



# FunShield4Med

SHIELDING FOOD SAFETY AND SECURITY BY ENABLING THE FORESIGHT OF  
FUNGAL SPOILAGE AND MYCOTOXINS THREATS IN THE MEDITERRANEAN REGION  
UNDER CLIMATE CHANGE CONDITIONS

## D1.2 - Dissemination, Exploitation and Communication Plan

<b>DELIVERABLE NUMBER</b>	D1.2
<b>DELIVERABLE TITLE</b>	Dissemination, Exploitation and Communication Plan
<b>RESPONSIBLE AUTHOR</b>	Dimitrios-Evangelos Miliordos (ELGO-ITAP)



Funded by  
the European Union



## DOCUMENT DETAILS

<b>GRANT AGREEMENT No</b>	101079173
<b>PROJECT ACRONYM</b>	FunShield4Med
<b>PROJECT FULL NAME</b>	Shielding Food Safety and Security by Enabling the Foresight of Fungal Spoilage and Mycotoxins Threats in the Mediterranean Region Under Climate Change Conditions
<b>STARTING DATE (DUR.)</b>	01/12/2022 (36 months)
<b>ENDING DATE</b>	30/11/2025
<b>PROJECT WEBSITE</b>	<a href="http://www.funshield4med.eu/">http://www.funshield4med.eu/</a>
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<b>WORKPACKAGE N.   TITLE</b>	WP1   Project management and DEC Plan
<b>WORKPACKAGE LEADER</b>	Pantelis Natskoulis (ITAP-ELGO)
<b>DELIVERABLE N.   TITLE</b>	D1.2   Dissemination, Exploitation and Communication Plan
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<b>DOCUMENT URL</b>	<a href="https://funshield4med.eu/the-project/deliverables/">https://funshield4med.eu/the-project/deliverables/</a>
<b>DATE OF DELIVERY (CONTRACTUAL)</b>	31 May 2023 (M6, Initial Version)
<b>DATE OF DELIVERY (SUBMITTED)</b>	31 May 2023 (M6, Initial Version)
<b>VERSION   STATUS</b>	1.0   Final
<b>NATURE</b>	R (Report)
<b>DISSEMINATION LEVEL</b>	PU (Public)
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## HISTORY OF CHANGES

VERSION	MODIFICATION(S)	DATE	AUTHOR(S)
0.1	Initial ToC and document structure	20/04/2023	Pantelis Natskoulis (ELGO-ITAP)
0.2	Content Input	25/05/2023	Dimitrios-Evangelos Miliordos (ELGO-ITAP)
0.5	Review	28/05/2023	All Partners
1.0	Final Version	30/05/2023	Pantelis Natskoulis (ELGO-ITAP)



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## ACRONYMS LIST

DEC	Dissemination, Exploitation and Communication
EC	European Commission
HE	Horizon Europe EU Framework Programme for Research and Innovation
CSA	Coordination and Support Action
ELGO	Ellinikos Georgikos Organismos (Hellenic Agricultural Organisation)
ITAP	Institute of Technology of Agricultural Products
UNIPR	University of Parma
NKUA	National Kapodistrian University of Athens
UdL	University of Lleida
CU	Cranfield University
D	Deliverable
WP	Work Package
MyMedHub	Mycotoxin Mediterranean Hub
STSE	Short-Term Staff Exchanges
ECSs	Early Career Scientists
ESRs	Early-Stage Researchers
IPR	Intellectual Property Right
EB	Executive Board

## **EXECUTIVE SUMMARY**

The present Deliverable outlines the Dissemination, Exploitation and Communication (DEC) Plan for the FunShield4Med project funded by the Horizon Europe program. The main objectives of the plan are to raise awareness of the project's objectives and results, promote their exploitation, and ensure their sustainability beyond the project's lifetime. The DEC Plan will be implemented through a combination of dissemination and communication activities, stakeholders' engagement, and exploitation strategies that leverage digital and traditional media channels.

The document structure is comprising firstly with a general project's overview in Chapter 1, followed by a brief presentation of its milestones and the purpose of DEC plan. Next, are presented the Dissemination, Exploitation and Communication strategies under Chapters 2, 3 and 4, respectively. In Chapter 5 are presented the monitoring and evaluation activities to safeguard DEC plan, and in Chapter 6 the roles and responsibilities of consortium. The Deliverable closes with a conclusion section under Chapter 7.



