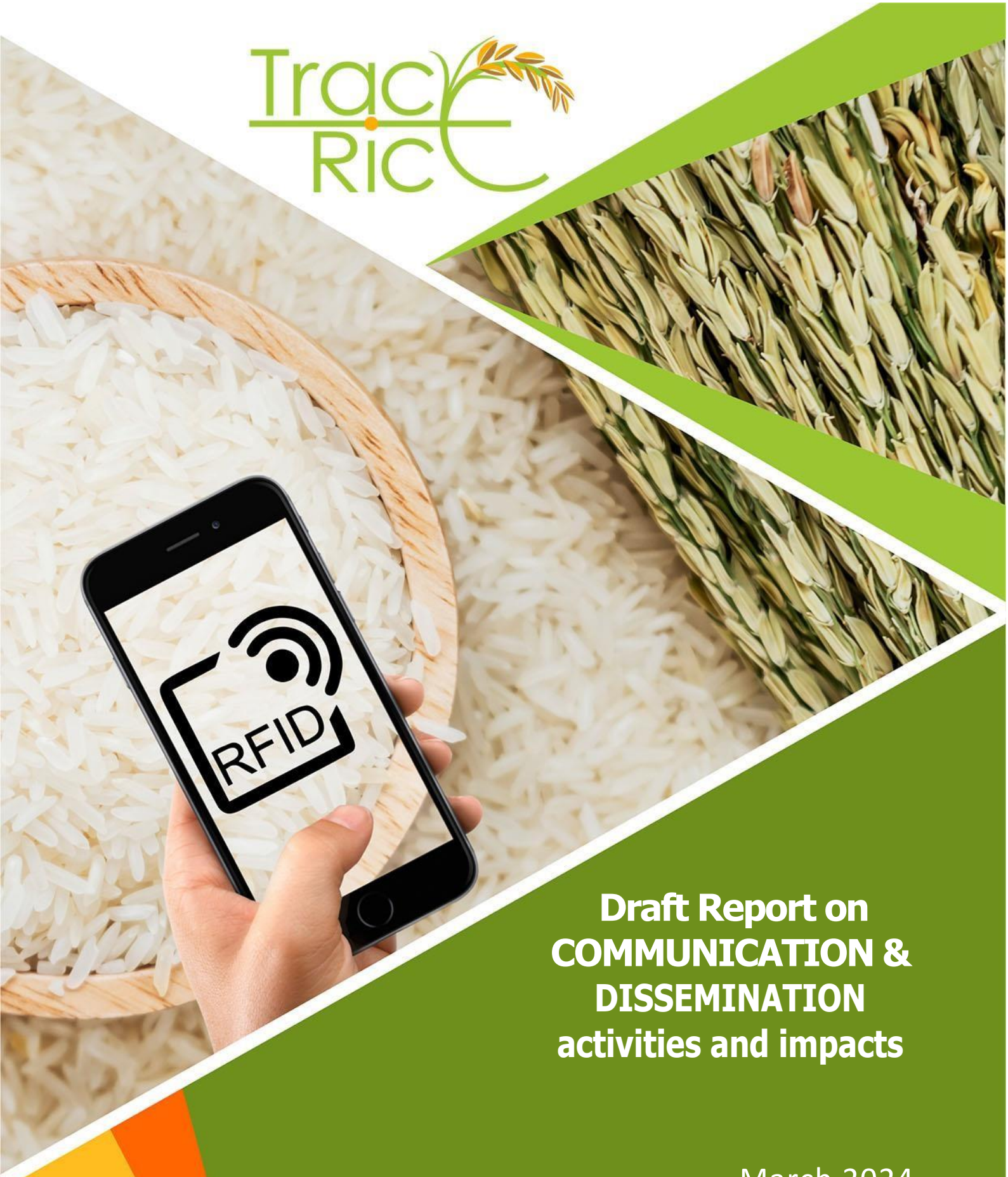


Draft Report on COMMUNICATION & DISSEMINATION activities and impacts

March 2024

TRACE-RICE with Grant nº 1934, is part of the PRIMA Programme supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation

TECHNICAL REFERENCES

Project Acronym	TRACE-RICE
Project Title	
Project Coordinator	Carla Moita Brites carla.brites@iniav.pt
Project Duration	September 2020 – August 2024 (48 months)

Deliverable No.	D6.6
Dissemination level*	PUBLIC
Work Package	WP 6 - Communication & Dissemination Draft Report activities and impacts (version 1)
Task	T6.1 – Communication and Dissemination Strategy
Lead beneficiary	INIAV
Contributing beneficiary/ies	CASA do ARROZ
Due date of deliverable	March 2024
Actual submission date	March 2024

Written by: Tiago Rogado

HISTORY OF CHANGES			
Date	Beneficiary	Version	Change
26 March, 2024	INIAV / Casa do Arroz / other partners	V0.1	First draft version.
5 April, 2024	INIAV	Final	Final version approved by project coordinator

TABLE OF CONTENTS

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 base food 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 draft report activities and impacts have a crucial role to demonstrate the main activities carried out by the partners of the project.

