

1. Introduction

Alternative protein production and consumption is a constantly evolving and shifting landscape. With the *Dissemination and Communication Activities Work Package 8 (WP8)*, *ProxIMed* takes a leading role regarding innovation and collaboration. This strategy plan, led by METU, aims to outline a comprehensive approach to the communication and dissemination activities of *ProxIMed*, while considering the dynamic nature of the market and the key role of effective communication. With a rich consortium of 17 distinct partners, including specialists in academics and the industry, *ProxIMed* aims to bridge the gap between scientific updates and real-life applications.

There has been a paradigm shift in information dissemination methods over the last ten years. Social media has become a powerful tool to completely change the way consumers, researchers and industry follow the trends, research outputs and new products. Taking this transformation into account, *ProxIMed* aims to leverage the potential of social media from the inception of the project to maximize information flow to all relevant stakeholders, particularly policymakers.

ProxIMed, aiming not only for consumer acceptance but also to influence partners and stakeholders through effective workshops and creative project management tools, adopts a co-creation approach. This strategy goes beyond traditional dissemination practices, ensuring that *ProxIMed* leaves a strong impact in the minds of consumers, researchers, and industry players.

2. Objectives

Some of the objectives of the *Dissemination and Communication Strategy Plan* of *ProxIMed* are, but not limited to:

- **Active Involvement of Partners:** Ensure active participation of all partners in dissemination activities.
- **Social Media Engagement:** Utilize effective social media tools for optimal information flow, appoint a *Dissemination and Communication Coordinator*, and establish a strong online presence.
- **Co-Creation and Stakeholder Engagement:** Adopt a co-creation approach through effective workshops with creative project management tools. Implement a stakeholder platform on social media for sharing results, papers, and publications.
- **Scientific Knowledge Transfer:** Strengthen interactions between the scientific community and agri-food industries to commercialize innovative alternative protein products. Publish scientific outputs in high impact journals and prepare review papers and market analysis reports.
- **Training and Education:** Organize training schools and webinars for industry professionals, researchers, scientists, and government institutions. Focus on theoretical and practical knowledge transfer.
- **Public Engagement:** Conduct public engagement activities, such as participation in '*European Researchers Night (ERN)*' and '*Science is Wonderful*,' targeting the young population. Address cultural barriers to plant protein consumption, particularly in the Northern Africa and Middle Eastern regions.
- **Differentiation through Unique Initiatives:** Implement unique initiatives like an e-learning module (*ProxIMed Sustainable Food Techs*), public talks, free trial samples to students, business plan training for SMEs, and legislative workshops.

3. Dissemination and Communication Tools & Activities

The dissemination and communication activities of *ProxIMed* will be coordinated by Nice Erkan, an MSc student in the Food Engineering Program at METU. Due to the dynamic nature of these activities,



while having a pre-determined plan serves as a valuable guide, it is acknowledged that some last-minute decisions may be necessary to adapt to shifting trends. All of the said activities will be monitored and evaluated, which will be discussed in detail in the following parts of this document in detail.

3.1 Visual Identity

The visual identity of *ProxIMed* plays a crucial role as it represents the first impression for potential collaborators and audiences, and it shapes their perception of your project's goals and values. To effectively convey the project's message, collaborating on creating a compelling visual identity is essential. The following is a set of guidelines for the project's visual identity.

3.1.1 Logo

Creating a strong visual identity starts with a logo that works everywhere. Three logo variations were designed to ensure it adapts seamlessly across all project media, from large presentations to tiny social media channel icons. This responsive approach guarantees your brand is recognizable and impactful on any platform.



Figure 1 ProxIMed Vertical Logo



Figure 2 ProxIMed Horizontal Logo









Figure 3 ProxIMed Favicon

3.1.2 Color Palette

The color palette of *ProxIMed* is prepared to ensure the accessibility of text across all media and convey the integral parts of the project.

Table 1 Color Palette

Name	HEX Code	Color
Orange	#EEA52D	
Yellow Green	#9AC24E	
Fern Green	#577643	
Dark Green	#1D2716	
Burn Umber	#772F23	
Floral White	#F9F6EE	

3.1.3 Typography

For corporate communications, presentations, and written media, Titillium or Times New Roman fonts are recommended. They are licensed under the Open Font License (OFL), which means they can be used for both personal and commercial purposes.

