Communication & dissemination activities and impacts

December 2024

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PRIMA
PARTNERSHIP FOR RESEARCH AND INNOVATION IN THE MEDITERRANEAN AREA

http://trace-rice.eu

TECHNICAL REFERENCES

Project Acronym	TRACE-RICE
Project Title	Tracing rice and valorizing side streams along Mediterranean blockchain
Project Coordinator	Carla Moita Brites carla.brites@iniav.pt
Project Duration	September 2020 – October 2024 (50 months)

Deliverable No.	D6.6
Dissemination level*	PUBLIC
Work Package	WP 6 – D6.8 Final Report on Communication & Dissemination activities and impacts (version 1)
Task	T6.1 – Communication and Dissemination Strategy
Lead beneficiary	INIAV
Contributing beneficiaries	CASA do ARROZ
Due date of deliverable	December 2024
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Organization logo:

HISTORY OF CHANGES			
Date	Beneficiary	Version	Change
16 December 2024	INIAV/ Casa do Arroz/ other partners	V1	Version sent to coordinator
20 December 2024	INIAV	V2	Final version approved by project coordinato

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EXECUTIVE SUMMARY

The TRACE-RICE project implemented a successful communication and dissemination (C&D) strategy, coordinated by Casa do Arroz, the Portuguese Interprofessional Association of the Rice Chain. The activities aimed to effectively share the project objectives, progress, and outcomes with both the scientific community and the general public, leveraging various communication platforms and materials.

Key achievements include:

- **Content Dissemination:**
  - 101 news articles, 42 posters, 23 articles, and 4 flyers published on the TRACE-RICE website.
  - 9 informative videos uploaded to the TRACE-RICE YouTube channel.
- **Audience Engagement:**
  - The LinkedIn Trace Rice platform garnered 724 followers, demonstrating growing public and professional interest.

These efforts ensured that news, technical articles, posters, workshops, conferences, and related project activities were widely disseminated. The TRACE-RICE website, LinkedIn platform, and YouTube channel served as essential tools for engaging stakeholders and communicating TRACE-RICE technical and societal contributions.

The C&D strategy demonstrated the effectiveness of utilizing a multifaceted approach to enhance visibility, knowledge transfer, and stakeholder engagement. For future European projects addressing similar themes, this approach provides a robust model for ensuring effective communication with the scientific community and fostering societal understanding of the agri-food sector. This is particularly vital as society shows increasing interest in scientific research, sustainable practices, and the integration of emerging technologies in a globalized market.

By combining structured dissemination with accessible communication channels, the TRACE-RICE project successfully bridged technical advancements with societal knowledge, adding value to the rice supply chain and beyond.

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 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 - Final 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).