2. TRACE-RICE

2.1. Scope and objective of this deliverable

This deliverable (D6.6 - Draft Report on Communication and Dissemination activities and impacts) 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).

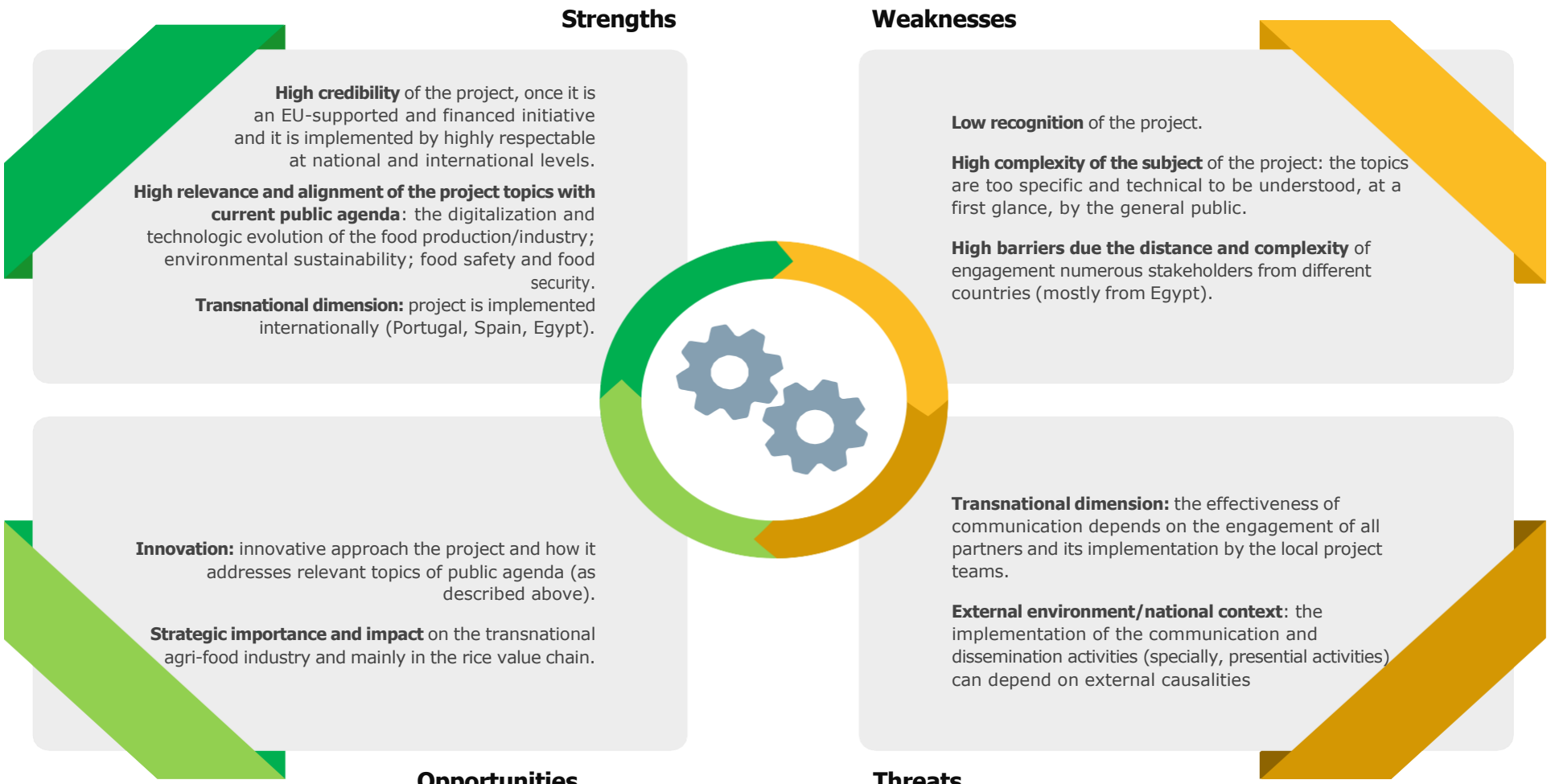
Moreover, this deliverable aims to respond and to demonstrate the main activities carried out by the partners of the project, considering all the disseminations and communication activities addressed until March 2024.