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## 1. Introduction

### 1.1. Project Overview

The FunShield4Med project, funded under the HORIZON-WIDERA-2021-ACCESS-03-01 call, aims to reinforce the research and innovation (R&I) capacity of the Institute of Technology of Agricultural Products (ITAP) of the Hellenic Agricultural Organisation – DIMITRA (ELGO-DIMITRA) in Greece. The project focuses on addressing food safety concerns related to mycotoxigenic fungi and mycotoxins under climate change challenges. To achieve this, FunShield4Med will establish a network of excellence between ELGO-ITAP and four internationally recognized advanced research institutions, including:

- University of Parma (UNIPR), Department of Food and Drugs, Italy
- National Kapodistrian University of Athens (NKUA), Department of Chemistry, Greece
- University of Lleida (UdL), Department of Food Technology, Spain
- Cranfield University (CU), Environment and Agrifood Theme, United Kingdom (as Associate Partner)

The project also aims to upgrade project management and administrative skills of ELGO-ITAP personnel, allowing them to better respond to international research frameworks like Horizon Europe and international fundraising. The consortium partners will collaborate from December 1st, 2022, to November 30<sup>th</sup>, 2025, for a total duration of 36 months. The expected outcomes of the project include knowledge transfer, capacity building, and the development of a comprehensive research project focusing on mycotoxigenic fungi and mycotoxins. The latter will enable an appropriate surveillance of commodities at one of the EU's main entry points (Greece) for imports from African and Asian countries, where mycotoxin contamination may increase due to climate change factors. The goal is to minimize consumer exposure to these toxins and improve traceability of both emerging and common (parent and modified) forms of mycotoxins in staple food and drink chains in the context of climate change scenarios.

### 1.2. Milestones of the project

In this section, we present a comprehensive overview of the project's key milestones and their corresponding timelines. These milestones provide essential benchmarks that will help measure progress and ensure the project stays on track. The milestones encompass various aspects of the project, including management, dissemination, scientific competencies, research network establishment, and technical reviews with the European Commission. The detailed explanations for each milestone are as follows:

- **Project Kick-Off** (M1, WP1, Lead Beneficiary: ELGO-ITAP; Accomplished): The project kick-off marked the official start of the project. During the kick-off meeting, all consortium partners came together and discussed governance of the project and the first year's work package activities in detail, ensuring a shared understanding of the project's objectives and the partners' roles.
- **Data Management and DEC Plans** (M36, WP1 & WP6, Lead Beneficiary: ELGO-ITAP): Throughout the project's duration, updated DEC and Data Management Plans (DMP) will be delivered at M6, M17, and M36. A final report on promotion and Dissemination, Exploitation, and Communication (DEC) (D6.1, D6.2, & D6.3) will be submitted at the end of the project.



- **Increase of Scientific Competencies in R&I** (M36, WP1, WP2 & WP3, Lead Beneficiary: UNIPR): This milestone will track the project's efforts to enhance scientific competencies in research and innovation. Progress will be monitored through midterm and final reports on training events (D1.4, D2.1 & D3.1) and the release of webinar recordings and e-tutorials (D2.1 & D3.1).
- **Establishment of Harmonized Methods of Mycotoxins Detection** (M36, WP2, Lead Beneficiary: UNIPR): By M36, the project aims to validate two EU official mycotoxins determination methods (D2.2), providing a foundation for new, harmonized detection processes in the future for ELGO-ITAP.
- **Mycotoxin Mediterranean Hub (MyMedHub) Establishment** (M24, WP3, Lead Beneficiary: ELGO-ITAP): The establishment of MyMedHub will involve submittance of an application to relevant authorities (T3.3) by M24. MyMedHub will serve as a central hub for managing and sharing project data and resources.
- **Young Researchers' Mobility and Scientific Potential** (M30, WP4, Lead Beneficiary: NKUA): By M30, the project will have completed a midterm report on Short-Term Staff Exchanges (STSE) outputs and organized an international conference (D4.1 & D4.2) to enhance the mobility and scientific potential of Early Career Scientists (ECSs) and Early-Stage Researchers (ESRs).
- **Upgrade in Project Management and Administrative Skills** (M36, WP5, Lead Beneficiary: NKUA): By the project's end, a final evaluation report on personnel capacity advancement (D4.2) will be submitted, highlighting the improvements in project management and administrative skills among consortium partners.
- **Research Network for Long-Term Scientific Cooperation** (M36, WPs 2, 3, 4 & 5, Lead Beneficiary: ELGO-ITAP): This milestone focuses on the establishment of a long-term research network between consortium partners. The network will be developed through joint proposals for international research calls and joint publications in academic journals.
- **Midterm Scientific and Technical Review with EC** (M18, All WPs, Lead Beneficiary: ELGO-ITAP): At M18, the consortium will conduct a midterm scientific and technical review with the European Commission. This review will assess the project's progress across all work packages and ensure that all milestones and deliverables up to M18 have been completed successfully.
- **Final Scientific and Technical Review with EC** (M36, All WPs, Lead Beneficiary: ELGO-ITAP): By M36, the consortium will have completed all milestones and deliverables. A final scientific and technical review with the European Commission will be conducted to assess the project's overall success and outcomes. The final meeting with all partners will mark the project's conclusion.

These milestones provide a detailed roadmap for the project's progress and ensure that consortium partners maintain focus on their respective roles and responsibilities. By consistently tracking these milestones and adhering to the established timelines, the project is well-positioned to achieve its objectives and deliver the expected outcomes.