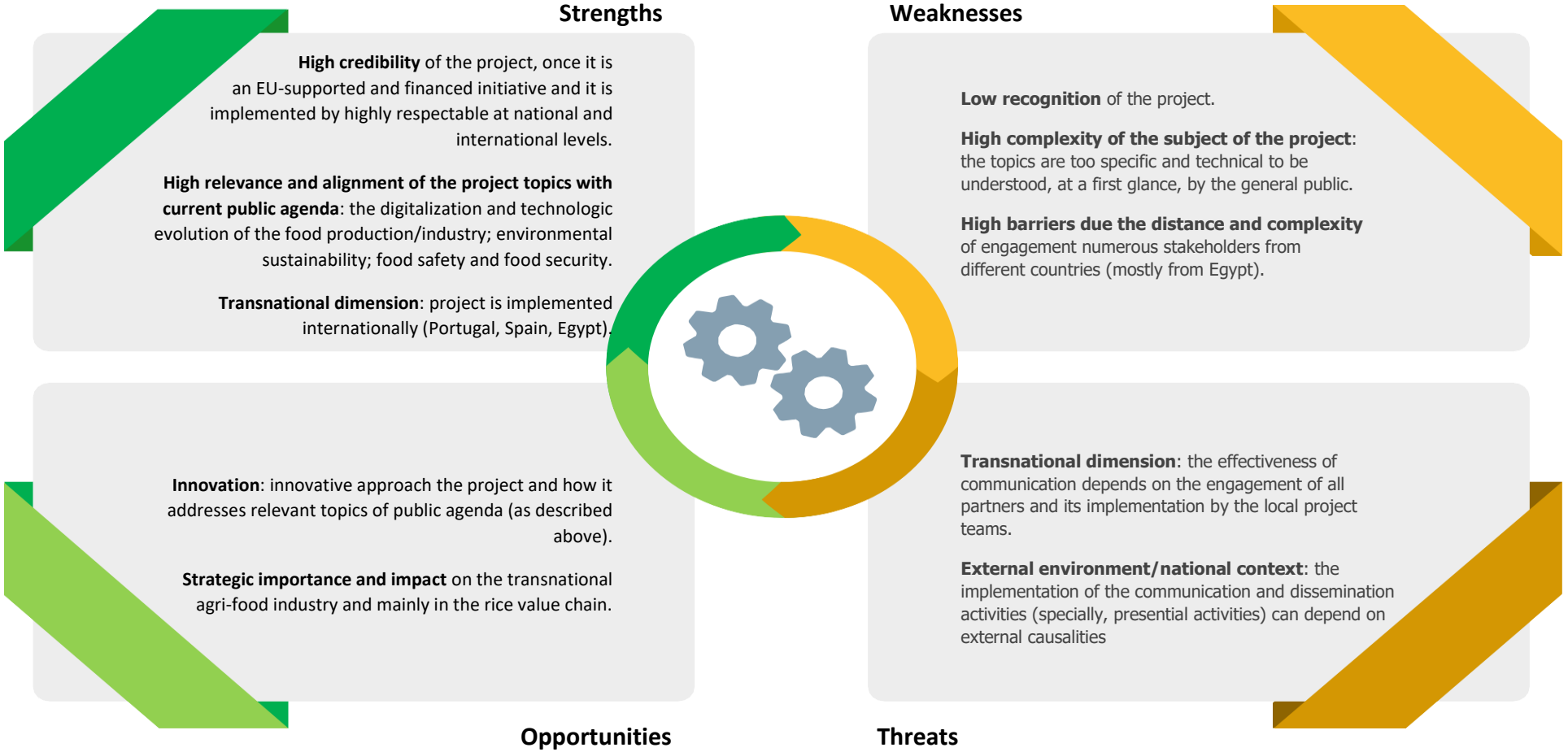
Moreover, this deliverable aims to respond and to demonstrate the main activities carried out by the partners of the project, considering all the dissemination and communication activities addressed during the course of the project.

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 policymakers or healthcare 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

In order to analyze the implementation of communication, activities carried out, 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