For this purpose, this deliverable presents the communication and dissemination activities related with

- Conferences and academic workshop presentations (oral/poster)
- Feedback activities to research participants and related communities
- Meetings with policy makers or health care professionals
- Media coverage or other related activities
- Research resources generated and made publicly available (e.g. website, software or database developments)

2.2. Strategic overview and situation analysis of communication environment until March 2024

In order to analyze the implementation of communication activities carried out to date, it was analyzed the project environment, key elements and factors that influenced the C & D plan implementation. This analysis takes into consideration key strengths, weaknesses, opportunities and threats of the communication.



Graphic 1: SWOT analysis of TRACE-RICE communication environment

3. Communication and dissemination activities report

3.1. Goals of the communication draft report

This draft report aims to meet the objectives defined in the communication plan approved at the beginning of the project. 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.
The objectives initially outlined in this project were outlined for a practical and a strategic aspect, namely considering the following topics:

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.

3.2. Dissemination and communication activities

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in Second International Trainee Symposium in Agri-Food, Nutrition and Health	25-26/01/ 2024	PhD Students	100	The TRACE-RICE project was presented at Second International Trainee Symposium in Agri-Food, Nutrition and Health, in Manitoba, Canada. Where three short oral communications were presented. 1) The influence of Washing and Household Cooking on residual Pesticide Levels in Long Grain Rice 2) Innovative approaches for weevil infestation prevention in rice 3) Optimizing Nutritional Value of Brown Rice: Influence of Germination and Fermentation on Bioactive Compounds and estimated Glycemic Index
Mission to Egypt	8-11/01/2024	Researchers Project partners	80	Mission to Egypt led by Carla Brites, TRACE-RICE coordinator, organized by Professor Abdel Wahab of Alexandria University. At the University of Alexandria, Carla Brites visited the Faculty of Agriculture, engaging with Dean Professor Mohammad Bahieldeen and Vice Deans. She explored the Department of Agricultural Engineering and Biosystems, meeting the head, Professor Abdelaziz Omara, gaining insights into various units and laboratories. A visit to the Food Engineering Lab showcased new project-acquired equipment, including Satake rice husking and whitening unit, NIR spectroscopy from Bruker, and other devices. Carla Brites also interacted with students, learning about their work within the TRACE-RICE framework and subsequently presented the project achievements to the department graduate staff.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Article published	30/12/2023	Readers Foods	1279 views 1 citation	Relationship between Physicochemical and Cooking Quality Parameters with Estimated Glycaemic Index of Rice Varieties
Article published	22/12/2023	Readers Elsevier	Not monitored.	Validation of a biochip array technology for multi-mycotoxins screening in Rice and other cereals
Participation in the Microbiology and Biotechnology Congress Award	7-9/12/2023	Researchers Professionals	400-450	At the Microbiology and Biotechnology Congress (Microbiotec) held in Covilhã, Portugal, the TRACE-RICE team was honoured with the Best Poster Award in the category of Food Microbiology & Biotechnology. The awarded poster is titled "Molecular Profiling of Hidden Insect Infestation in Stored Rice Grains: A Comprehensive RT-PCR Approach for Species Discrimination and Limit of Detection Assessment"
6th edition of the ISEKI E-conference on *Food Production, based on food safety, sustainable development and circular economy*	22-24/11/2023	Researchers Professionals	90	During the conference, the team of IBET presented a poster titled Phenolic Characterization of Mediterranean Rice Varieties and the Development of Predictive Models by NIR and FTIR
Participation in the X Ibero-American Congress of Pharmaceutical Sciences	26-28/10/2023	Researchers Professionals	200-250	The TRACE-RICE project was present, last October, at X Ibero-American Congress of Pharmaceutical Sciences**,** in Coimbra, focused on 'Opening Borders' in Pharmaceutical Sciences. The poster "Effect of Processing on Reduction of Pesticides Residues in Long Grain Rice" was presented.
Participation in the X International PhD Student Symposium IATA"	20/10/2023	PhD Students Researchers	45	IATA presented the poster "Understanding the marketed plant-based beverages: from ingredients technological function to their nutritional value" at the "X International PhD Student Symposium IATA" which took place on the 20th of October at the Institute of Agrochemistry and Food Technology in Paterna, Valencia, Spain.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in the International Rice Congress 2023	19/10/2023	Researchers Professionals	1000	The event, held at the Philippine International Convention Center (PICC) in Manila, Philippines, brought together influential figures from academia, private companies, and research institutions across Asia, Africa, Europe, and the United States. These diverse stakeholders, including both the audience and keynote speakers, set the tone for discussions covering the entire rice value chain — from rice farmers and millers to marketers and consumers. Under the central theme 'Accelerating Transformation of Rice-Based Food Systems: From Gene to Globe,' IRC 2023 spotlighted innovative solutions to address pressing issues related to agriculture and climate change, food and nutrition security, environmental sustainability, and human and economic development. The contributions and insights shared during the congress aimed to foster positive transformations within the rice industry and its interconnected global systems.