### 1.3. Purpose of the DEC Plan

The purpose of the Dissemination, Exploitation, and Communication (DEC) Plan is to ensure that the impact of the FunShield4Med project is maximized by effectively sharing its results and activities with relevant stakeholders and society at large. The DEC Plan is an essential component for achieving the project's objectives and enhancing the visibility, awareness, and adoption of its outcomes. The DEC Plan encompasses three key aspects:

- A. Dissemination:** Making project results available to interested scientific and wider social groups, enabling them to access and benefit from the project's findings. This includes sharing research outcomes,



methodologies, and data with the academic community, industry partners, policymakers, and other interested parties.

- B. Exploitation:** Utilizing project results in a way that creates tangible benefits for stakeholders and end-users, such as the development of new technologies, products, or policies. This includes leveraging the project's findings to create new opportunities, drive innovation, and contribute to the overall advancement of the field.
- C. Communication:** Raising awareness of the project's activities, objectives, and significance among the public, ensuring that the project's value and impact are visible and understood. This involves promoting the project through various communication channels, such as websites, social media, and public events.

By implementing a comprehensive DEC Plan, the FunShield4Med project will not only achieve its objectives but also ensure the sustainability and long-term impact of its results. Furthermore, the DEC Plan will foster a stronger connection between the project consortium, stakeholders, and the wider community, promoting collaboration and the exchange of knowledge and expertise.

## 2. Dissemination Strategy

The FunShield4Med project's dissemination strategy aims to effectively share the project's results and achievements with various target audiences. The consortium has planned several training and information events, and other dissemination activities to ensure that the project's outcomes are effectively communicated and reach the intended audiences.

### 2.1. Target Audiences

The target audiences for the FunShield4Med project results and dissemination activities include, apart ELGO-ITAP's personnel, many scientists, and engineers, PhD and MSc students, secondary school students, the public, regional and national news media. Different dissemination activities are tailored to engage and inform each specific audience group effectively.

### 2.2. Key Messages

The key messages of the FunShield4Med project dissemination activities are to showcase the project's achievements, research findings, innovations, and impact on food safety and security against mycotoxins in the context of climate change. The messages will also highlight the importance of international collaboration and capacity building in addressing critical issues concerning mycotoxigenic fungi and mycotoxins.

### 2.3. Dissemination Channels

Various dissemination channels will be used to reach the target audiences, such as international conferences, training events (seminars, workshops, and summer schools), outreach events, press conferences, news releases, project's website, project film, international scientific conferences, open days, and school visits. These channels have been selected based on their ability to engage and inform the target audiences effectively.

## 2.4. Dissemination Material

A range of dissemination materials will be used to communicate the project's results and achievements. These materials include project leaflets and posters, press conferences, project news releases, a project website, a short project film, training workshops, summer schools, an international conference, open days, school visits, scientific results concerning mycotoxins and ecophysiology of mycotoxigenic fungi, and administrative and management skills training material. The consortium's plan for disseminating the principal project results is summarised in the following Table 1, together with target indicators to be achieved during project's lifetime.

**Table 1:** FunShield4Med Dissemination Plan

Project Result	Dissemination Activity	Target Audience	Indicator & Target	Achievements until M6
Project leaflet and poster	Distributed during international conferences (e.g., Agrifood cooperation platform, Hellenic Federation of Enterprises, Conferences), training workshops and outreach events	Scientists, engineers, & public	250+ leaflets distributed, 20+ posters displayed	50 leaflet pieces distributed & 1 poster presentation
Press conferences	Press conferences at the start and end of the project	Regional & national news media (radio, TV, and print newspapers)	2 press conferences, 8+ journalists	
Project news	Publish project news releases and distribute through broader scientific news channels e.g., Cordis Wire and Alpha Galileo	Scientists, engineers, & public	3+ press releases	
Project website	Publish project summary, regular news, and event updates on website	Scientists, engineers, & public	2500+ visitors	> 160 visitors
Short project film	Publish project film on YouTube and project website.	Scientists, engineers, & public	500+ hits	
Training Seminars & Workshops	Training seminars & workshops on technology-transfer, innovation, management, and fundraising	Scientists & engineers	4 workshops, 100+ participants	1 seminar with 40 participants (>15 ESRs)
Summer Schools	Summer schools on science and innovation issues concerning	PhD & MSc students	2 summer schools,	



	mycotoxins and computational toxicology		50+ participants	
International conference	International conference covering spoilage fungi and mycotoxins organised by ELGO-ITAP	Scientists & engineers	1 conference, until 2025, 75+ participants	
Open days	Tours at the partners' laboratories and facilities. Also, scientific demonstrations and engaging lectures	General public & young students	3 open days, 100+ visitors	1 Open day with >25 visitors
School visits	Partners send "school ambassadors" to local schools to promote higher education, research, and innovation	Secondary school students	1-2 schools/year	
Scientific results concerning mycotoxins and ecophysiology of mycotoxigenic fungi	Publish results in international peer-reviewed journals (Science Citation Index catalogue)	Scientific research community	10+ journal papers	
	Present results at international and national scientific conferences (e.g., ICFM, EFFoST, Mikrobiokosmos)	Scientific research community	4+ conferences	
Administrative and management skills	Utilisation of ELGO's Central Services for dissemination of training material to research infrastructures of the Organisation	Scientific research community	E-learning material and videos of training events	

### 3. Exploitation Strategy

The FunShield4Med project's exploitation strategy aims to protect intellectual property rights (IPR) while maximizing the project's impact through knowledge sharing and collaboration among consortium members. The establishment of the MyMedHub will enable ELGO-ITAP will provide enhanced detection services, educational, and research capacities to interested parties in mycotoxins, thereby contributing to the agrifood industry in Greece. The consortium will focus on leveraging scientific excellence and creativity, encouraging early career scientists' involvement in activities that facilitate the sustainable application of project findings, and further commercialization. In summary, the exploitation strategy seeks to effectively utilize research outcomes, strengthen ELGO-ITAP capacities, and foster collaboration among project partners.