This report aims to meet the objectives defined in the communication plan approved on 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
Final conference	28/10/2024	Project partners	50	The TRACE-RICE project held its final conference on October 28th, bringing together over fifty stakeholders for a networking and knowledge-sharing event in the ITQB NOVA auditorium. Carla Brites, Coordinating Researcher at INIAV and lead of the consortium, presented an overview of the achievements, emphasizing the 34 deliverables and 14 key performance indicators (KPIs) now available in the Monitoring, Evaluation & Learning (MEL) platform managed by Consortium of International Agricultural Research Centers (CGIAR).
Award	7-8/10/2024	Researchers	100	During the conference 'V International Meeting of the Portuguese Society of Genetics' (7-8 October 2024, Auditorium Mariano Gago, i3S, Porto), Maria Beatriz Vieira (Plant Functional Genomics Lab, Instituto de Tecnologia Química e Biológica António Xavier, Univ. Nova de Lisboa) received the award for best oral presentation.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Poster presentation	7-8/10/2024	Researchers	100	During the conference 'V International Meeting of the Portuguese Society of Genetics' (7-8 October 2024, Auditorium Mariano Gago, i3S, Porto), Hugo Rodrigues (Plant Functional Genomics Lab, Instituto de Tecnologia Química e Biológica António Xavier, Univ. Nova de Lisboa) presented a poster on "*Whole-genome polymorphisms of rice varieties circulating in the European Market*"
Best student poster award	9-11/10/2024	Researchers	250	The TRACE-RICE project was a focal point at the "XVII Encontro Nacional de Química dos Alimentos," held from October 9th to 11th at UTAD - Universidade de Trás-os-Montes e Alto Douro in Vila Real. This national event served as an excellent platform for discussing the latest advancements in Food Science. The team presented significant findings in the areas of Chemistry and Nutrition, focusing on the *Relationship between γ-oryzanol and antioxidant activity in bran from exotic rice varieties*. Additionally, we highlighted sustainability in the food system through the study on the *Effects of essential oil compounds on the development of Sitophilus spp. and rice quality*. This particular study was honored with the Best Student Poster Award in the "Sustainability in the Food System" category, presented by ReadyToPub.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Outstanding presence	09/2024	Researchers	2000	Trace-Race was featured at the Science Museum in Parque das Nações, Lisbon, during the European Researchers' Night, a celebration of science across Europe.
Oral presentation	24-25/07/2024	Researchers	100	The TRACE-RICE project was presented at the "International Conference on Sustainable Foods - Achieving the Sustainable Development Goals" in Bragança, Portugal (https://icsf.morecolab.pt/). This conference focuses on disseminating knowledge about innovative processes and the development of sustainable food products.
Award	24-25/07/2024	Researchers	100	At the "*International Conference on Sustainable Foods - Achieving the Sustainable Development Goals*" (https://icsf.morecolab.pt/), held in Bragança, Portugal, on July 24th and 25th, the TRACE-RICE team, especially Inês Sousa, was honored with the Best Student Poster Communication Award, presented by ReadyToPub. The awarded poster, titled "*Estimating Hidden Infestations in Rice by Measuring Carbon Dioxide Levels*" is accessible at https://doi.org/10.6084/m9.figshare.26235236

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Poster presentation	14-17/07/2024	Researchers	120	IATA presented a poster titled "*UNLOCKING RICE BRAN'S POTENTIAL: ENZYMATIC BREAKTHROUGH*" at the IFT FIRST Annual Event & Expo, which took place in Chicago from July 14-17, 2024. This poster presentation was a joint effort by Eva Grau, Raquel Garzón, Dolores Rodrigo, and Cristina M. Rosell. This presentation was well-received and provided excellent visibility for our ongoing research
Oral presentation	07/2024	Researchers	60	IATA presented an oral presentation titled "*Exploring Rice Bran's Potential: Enhancing Techno-Functional Properties Through Enzymatic Treatment*" at the 21st European Young Cereal Scientists and Technologists Workshop (EYCSTW) held in Lisbon. This work was presented by Eva Grau and was a collaborative effort between Eva Grau, Dolores Rodrigo, Raquel Garzón, and Cristina M. Rosell. The presentation was well received and provided excellent visibility for our ongoing research.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Presentation at "Ciência 2024"	3-5/07/2024	Researchers	2000	The TRACE-RICE project showcased two poster presentations at "Ciência 2024" (https://www.encontrociencia.pt/), held at Alfândega do Porto from July 3 to 5. Organized by FCT - Fundação para a Ciência e Tecnologia, "Ciência 2024" is an annual gathering focusing on science, technology, and innovation in Portugal. This year theme, **"+Science for One Health and Global Well-being**," facilitated thorough discussions on scientific and innovative advancements across various disciplines.
Mission to Portugal by the University of Alexandria	15-19/04/2024	Project partners	20	Mission to Portugal (April 15-19, 2024) led by Professors Abdel-Wahab Shalaby Kassem and Abdalla Mossed Zeineldin, representing the University of Alexandria in TRACE-RICE