Participation in the IV International Meeting of the Portuguese Society of Genetics	19-20/10/2023	Researchers Professionals	50	The TRACE-RICE project was present at the event, which included sessions in DNA-based approaches for organisms' detection and monitoring, such as (e)DNA (meta)barcoding, metagenomics and related approaches. The poster "Enhancing molecular screening of hidden insect infestation in rice grains by COI barcoding" was presented.
Article published	09/08/2023	Readers Applied Sciences	1151 views 1 citation	Development of Prediction Models for the Pasting Parameters of Rice Based on Near-Infrared and Machine Learning Tools
Article published	20/07/2023	Readers Elsevier	12 readers	Adaptation of the Food Choice Questionnaire using a Design Thinking approach and application to rice consumption by the major European consumers.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in the III International Congress on Cereals, Legumes, and Related Topics	14-16/06/2023	Researchers Professionals	150	Cristina M. Rosell, along with co-authors Raquel Garzon and Nicola Gasparre, presented a research paper titled "Exploring gaps to innovate in the design of cereals-based foods and beverages."
TRACE-RICE General Assembly	19/05/2023	Project members	40	The TRACE-RICE general assembly took place this Friday afternoon (19th may). It was an opportunity to know more about the working progress and next steps assumed from each Work Package partners involved in the project. Please stay tuned on our TraceRice website and LinkedIn platform for future developments.
Seminar Organization **"**New advances from PRIMA projects for improving Mediterranean Agro-Food value chains"	18-19/05/2023	Researchers Professionals	70	The seminar 'New advances from PRIMA projects for improving Mediterranean Agro-Food value chains" took place on 18th and 19th may, in INIAV, Oeiras (Portugal). This was a great oportunity to present the richeness and diversity of the ongoing projects, including TRACE-RICE. There were two days of synergy between PRIMA projects and knowledge sharing among 67 participants, with 25 oral communications and 43 abstracts published.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in "Dare2Change" PT	21/03/2023	Researchers Professionals	300-350	The TRACE-RICE project was presented last 21st of March at "Dare2Change", Innovation- Driven Agrifood Business in the Congress Centre of Super Bock Arena Porto, Portugal. The event was focused on the challenges of the agri-food sector from technological innovation to new business models and brought together three hundred of stakeholders to increase the synergies between the academic and the business sectors. Five posters with TRACE-RICE results were presented*:* 1) Improvement of GABA content by rice solid-state fermentation 2) Preliminary approach based on machine learning algorithms for commercial classification of rice types 3) Detection, quantification, and mitigation of mycotoxins in rice 4) Identification of molecular rapid methods for hidden insect infestation determination in rice 5) Assessment of a Biochip Immunoassay for Multi-Mycotoxins Screening in Rice The event provided a great knowledge sharing and an intense debate among the various players on future challenges in the agri-food sector and also a useful network for the project development.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in the 7th Cairo international exhibition of innovation	13-15/02/ 2023	Scientists, inventors, startups, and funding organizations	60	The Cairo International exhibition brought together scientists, inventors, startups, and funding organizations from around the world to showcase and share their experiences, innovations, ideas, as well as the cultural interrelationship between them. It is one of the largest annual innovation fairs organized by the Academy of Scientific Research and Technology of Egypt (ASRT), since 2014, under the support of President Abdel Fattah El-Sisi. Portugal was the invited country and as part of this initiative a memorandum of understanding was signed between scientific institutions in Portugal and Egypt, which aim to reinforce academic and scientific mobility between the two countries, as well as boost scientific research projects in areas such as energy, agriculture, digitization, among others, and the development of science diplomacy initiatives.
Internship at the INIAV laboratories within the TRACE-RICE activities and in the scope of "Summer with Science 2022" FCT programme supported by GREEN-IT research unit	24/01/2023	Students	101 readers 38 down-loads	Margarida Bação, who has a degree in Biochemistry from the University of Lisbon, carried out an training program in rice quality evaluation parameters. This training was also framed on the development of innovative rice based foods and provided basic skills on how to use different processes such as germination of grains and fermentation with beneficial microorganisms to improve the rice nutritional status. Margarida was also involved in several stages of the TRACE-RICE project and acquired skills in physico-chemical analysis.
Article published	22/01/2023	Readers Foods	3264 views 6 citations	Advances in Environmentally Friendly Techniques and Circular Economy Approaches for Insect Infestation Management in Stored Rice Grains