### 3.1. Intellectual Property Rights (IPR)

The FunShield4Med project consortium is committed to enhancing and developing new scientific knowledge on computational mycotoxicology, molecular ecology, and eco-physiology of mycotoxigenic fungi. To ensure the protection of privacy, confidentiality, and intellectual property rights, public access to research products will be regulated by the consortium. Creative Commons licenses will be applied whenever needed and in accordance with the Grant Agreement provisions. Legal officers will be consulted on a case-by-case basis to address any concerns if necessary. The terms of use will include proper attribution to the principal investigator and authors, along with disclaimers of liability in connection with any use or distribution of the research data.

The consortium agreement foresees the management of intellectual property rights distribution between consortium members, if needed and according to their contribution to the invention being protected. A strategy for exploitation of the project results will be compiled, including the utilization of IPR resulting from the project and discussing different IPR ownership arrangements and corresponding responsibilities, while considering the relative contributions of joint IP owners. Beneficiaries will use their best efforts to directly exploit project results or make them available for indirect exploitation.

### 3.2. Market Analysis

The establishment of the MyMedHub will enable ELGO-ITAP to provide enhanced detection services, educational, and research capacities to interested parties in relating to mycotoxins. The project outcomes will have an economic impact by launching novel analytical procedures and services within the agrifood area of Greece. The consortium anticipates that the outcomes of FunShield4Med will trigger further scientific exploitation beyond dissemination measures, offering high-quality and practical mycotoxigenic analytical approaches as services to both businesses and the research community.

### 3.3. Exploitation Activities

The project's exploitation activities will focus on leveraging the scientific excellence and creativity achieved within the project to facilitate the researchers of ELGO-ITAP in acquiring advanced knowledge in analytical and computational mycotoxicology. Early career scientists of ELGO-ITAP will be involved in activities that will facilitate the sustainable application of the project's findings and further commercialization.

Participation of early-stage researchers in training and workshops will directly contribute to the quality of their Ph.D. and MSc theses. At least one Ph.D. thesis and two MSc theses with significant portions of expertise acquired during the project will be finalized during the project timeline, and two theses will be completed after the project. Researchers from the advanced partners of the consortium will participate in the examination committees of theses involved with the project.

In summary, the exploitation strategy for FunShield4Med aims to maximize the project's impact by effectively utilizing the research outcomes, strengthening the capacities of ELGO-ITAP, and contributing to the agrifood industry in Greece.



## 4. Communication Strategy

The Communication Strategy of FunShield4Med focuses on maintaining strong internal communication among consortium members, and effective external communication targeting public, scientific, and industrial/stakeholder communities. Through a combination of virtual meetings, shared online workspaces, and email correspondence, the project ensures smooth internal collaboration. External communication efforts include activities such as website and social media presence, press conferences, open days, publications, conference presentations, and participation in climate-related and business events. Monitoring and evaluation of communication activities, using key performance indicators, will be conducted regularly to assess effectiveness and make any necessary adjustments, maximizing the project's impact and fostering strong relationships with stakeholders.

### 4.1. Internal Communication

Internal communication among the consortium members will be crucial for the project's success. Regular virtual meetings, email correspondence, and a shared online workspace (Google Drive) will be used to facilitate collaboration, share updates, and provide access to project materials. These tools will help ensure that all team members are informed about project progress and can contribute effectively.

### 4.2. External Communication

The external communication strategy will be focused on engaging three target communities: public, scientific, and industrial/stakeholders. The public community will be engaged through activities such as the project website, social media, press conferences, and open days. The scientific community will be targeted through activities like publications in peer-reviewed journals, presentations at international conferences, and interactions with other European projects and technology platforms. The industrial and stakeholder community will be engaged through participation in international climate-related and business events, as well as round tables and forums with relevant authorities. Each activity will have a specific purpose, aimed at promoting the project and its results to different audiences, increasing visibility and impact. The consortium's plan for the communication plan is summarised in the following table.

**Table 2:** FunShield4Med Communication Measures

Community	Activity	Description	Purpose
Public	Project website (website released on M4)	Project's website already launched to cover and promote all activities within project.	Communicate projects goals and ambitions to scientific community and concerned public and provide fast update about new achievements of the project and its wider significance. Also, it will provide increase of attractiveness for ELGO-ITAP to future students, as well as food industry and research collaborations.