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
2nd International Trainee Symposium in Agri-Food, Nutrition, and Health	25-26/01/2024	Researchers	100	The TRACE-RICE project was virtually presented in January 25-26, 2024 at the 2nd International Trainee Symposium in Agri-Food, Nutrition, and Health, organized by the University of Manitoba, Canada, where three concise oral presentations were delivered: *1. Investigating the Impact of Washing and Household Cooking on Residual Pesticide Levels in Long Grain Rice* *2. Exploring Innovative Strategies for Preventing Weevil Infestation in Rice* *3. Enhancing the Nutritional Profile of Brown Rice: Examining the Effects of Germination and Fermentation on Bioactive Compounds and Estimated Glycemic Index.*

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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.
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*"

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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 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.
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.

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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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	2 citations 1800 views	Due to the importance of rice in food products, near-infrared spectroscopy combined with machine learning algorithms (iPLS, siPLS, and ANNs) enabled the development of robust prediction models for pasting parameters (BD, FV, PV, ST, and TR) from 166 rice samples, significantly enhancing rice quality evaluation and its impact on the value chain.
Article published	20/07/2023	Readers Elsevier	6 citations 39 readers	The final open access version – containing full bibliographic details – of the article "*Adaptation of the Food Choice Questionnaire using a Design Thinking approach and application to rice consumption by the major European consumers*", turns available online.
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."

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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.
Participation in the seminar **"**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 opportunity to present the richness 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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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	64 downloads 189 readers	Margarida Bação, who has a degree in Biochemistry from the University of Lisbon, carried out a 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	11 citations 4768 readers	This review study highlights the importance of ensuring food quality and safety while minimizing losses and production costs, emphasizing the integration of eco-friendly infestation control methods, such as optimized storage conditions and biopackaging from rice by-products, with a life-cycle assessment and cost analysis as crucial steps for sustainable rice production in alignment with circular economy principles.
Article published	16/01/2023	Readers Elsevier	3 citations 8 readers	IATA-CSIC published an article related to our TRACE-RICE project, with the title "*Evaluation of the antimicrobial activity of grape extract against Bacillus cereus in rice*".

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
Article published	12/01/2023	Readers Elsevier	6 citations 50 readers	Portugal is the greatest European rice consumer. Thus, incorporating whole rice and rice bran in innovative rice products is challenging. An experimental method based on the creativity association theory was applied. A group of nine students performed simple brainstorming to generate recipe ideas. Following the Design Thinking approach, a group of nine chefs received a stimulus to generate words related to rice recipes, working as a stimulus for a group of 14 students to generate recipe ideas. All ideas from both groups were evaluated by the chefs. The inclusion of stimuli led to more creative ideas from young aspiring chefs.
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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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*"

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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"*
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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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.
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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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 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.

Type of activity	Date(s)	Type of audience reached	Number of persons reached	Details
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

3.3. Communication/dissemination tools and channels

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

Table 1 - Communication/dissemination tools and channels

Channels	Online	Offline
Tools	**Website** **YouTube** **Social Media (LinkedIn)**	**Events (conferences, tradeshows, meetings)** **Workshops** **Flyers** **Roll-up** **Other printouts** (posters) produced according to the specific communication needs
	Media articles **Scientific & Technical journals articles** **Videos**	

During the execution of the communication and dissemination plan, a procedure for disseminating technical content was developed to standardize the communication model among all interested parties (Annex 1).

This procedure is an integral part of the Communication and Dissemination Plan of the TRACE-RICE project and specifies how its communication should be managed effectively. This procedure aims to ensure that, in the communication process, all interested parties follow the same approach and ensure the uniform and coherent transmission of information about the TRACE-RICE project.

Besides 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 various partners, in liaison with the coordinator of this WP. It 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).