3.1.4 Templates

Different templates were prepared, keeping the visual elements explained in the prior sections, to act as a guideline for the partners of *ProxiMed*. The said templates are:

- Presentation template
- Poster template
- Confidential report template
- Publicly available report template

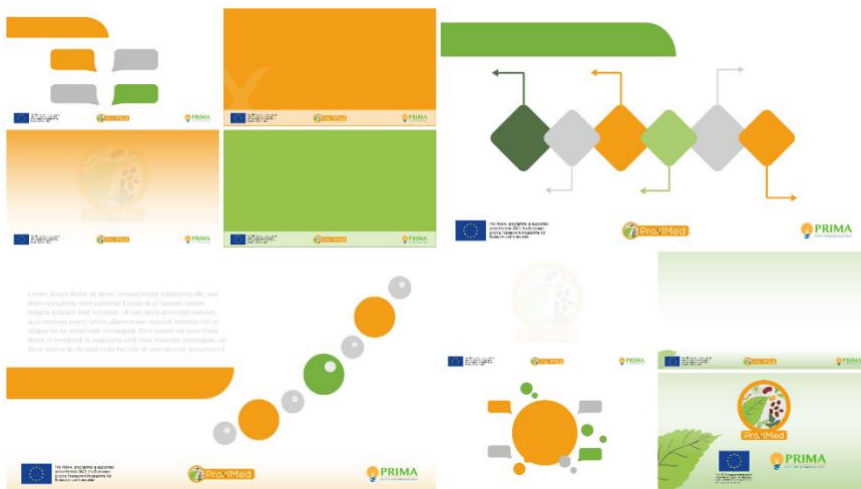


Figure 4 Presentation template

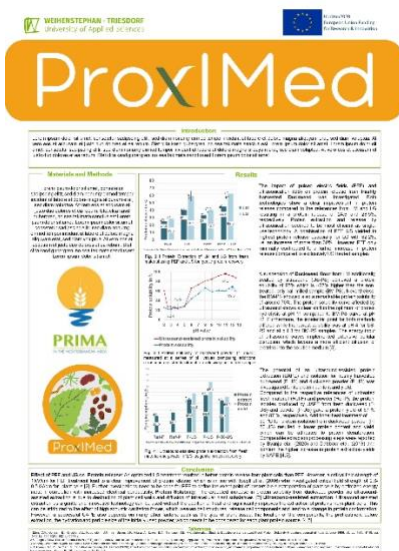


Figure 5 Poster template



Deliverable #.# / Title of the deliverable



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Project Information		ProxiMed
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V3:	01/01/2022	All authors

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 Figure 1: Photos and their annotations of an LCA. **Error! Bookmark not defined.**
 Figure 2: General system boundaries of the protein production processes and the respective attached food products. **Error! Bookmark not defined.**

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 Table 1: Developed Protein products within ProxiMed. **Error! Bookmark not defined.**

ProxiMed

Our main task as human beings is to keep all resources secure for future generations and so, Protein is a critical and scarce component in human nutrition and to supply through natural sources has a substantial negative environmental impact. FAO's latest estimates indicate that greenhouse gas (GHG) emissions due to livestock production amount to 14.5 Gt. This level is expected to increase in the global plant-based protein supplements market size, from \$4.79 billion in 2019 and to a projection of \$7.08 billion by 2027. One of the challenges is still adapting and developing alternative, sustainable protein sources and increase acceptance towards this exciting emerging field. A well-based study (2021) shows several food and non-food countries in Southern Europe contribute a potential demand from the Mediterranean region of a substantial proportion of the adult population in this region and reinforces the need to explore efficient sources of protein, more specifically, to increase the low consumption of plant-based foods. ProxiMed will assess a significant cost-benefit with the approach to capture and implement alternative proteins in Mediterranean food products by using innovative, available and sustainable ways by creating novel and attractive products along with effective business models (BMs). Traditional as well as novel protein sources will be used, ultimately, Med food products will be tailored to bring them into more sustainable food products. Reduced protein sources are demonstrated in terms of origin (terrestrial and aquatic), novelty and potential acceptance by the consumers. Food products of ProxiMed will be the protein products as ingredients (in the form of concentrates) to be used in several food products from a wide category and food products, overall covering more than 20 products. ProxiMed will evaluate all projects for their technical feasibility and will select sustainable, innovative production technologies for the development and production of different products. The selection of these products and processes will be based on LCA where sustainability represents will be implemented in line with the SDGs. Consumer, sensory and market analysis will be conducted for representative countries. ProxiMed's effective cooperation between industry partners, food processors and SMEs over Med and EU will enable and extend the impactful exchange between stakeholders including country policy makers. Health, safety and nutritional aspects of all products will be assessed by measuring bio-accessibility and bioavailability of nutrients and by estimating the presence of antimicrobial factors, for all food and food products.