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Article published	16/01/2023	Readers Elsevier	views not monitored 4 readers 2 citations	Evaluation of the antimicrobial activity of grape extract against *Bacillus cereus* in rice.
Article published	12/01/2023	Readers Elsevier	views not monitored 33 readers 2 citations	Design thinking for food: Remote association as a creative tool in the context of the ideation of new rice-based meals
Participation in the VIII Congreso Ecuatoriano de ingenieria en Alimentos	30/11 – 2/12/2022	Researchers Professionals	150	A poster under the title "Optimización del desgrasado del arroz" was presented by IATA-CSIC at the VIII Congreso Ecuatoriano de ingenieria en Alimentos, organized by the Escuela Superior Politécnica del Litoral, held from November 30th to December 2nd in Guayaquil, Ecuador. The work was carried out by Eva Grau, Raquel Garzón, Dolores Rodrigo and Cristina M. Rosell.
Participation in the 1st International Congress on Food, Nutrition & Public Health - Towards a sustainable future	17/11/2022	Researchers Professionals	180	The ICFNH 2022 was addressed the sustainable food production and consumption, sustainable diets and human nutrition and impact of sustainable food and nutrition in Public Health. Two posters with TRACE-RICE results were presented: 1) Influence of milling and germination on the estimated glycemic index of cooked rice 2) Mass spectrometry-based approaches for the identification of the components of γ-oryzanol in rice The event provided a useful network for the project development.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in the "XVI Encontro de Química dos Alimentos"	23-26/10/2022	Researchers Professionals	330	The congress was focused on 'Innovation on food sustainability, safety and quality' and brought together more than a hundred of stakeholders to discuss recent and emerging issues, namely bioactive compounds, omics in food analysis, food authenticity, mycotoxins, residues of pesticides and chemometrics. Two posters with TRACE-RICE results were presented*: 1) Comparison of two HPLC methods with derivatization to assess γ-aminobutyric acid (GABA) contents in brown rice flours and rice bran'* 2) *'State of art of no-conventional treatments to control insect infestations in rice storage'* The event provided a great exchange of experiences and a useful network for the project development.
Participation in FIC.A - International Science Festival	10-16/10/ 2022	Consumers/Society	200	TRACE-RICE explained the "world of rice"; during the second edition of FIC.A - International Science Festival and take the opportunity for testing the consumer acceptance of innovative rice beverage.
Participation in the "XI Congresses of Food Science and Technology" (endorsed by the Conference of Deans of Food Science and Technology, CCyTA) and "Food Engineering" (CESIA)	20-22/06/ 2022	Researchers/Students	275	IATA presented the poster "Quitosano de insecto como antimicrobiano natural frente a células vegetativas de *Bacillus cereus* en una matriz de arroz cocido"
Participation in a workshop: "19th European Young Cereal Scientists and Technologists Workshop"	5-8/06/2022	Researchers/Students	45	3 Presentations 1."How to innovate in traditional cereals: TraceRice project focussed on rice", 2."Innovative processing technologies to improve food safety and techno-functionality of cereal matrices" 3."Food safety approaches to improve rice processing sustainability"