	Social media (All accounts created before M3)	Profiles on social media (LinkedIn, ResearchGate, Twitter, Facebook) are already set-up.	Promotion through social media will provide spread of social impact of project beyond already interested social groups to public. Also, it will provide increase of attractiveness of the ELGO-ITAP to future students, food industry, and researchers.
	Press conferences	Press conference at the start and end of the project and invitations to regional and national news media (radio, TV and print newspapers).	Purpose is to inform public, authorities, and stakeholders about the impact of mycotoxicology and to motivate them to include these findings in future state policies for stimulating various economy sectors.
	Open days (1 until M6)	Young students and the public will be invited to visit the institutes' laboratories and facilities to learn about their scientific and innovation activities	Demonstrate scientific experiments and engage purpose.
Scientific	Publications of peer-reviewed journals (10+)	Consortium partners will publish their scientific outputs to high impact factor scientific journals	Consortium partners will promote and disseminate their research results to internationally communicate the impact of FunShield4Med
	Presentation to international conferences (1 until M6 out of 4+ total)	Participation to international acknowledged conferences, e.g., EFFoST conference, OMICS Food Processing & Technology, ICFSN International Conference on Food Security and Nutrition, World Mycotoxin Forum	Communicate and expand the scientific network and its impact to the scientific society
	Interaction with other EC projects and European Technology Platforms	Communicate with other related EC projects and exchange non-confidential information with them	Ensure coherence of the European research and avoid useless replication of work and resources
Industrial/ stakeholders	Participation to international climate	Two joint participations of project members at climate change, and business fair to	It will provide the most efficient way to spread the network of future investors



	related and business events (3+)	promote project activities and novel technologies.	by direct approach to international business partners.
	Participation to relevant authorities round tables and forums (2+)	Project presentation and interaction with relevant authorities (e.g., FAO, EFSA, EUFIC, EFET)	Raise the understanding of on-going research and research outputs at international forums.

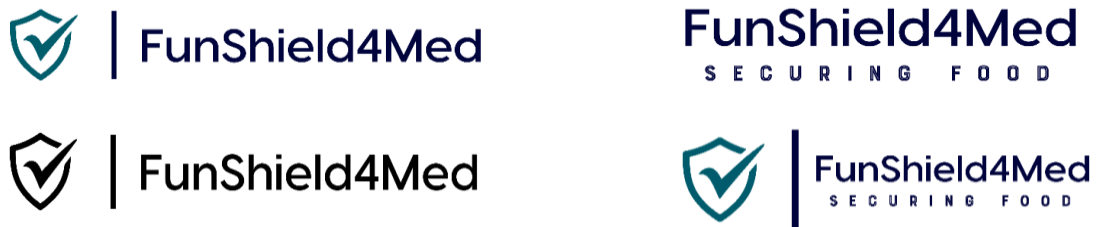
### 4.3. Communication Tools

The Communication Strategy for the project will also encompass a range of communication tools to maximize outreach and engagement. FunShield4Med will utilize a combination of online, offline, and interactive (face-to-face) communication methods to maximize outreach and foster meaningful connections with stakeholders. By strategically leveraging these diverse channels, the project aims to enhance its visibility and impact while fostering strong relationships with its target audience.

#### 4.3.1 FunShield4Med Visual Identity

##### FunShield4Med Logo

The FunShield4Med project logo, is shown in Figure 1. This logo will serve as a unifying visual element, representing the project across all dissemination materials, documents, and communication tools throughout the project's duration. By consistently incorporating the logo in various communication efforts, FunShield4Med aims to strengthen its brand identity and foster recognition among its target audiences.