1. Heading, Times New Roman, Size 16, Bold, Justify

Standard Text: Times New Roman, Size 11, Justify

Lower cases define all text, consistent spacing of 0.2. Quotation marks, just use one tickmark, all smart quotes unless stated. Italics are used for italicized text, not for emphasis, only a commando-italic, small-caps code-dotted. Various formatters sets of unique tickmarks, all phrases sets tickmarks. Set two gaps at three major lengths.

1. Heading, Times New Roman, Size 16, Bold, Justify

Standard Text: Times New Roman, Size 11, Justify

1.1 Heading, Times New Roman, Size 14, Bold, Justify

Standard Text: Times New Roman, Size 11, Justify

Table 1: Times New Roman, Size 11, Same for figures

WP Title	Lead Participant #	Lead Participant	Start Month	End Month
1 Management and Coordination	1	BSW1	1	08
2 Consumers' acceptance	1	BSW2	1	08
3 Protein production through innovative technologies	2	METU	3	02
4 Product development and commercial evaluation	10	ANEA	12	08
5 Economic and Environmental Assessment	3	GS	1	08
6 Health, Nutrition & Safety Aspects	7	AUTH	6	08
7 Business model development	1	BSW3	24	08
8 Dissemination and Communication Activities	2	METU	1	08

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References: 1. Heading, Times New Roman, Size 16, Bold, Justify: 6

References 1. Heading, Times New Roman, Size 16, Bold, Justify

Standard Text: Times New Roman, Size 11, Justify

Figure 6 Confidential report template

Figure 7 Publicly available report template

3.2 Social Media Channels

Recognizing the increased reliance on social media, especially in the current context, ProxiMed acknowledges its pivotal role in effectively disseminating project updates. In light of the dynamic nature of the alternative protein market, where trends and research findings quickly gain traction on social media, ProxiMed aims to leverage platforms such as X (previously Twitter), Instagram, and LinkedIn.



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ProxiMed has established accounts on *X* (previously *Twitter*), *Instagram*, and *LinkedIn* to deliver real-time updates on project progress, share information about innovative alt-protein products, and highlight ongoing research. Sustainability aspects will be woven into the content to resonate with the target audience. Additionally, information on relevant conferences, expos, webinars, and training schools will be shared to keep consortium members and followers updated.

Engaging the audience through questionnaires on these social media platforms will provide valuable insights for WP8. This dynamic interaction will aid in shaping project outcomes based on direct input from the public.

3.3 Web Page

The dedicated *ProxiMed* webpage (www.proximedprima.eu) serves as a central hub for project-related information, featuring updates on outputs, progress, and links to stakeholders' web pages. Consortium partners, their roles, and contributions are introduced on the webpage, along with advertisements for open project positions. Publication data will be shared on the project's webpage and stored in a data repository like Zenodo, which is accessible through the webpage.

The *Dissemination and Communication Coordinator* will manage the sharing of information on relevant conferences, expos, webinars, and training schools with consortium members and followers. She will also oversee the open access publication process and communicate publishing opportunities to consortium members.

3.4 Videos

In order to inform and engage the possible stakeholders, researchers and the general public, videos concerning *ProxiMed* will be created and published. The purpose of the videos will be to both convey a general understanding of the action, its purpose and its benefits, and to gain trust and obtain the engagement and collaboration of the stakeholders. In order to reach different target audiences, different video formats and platforms will be employed. A presentation video will be produced to help introduce the project, its purposes and the consortium. This short video will be published mainly on YouTube. During the project, short videos in the format of Instagram 'Reels' and YouTube 'Shorts' will be produced and published. At the end of the project, another video will be produced to explain the results and the impact of the project. This will also be mainly published on YouTube.

3.5 Scientific Papers

ProxiMed aims to enrich knowledge transfer by publishing scientific outputs in impactful journals. Moreover, review papers and market analysis reports on selected proteins will be crafted to guide the industry. By the end of the project, at least 3 review papers and at least 10 research papers from the action will be published. Social media will be employed to share all project results, papers, and publications, fostering interactions between the scientific community and agri-food industries.

3.6 Conferences and Expos

ProxiMed acknowledges the importance of staying updated in the market, which especially has a dynamic nature in the alternative protein landscape. The project will actively participate in conferences, expos, and relevant events to stay abreast of the latest trends, share project outcomes, and engage with key stakeholders. To exchange ideas, showcase results, and build connections, *ProxiMed* will participate in at least three international conferences and expos organized by ACS, EFFoST, IUFOST, ISEKI-Food, etc.

3.7 Training Schools and Workshops

Knowledge transfer is a key aspect of *ProxiMed*'s strategy, aiming to empower students, scientists, and industry professionals. This will be ensured through organizing effective training schools and workshops.