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in a conference: "Ciência'2022"	16-17/05 /2022	Researchers/Students	50 presential 200 virtual	1 Presentation: "Ferramentas de autenticidade e rastreabilidade do arroz, itinerários para diferenciar e valorizar a fileira do arroz do mediterrâneo" 3 Posters: 1. "Analysis of rice value chain in Egypt and perspectives for innovation'" 2. "Unlocking the potential of rice bioactive compounds in diabetes Control" 3. "Development of an adequate lexicon for the sensory evaluation of rice"
Participation in a conference: "Transcolab Summit - "Trends in grain-based foods"	23-25/03 /2022	Researchers/Students	100	The TRACE-RICE coordinator was participated in the congress with an oral session "Rice authenticity & traceability, elements of sustainability and quality differentiation" The poster "Identification of γ-oryzanol profiles in rice varieties" with TRACE-RICE results was also presented.
Training program	24/03/2022	Researchers/Students	200	Egyptian Trace-Rice team attended a training program offered by the Rice Technology Training and Research Center (Study the technological properties of Egyptian Rice). They also presented Trace-Rice project goals and activities using the Arabic version of the flyer.
Training program	24/03/2022	Researchers/Students	10	As soon as Alexandria University received the color vision system, a training program, offered by the dealer, has been implemented for the graduate students and staff member from the faculty of agricultural and ministry of agriculture in Alexandria (Rice Training and Research Center at Alexandria). About 10 people attended this training program and the Egyptian partner also presented the Arabic version of the trace–rice flayer.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
In-house dissemination	24/03/2022	Researchers/Students	300	Alexandria University disseminated the project activities in the college of agriculture and among the agricultural engineering student who study food engineering. Also encouraged graduate and undergraduate students to follow TRACE RICE project in LinkedIn boosting this Social Network.
Participation in a workshop: "Innovación aplicada al sector agroalimentario"	15/03/2022	Industry, scientific community	65	IATA team gave a presentation related to the activity of TRACE-RICE project.
Industry meeting	14/12/2021	Food professionals and researchers	20	Within the scope of WP4 TraceRice project, on 14th December 2021, a technical visit was carried out to Ernesto Morgado's facilities in Alqueidão – Figueira da Foz. The general WP4 TraceRice objectives were presented. The preliminary approach of the blockchain technology implementation, in the context of rice industrial processing, carried out in the Ernesto Morgado facilities were discussed.
Participation in a conference: *"VIII IATA-CSIC Predoctoral Student Conference"*	17-18/11/ 2021	Researchers/Students	50 in person 50 on-line	TRACE RICE project and the Poster; "Strategies to increase sustainability of rice processing: technological, microbial and nutritional approach**"** were presented
Participation in a conference: "Dare2Change"	18-19/11/ 2021	Researchers/Students	150	The TRACE-RICE team was present at "Dare2Change", Innovation- Driven Agrifood Business with the exibition of four posters: 1. "Trace-rice, Tracing rice and valorizing side streams along Mediterranean blockchain" 2. "Effect of phytic acid on the viscosities and starch hydrolysis of rice varieties" 3. "Artificial neural networks vs partial least squares modelling for rice quality prediction based on NIR spectroscopy" 4. "Mycotoxins contamination in rice: analytical methods, occurrence and detoxification strategies"

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Participation in a workshop: "Spanish Cereal Chemist Association Workshop"	11/2022	Researchers/Students	130	Poster: Unraveling seasonings impact on cooked rice quality: Technological and nutritional implications for sushi
Fair	10/2022	Food professionals	100	The TRACE-RICE project is exposed at the Milan Tuttofood fair, highlighting its objectives and the expected impacts. Under the mission of "tracing rice and valorizing side streams along mediterranean blockchain".
Participation in a Seminar: "Research in Portuguese State Laboratories and Building a Safe and More Resilient Society"	25/10/2021	Researchers/Students	40 presential 200 virtual	TRACE-RICE was presented under the theme *'Food, bioeconomy, agriculture and environment'*
Science Festival	12-10/2021	Food professionals /Researchers/Students	300	TRACE-RICE explained the "world of rice"
European Night of Researchers	24/09/2022	Researchers/Students	200	The TRACE-RICE project was presented, with great visibility, at the INIAV stand, during the European Night of Researchers, this year dedicated to the European Ecological Pact.
Fair: Agroglobal	07/09/2022	Food professionals /Researchers/Students	60	The TRACE-RICE project was presented. It was an opportunity to know more about the project, the goals and to share different views with stakeholders about sustainability challenges that rice has to face nowadays.
Participation in a Conference: 1st International Electronic Conference on Food Science and Functional Foods	10-25/11/ 2020	Food professionals /Researchers/Students	40	TRACE-RICE team present at 1st International Electronic Conference on Food Science and Functional Foods with the presentation: **"**Evaluation of starch hydrolysis for glycemic index prediction of rice varieties**"**
Booklet publication	06/2020	Readers	100	Booklet published

Table 1 – Dissemination and communication activities

3.3. Communication/dissemination tools and channels

During the implementation of the project and in line with what was stated in the plan, were used the following resources.

<table>
<tr><th>Channels</th><th>Online</th><th>Offline</th></tr>
<tr><td rowspan="2">Tools</td><td>Website
YouTube
Social Media (LinkedIN)</td><td>Events (conference, tradeshows, meetings)
Workshops
Flyers
Roll-up
Other printouts (posters) produced according the specific communication needs</td></tr>
<tr><td colspan="2">Media articles
Scientific & Technical journals articles
Videos</td></tr>
</table>

Table 3 – Communication/dissemination tools and channels

Beside the owned project channels and tools, the project partners used their channels and tools (websites, LinkedIn and social media profiles) to maximize communication and dissemination activities.