**Figure 1:** FunShield4Med logo (different versions)

#### 4.3.2. FunShield4Med Templates



**Figure 2:** FunShield4Med presentation template

 <b>FunShield4Med</b>  SHIELDING FOOD SAFETY AND SECURITY BY ENABLING THE FORESIGHT OF FUNGAL SPOILAGE AND MYCOTOXINS THREATS IN THE MEDITERRANEAN REGION UNDER CLIMATE CHANGE CONDITIONS  <b>DX.X - XXXXXXXXXXXXXXXXXXXX</b>  <table border="1"> <tr> <td>DELIVERABLE NUMBER</td> <td>DX.X</td> </tr> <tr> <td>DELIVERABLE TITLE</td> <td>XXXXXXXXXXXXXXXXXX</td> </tr> <tr> <td>RESPONSIBLE AUTHOR</td> <td>Name (Organisation)</td> </tr> </table>	DELIVERABLE NUMBER	DX.X	DELIVERABLE TITLE	XXXXXXXXXXXXXXXXXX	RESPONSIBLE AUTHOR	Name (Organisation)	<b>DOCUMENT DETAILS</b> <table border="1"> <tr> <td>GRANT AGREEMENT No</td> <td>101079173</td> </tr> <tr> <td>PROJECT ACRONYM</td> <td>FunShield4Med</td> </tr> <tr> <td>PROJECT FULL NAME</td> <td>Shielding Food Safety and Security by Enabling the Foresight of Fungal Spoilage and Mycotoxins Threats in the Mediterranean Region Under Climate Change Conditions</td> </tr> <tr> <td>STARTING DATE (DUR.)</td> <td>01/12/2022 (36 months)</td> </tr> <tr> <td>ENDING DATE</td> <td>30/11/2025</td> </tr> <tr> <td>PROJECT WEBSITE</td> <td><a href="http://www.funshield4med.eu/">http://www.funshield4med.eu/</a></td> </tr> <tr> <td>COORDINATOR</td> <td>Pantelis Natskoulis (ELGO-ITAP)</td> </tr> <tr> <td>ADDRESS</td> <td>56-58 Kourtidou Str., Athina, GR11145, Greece</td> </tr> <tr> <td>E-MAIL</td> <td><a href="mailto:p.natskoulis@gmail.com">p.natskoulis@gmail.com</a>; <a href="mailto:p.natskoulis@elgo.gr">p.natskoulis@elgo.gr</a></td> </tr> <tr> <td>PHONE</td> <td>+30 210 2845940; +30 210 2828111</td> </tr> <tr> <td>EU PROJECT OFFICER (PO)</td> <td>Mrs Isabelle De Meeus D'Argenteuil</td> </tr> <tr> <td>E-MAIL</td> <td><a href="mailto:Isabelle.DE-MEEUS-D'ARGENTEUIL@ec.europa.eu">Isabelle.DE-MEEUS-D'ARGENTEUIL@ec.europa.eu</a></td> </tr> <tr> <td>WORKPACKAGE N.   TITLE</td> <td>WPX   XXXXXXXXXXXXXXXXXXXX</td> </tr> <tr> <td>WORKPACKAGE LEADER</td> <td>Name</td> </tr> <tr> <td>DELIVERABLE N.   TITLE</td> <td>DX.X   XXXXXXXXXXXXXXXXXXXX</td> </tr> <tr> <td>RESPONSIBLE AUTHOR</td> <td>Name (Organisation)</td> </tr> <tr> <td>E-MAIL</td> <td>XXXXX</td> </tr> <tr> <td>DOCUMENT URL</td> <td><a href="http://www.funshield4med.eu/">http://www.funshield4med.eu/</a></td> </tr> <tr> <td>DATE OF DELIVERY (CONTRACTUAL)</td> <td>XX Month 20XX (MXX, XXXXX Version)</td> </tr> <tr> <td>DATE OF DELIVERY (SUBMITTED)</td> <td>XX Month 20XX (MXX, XXXXX Version)</td> </tr> <tr> <td>VERSION   STATUS</td> <td>0.1   Draft</td> </tr> <tr> <td>NATURE</td> <td>R (Report)</td> </tr> <tr> <td>DISSEMINATION LEVEL</td> <td>PU (Public)</td> </tr> <tr> <td>AUTHORS (PARTNER)</td> <td>Name (Organisation)</td> </tr> <tr> <td>CONTRIBUTORS</td> <td>Charalambos Proestos (NKUA), Chiara Dall'Asta (UNIPR), Sonia Marin (UdL), Angel Medina (CU), ...</td> </tr> <tr> <td>REVIEWER</td> <td>All partners</td> </tr> </table>	GRANT AGREEMENT No	101079173	PROJECT ACRONYM	FunShield4Med	PROJECT FULL NAME	Shielding Food Safety and Security by Enabling the Foresight of Fungal Spoilage and Mycotoxins Threats in the Mediterranean Region Under Climate Change Conditions	STARTING DATE (DUR.)	01/12/2022 (36 months)	ENDING DATE	30/11/2025	PROJECT WEBSITE	<a href="http://www.funshield4med.eu/">http://www.funshield4med.eu/</a>	COORDINATOR	Pantelis Natskoulis (ELGO-ITAP)	ADDRESS	56-58 Kourtidou Str., Athina, GR11145, Greece	E-MAIL	<a href="mailto:p.natskoulis@gmail.com">p.natskoulis@gmail.com</a> ; <a href="mailto:p.natskoulis@elgo.gr">p.natskoulis@elgo.gr</a>	PHONE	+30 210 2845940; +30 210 2828111	EU PROJECT OFFICER (PO)	Mrs Isabelle De Meeus D'Argenteuil	E-MAIL	<a href="mailto:Isabelle.DE-MEEUS-D'ARGENTEUIL@ec.europa.eu">Isabelle.DE-MEEUS-D'ARGENTEUIL@ec.europa.eu</a>	WORKPACKAGE N.   TITLE	WPX   XXXXXXXXXXXXXXXXXXXX	WORKPACKAGE LEADER	Name	DELIVERABLE N.   TITLE	DX.X   XXXXXXXXXXXXXXXXXXXX	RESPONSIBLE AUTHOR	Name (Organisation)	E-MAIL	XXXXX	DOCUMENT URL	<a href="http://www.funshield4med.eu/">http://www.funshield4med.eu/</a>	DATE OF DELIVERY (CONTRACTUAL)	XX Month 20XX (MXX, XXXXX Version)	DATE OF DELIVERY (SUBMITTED)	XX Month 20XX (MXX, XXXXX Version)	VERSION   STATUS	0.1   Draft	NATURE	R (Report)	DISSEMINATION LEVEL	PU (Public)	AUTHORS (PARTNER)	Name (Organisation)	CONTRIBUTORS	Charalambos Proestos (NKUA), Chiara Dall'Asta (UNIPR), Sonia Marin (UdL), Angel Medina (CU), ...	REVIEWER	All partners
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**Figure 3:** FunShield4Med deliverable template

### 4.3.3. FunShield4Med online presence

#### FunShield4Med website

The FunShield4Med website (<http://funshield4med.eu>) has been developed and launched on 02 April 2023. It serves as the foundation for the comprehensive FunShield4Med project website, focusing on a product-oriented philosophy while also providing information on project's activities.