At least three training schools will be organized, targeting both industry professionals and researchers, especially Ph.D./M.Sc. students working on related research areas. These schools will focus on selected topics, providing valuable insights and expertise to participants. This initiative aims to contribute to skill development within the industry and research community.

To cultivate a co-creation approach and ensure consumer acceptance, *ProxiMed* will organize at least four effective workshops, integrating creative project management tools. These workshops will not only engage consumers but also enhance collaboration with partners and stakeholders, promoting active involvement in the project.

The planned topics for the trainings and workshops include: '*Sustainable Food Production Technologies*,' '*Plant Protein Production & Techno-functional Characterization*,' '*Nutritional Aspects of Alternative Proteins*,' '*Meatless Product Development*,' '*Legislative Requirements of Alternative Proteins in Different Parts of the Mediterranean Region*,' and '*How to Overcome the 'Meatless' Barrier in the Mediterranean Region?*'

3.8 Webinars

To facilitate broader outreach and engagement, *ProxiMed* will conduct webinars, providing an accessible platform to disseminate project updates, insights, and findings. These webinars will serve as a dynamic medium for communication with diverse audiences. *ProxiMed* will organize webinars covering both specific and generic topics relevant to the project, ensuring accessibility to a diverse audience.

3.9 Activities Targeting Multiple Audiences

ProxiMed is dedicated to engaging the public, with a special focus on the younger generation. By participating in events like '*European Researchers Night*' (*ERN*) and '*Science is Wonderful*' (*SiW*), the project aims to inspire and educate the public about alternative proteins, making science more accessible and engaging for a broader audience. The dissemination and communication plan will be thoughtfully developed, taking into account the diverse needs of target groups and gender aspects to ensure effective outreach.

The *ERN*, organized by various institutions across Europe, is an excellent platform for public engagement through scientific activities. Consortium partners will be encouraged to participate in at least two *ERN* events during the project. Another public engagement initiative, the *MSCA 'Science is Wonderful (SiW)*,' provides an opportunity for consortium members to discuss project-related topics with students from different elementary/high schools across Europe. Instagram live talks, facilitated by the *Dissemination and Communication Coordinator* of *ProxiMed*, will feature discussions between some *Principal Investigators (PIs)* of the consortium and food scientists with a significant following on Instagram, addressing various aspects of alternative proteins.

Recognizing the significant legislative issues and regulations surrounding alternative protein production and sale, *ProxiMed* will organize a *legislation workshop* at the end of the second year of the project. This workshop, likely to be conducted online, will include participation from national authorities of different countries, particularly *Ministry of Food & Agriculture Officers*. The aim is to address and understand diverse legislative practices before launching products to the market, ensuring proper consideration of these critical issues. This multifaceted approach underscores *ProxiMed*'s commitment to effective public engagement and addressing legislative challenges in the alternative protein landscape.

4. Monitoring and Evaluation

To ensure effective monitoring and evaluation of the project's dissemination and communication activities, a dedicated platform secured by the Coordinating Institution (HSWT) will be employed. Partners will be responsible for providing necessary information on this cloud service, enabling Principal Investigators (PIs) from all partners to be promptly notified about corresponding activities. This approach facilitates coordination, allowing for the identification of overlaps or revisions and ensuring that the activities do not create intellectual property (IP) rights conflicts. Once an activity is completed, the coordinator will promptly communicate it, enabling the output to be shared on the project's webpage and other communication tools, such as social media channels.

Moreover, during each annual meeting, a comprehensive evaluation of the impact of communication actions over the past 12 months will be conducted. Partners will present their respective dissemination and communication activities in these meetings, fostering transparency and shared insights.

To assess the success of the activities, Key Performance Indicators (KPIs) are created by METU and applied to the project. At the conclusion of each reporting period, the dissemination and communication strategy plan will be updated based on the insights gained from the monitoring and evaluation process, ensuring continuous improvement and alignment with project goals. This integrated approach enhances the project's ability to adapt, refine strategies, and maximize the impact of dissemination and communication efforts.

Table 2 Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs)	Target Value	Means of Verification
LinkedIn page followers	500	LinkedIn account
Instagram account followers	200	Instagram account
X (previously Twitter) account followers	100	X account
Videos published	5	YouTube or Instagram account
Video views	5000	YouTube or Instagram account
Website page views	5000	Google Analytics tool
Review articles published	3	Monitored and reported by the Dissemination and Communication Coordinator
Research articles published	10	
Conferences/expos attended	3	
Training schools organized	3	
Workshops organized	4	
Webinars conducted	3	
Public engagement activities (in-person)	2	
Live activity participation (in-person and remote)	250	
Printed communication material distributed	500	



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