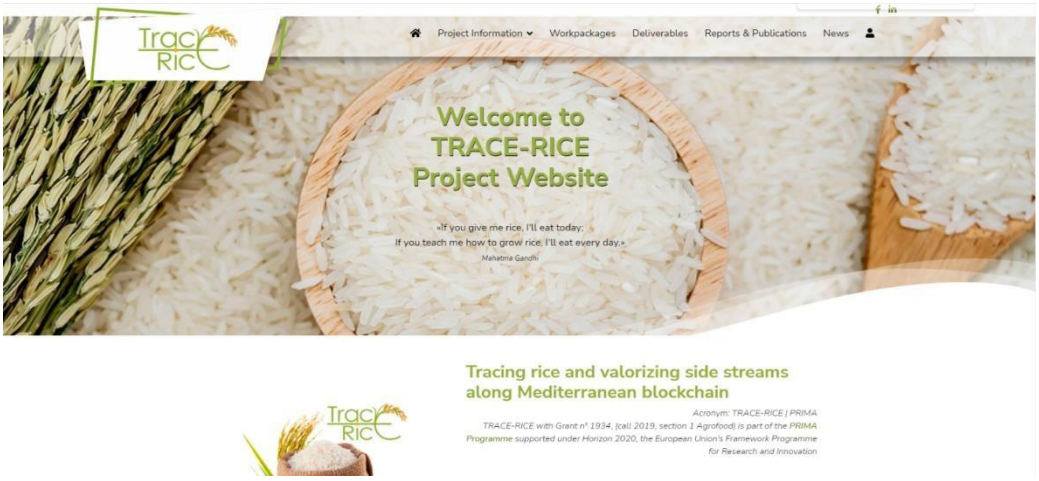
3.3.2. Website & social media

WEBSITE

The TRACE-RICE website 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 organization of Blog-type discussions on specific issues.

Global overview

The current version of this website is composed of a homepage and five sections (Project Information; Workpackages; Deliverables; Reports & Publications; News).



- **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 project related events.

- **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.

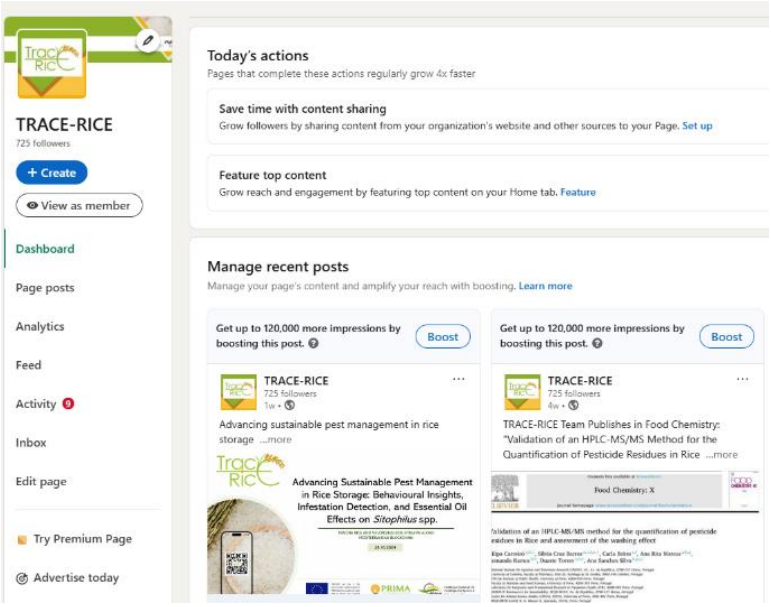
The continuous updates of its contents with the cooperation of all partners will provide inputs to the web contents and news covering the piloting activities and through social media platforms.