3.3.1. Dissemination material

The main dissemination and dissemination materials used during the TRACE RICE project can be divided as follows:

- **Project flyers:** containing general information about the project, its objectives and the demo sites and expected impact. The flyer was used in English. Local versions were graphically designed and printed directly by the partners, according to their needs.
- **Roll-up:** was produced in English. Other roll-ups were designed in local languages with a focus on the demo cities' objectives.
- **Project videograms.** Project videograms were made by the various partners, in liaison with the coordinator of this WP. It was consisted by simple presentations, that included images and videos of the work elements as the project progresses. The videograms were disseminated via social media accounts (linkedin and youtube channel).

3.3.2. 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 website 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 organisation of Blog-type discussions on specific issues.

The website is presented in English and is 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).

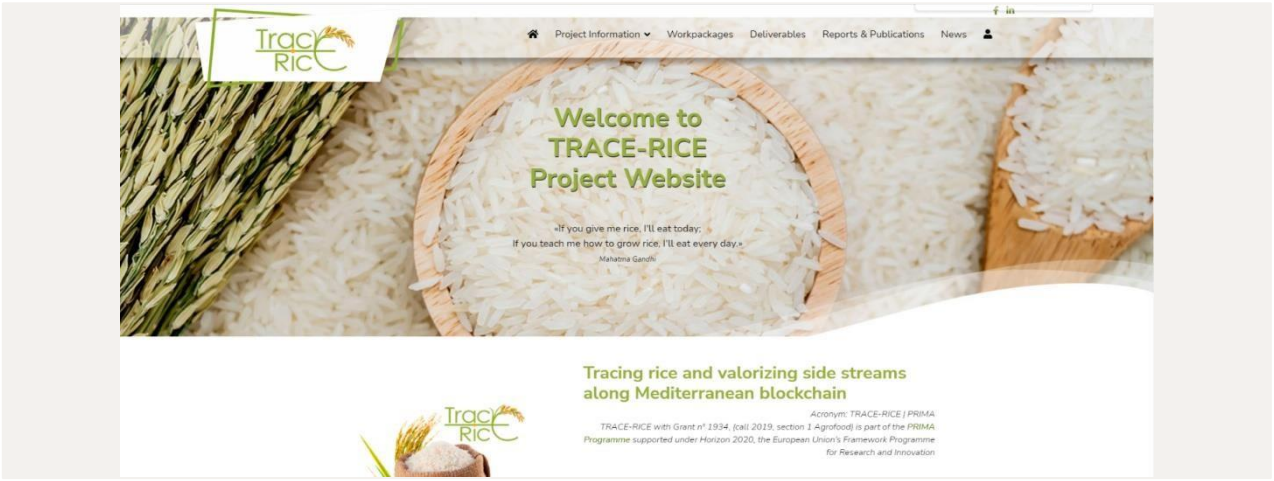


Figure 1 – TRACE-RICE website homepage

- **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 also has 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 is 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.
The website is also properly linked to the news presented on the Linkedin platform.
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 is 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 is 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.

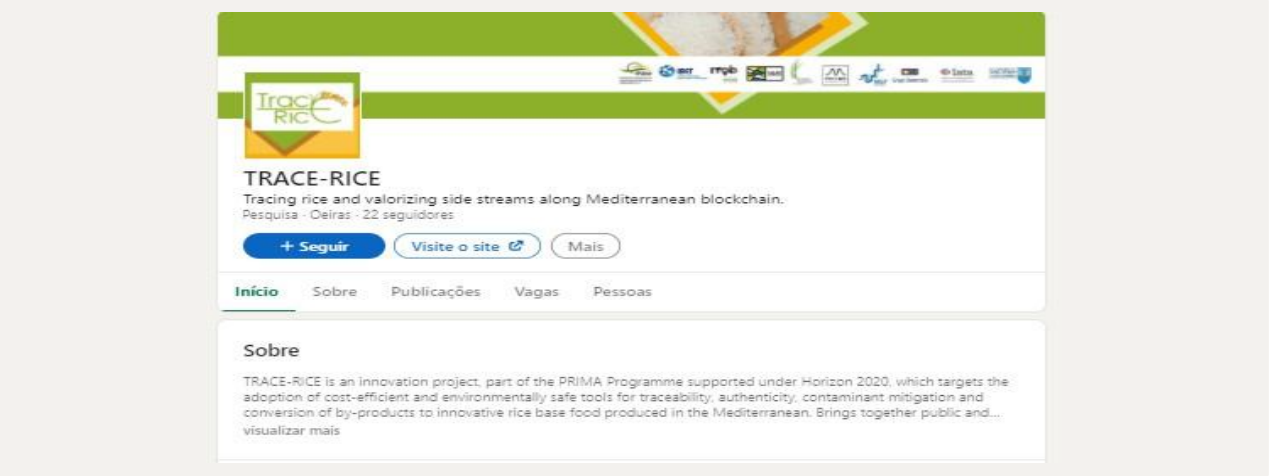


Figure 2 – TRACE-RICE LinkedIN profile

- **Tone of the language:** simple language used to be understood 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 **#tracerice #tracericeproject #tracingrice #rice #prima**

- **Image:** Each post presented includes 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.