The FunShield4Med website offers essential information about the project, its main objectives, features, and services. It also showcases partner information and includes a secure intranet section for consortium members to facilitate internal communication and document sharing. The site features a dedicated section for public project deliverables and promotional materials, along with a news section for updates, newsletters, and other relevant publications.

Furthermore, the FunShield4Med News, an integral part of the website, hosts a blog covering various aspects related to Food Safety. Lastly, the FunShield4Med website includes a Privacy Policy and Terms and Conditions, establishing the general rules and policies governing visitors' use of the site. A more detailed presentation of FunShield4Med website is included under the Deliverable 6.1 "Project's Leaflet, Poster & Website" also delivered M6.



**Figure 4:** FunShield4Med’s Website and analytics

#### 4.3.4. FunShield4Med social media

Social networks are crucial in technology adoption, diffusion, and innovation decisions, assisting in transferring knowledge within and among different organisations (research institutes, academia, private sector). Social networks enable sense-making tasks, including a cost-benefit analysis regarding the effort and time associated with technology adoption. A network is defined by individual members (nodes) and the links among them through which information, money, goods, or services flow. Links between nodes are represented by edges, while edge weights represent the frequency of information exchange and its influence.

FunShield4Med is committed to maintaining a strong presence on social media, enabling effective outreach to target audiences, and fostering active interaction with the broader public. To maximize usability and leverage existing social media networks developed by FunShield4Med partners, the project focuses on platforms that partners have been using regularly and successfully for communication and engagement with their customers and stakeholders. The use of social media to discuss issues of Agri-Food field has become popular facilitating networking and knowledge exchange on practices and technologies. This has been further heightened by the COVID-19 pandemic. This increased use of social media is because of the ability to receive and share content, regardless of location and without the limitation of a traditional gatekeeper.

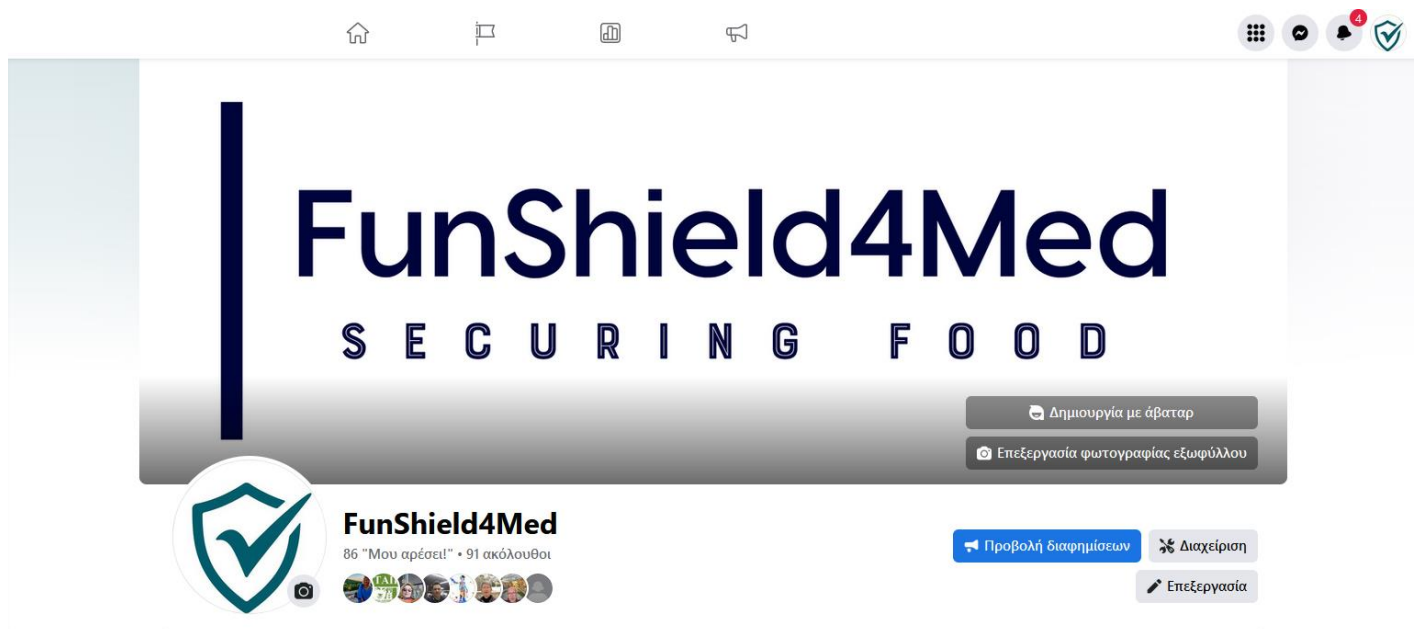
FunShield4Med has established a presence on various social media platforms, including a dedicated Twitter account, a Facebook page, and a project-specific LinkedIn page. These social media channels will help disseminate project updates, news, and relevant content, fostering engagement with target audiences and facilitating conversations around the project and its objectives. Also, it was foreseen, created, and maintained a ResearchGate project page dedicated to our project, a very interesting feature of this research dedicated platform allowing to interact with other projects, while interested profiles could become followers having regular feedback on project’s activities and dissemination. Unfortunately, ResearchGate stopped this feature on 25th of March 2023, narrowing the channels foreseen for FunShield4Med promotion.