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**

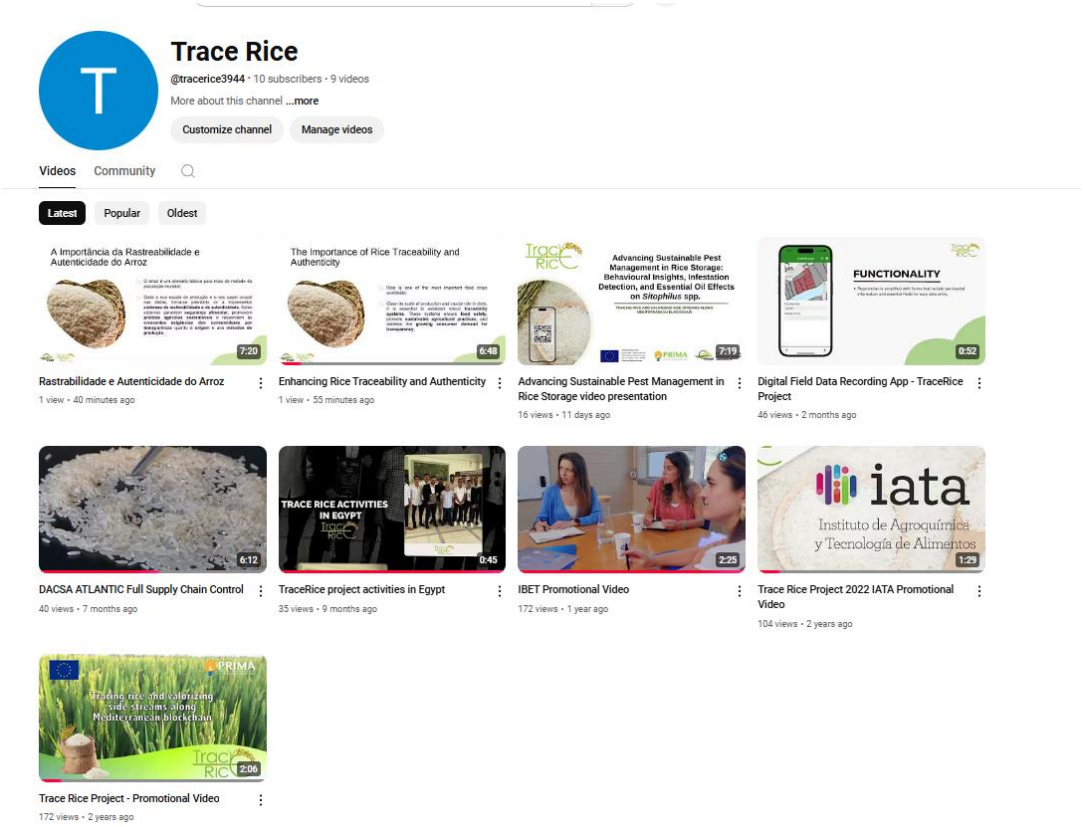
The project already counts with a LinkedIn page under the URL https://www.linkedin.com/company/trace-rice.



- **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 to disseminate the TRACE-RICE related activities.



The communication and dissemination activities developed during the project can be summarized by the following notes:

- 101 news published in the Trace Rice website project
- 42 posters published in the Trace Rice website project
- 23 articles published in the Trace Rice website project
- 4 flyers published in the Trace Rice website project
- 724 followers at the LinkedIn Trace Rice platform
- 9 videos at the YouTube Trace Rice channel.

This report also presents in Annex 2 the presentation made at the final TRACE-RICE conference in October 2024, where the main results of WP6 in terms of communication and dissemination are presented.

4. Conclusions

The communication and dissemination of the activities developed within the scope of the TRACE-RICE project have been carried out successfully.

All the news, technical articles, posters, workshops, conferences, and other related events supporting the project´s development have been disseminated.

The TRACE-RICE project website, LinkedIn platform, and YouTube channel were essential tools that have proven effective in disseminating the project´s technical details.

In future European projects related to this theme, it is considered that the modus operandi developed should be transposed, aiming to ensure the effective communication of this type of project to the scientific community, also enhancing the increase in technical knowledge among society, which demonstrates a growing interest in scientific research, the functioning of the agri-food sector and the creation of value in the face of new emerging technologies in a globalized market.

TRACE-RICE

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