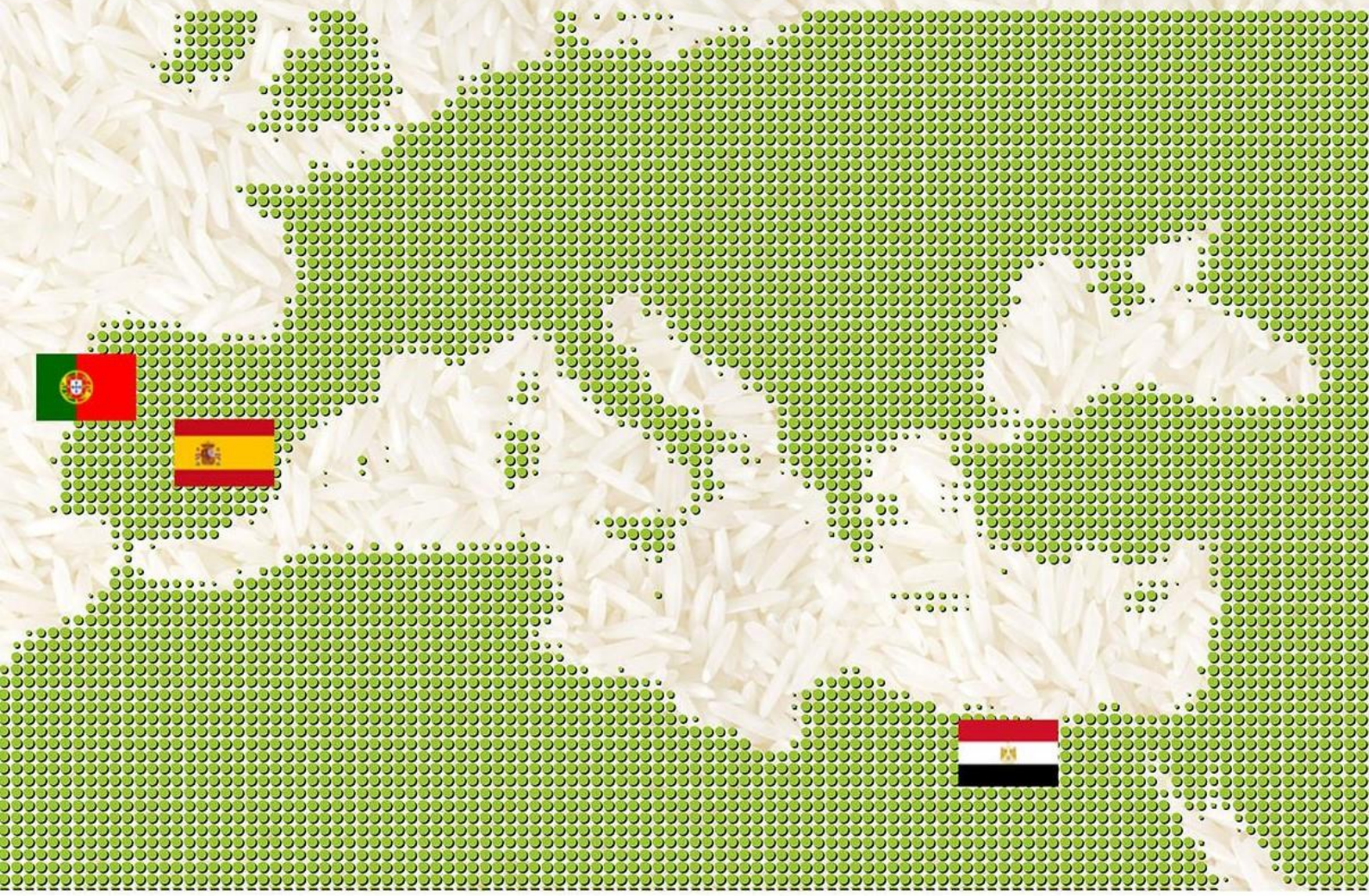
YOUTUBE

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

To date, the social media activities carried out can be summarized by the following notes:

- 79 news published in the trace rice website project
- 29 posters published in the trace rice website project
- 22 articles published in the trace rice website project
- 4 flyers published in the trace rice website project
- 551 followers at the LinkedIn Trace Rice platform
- 3 videos at the youtube Trace Rice channel.

TRACE-RICE



TRACE-RICE Consortium

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ITQB Universidade Nova de Lisboa

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