Some hashtags, which are being used for the FunShield4Med project, are the following: #funshield4med; #mycotoxins; #nutrition; #foodsecuring; #foodsafety; #climatechange; #research; #horizoneurope; #horizoneu; #WIDERA.

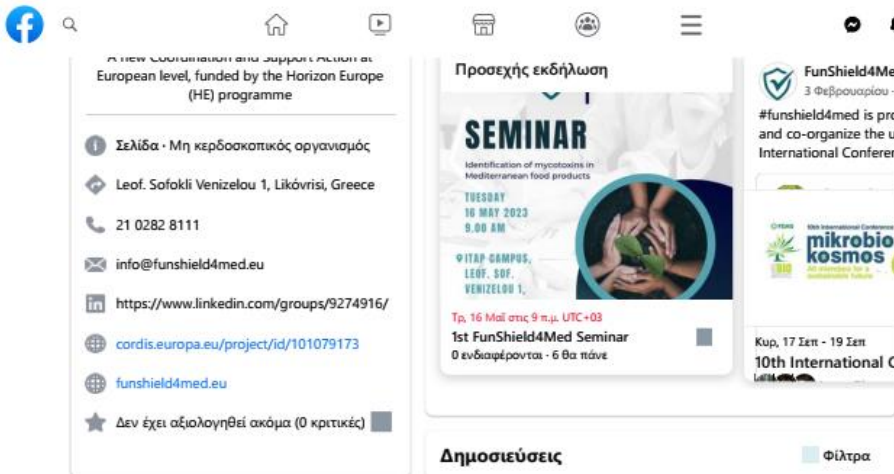
### FunShield4Med Facebook page

The FunShield4Med Facebook page serves as a key communication channel to reach a wider audience and share the project's progress, news, and achievements. This platform enables the project to engage with users, answer questions, and create awareness about the significance of the project and its goals.

The Facebook page will feature regular updates, including photos, videos, and articles, showcasing the project's activities, milestones, and events. Additionally, the page will share relevant content from the scientific community and industry stakeholders, emphasizing the broader context of the project's impact. This interactive platform encourages users to like, share, and comment on the posts, helping to increase visibility and foster a sense of community around the project. By actively maintaining the FunShield4Med Facebook page, the project aims to create a strong online presence, generate interest among potential partners and collaborators, and contribute to a broader public understanding of the importance of computational mycotoxicology and related research.



**Figure 5:** FunShield4Med Facebook profile



Released on 28 December 2022

- 91 followers / 86 likes
- 20 posts
- Posts impact 183 (last 28 days)
- Posts interactions 94 (last 28 days)
- 5 new followers (last 28 days)

**Figure 6:** FunShield4Med Facebook page

### FunShield4Med LinkedIn page

The FunShield4Med LinkedIn page is a strategic communication platform designed to connect with professionals, researchers, and industry stakeholders. By establishing a presence on LinkedIn, the project aims to foster networking opportunities, share the latest scientific findings, and promote collaborations with other organizations and experts in the field.

The FunShield4Med LinkedIn page will regularly share updates on project progress, publications, conference presentations, and other noteworthy events. It will also feature relevant content from industry experts and research institutions to emphasize the broader impact of the project's work. The page will engage with the professional community by participating in discussions, joining relevant groups, and connecting with key influencers and organizations in the field of mycotoxicology and related areas.

The FunShield4Med LinkedIn page is being extensively utilised for networking purposes, enabling the promotion of FunShield4Med amongst a broad community of professionals in several levels (academia, private sector). By actively maintaining the FunShield4Med LinkedIn page, the project aims to strengthen its professional network, enhance its visibility within the scientific and industrial communities, and contribute to the overall growth and development of the field. Additionally, this platform will serve as an essential tool for attracting potential partners, researchers, and other stakeholders who may be interested in collaborating or engaging with the project.





#### 4.4. Dissemination Events

The dissemination Events planned until now taking place in Greece, Spain, Italy and Scotland. Outputs (evidence from research, country review etc.) from the FunShield4Med programme were used as background resource material to inform the meetings as well as other national and international resources materials (research, policy papers etc.) where available.

FunShield4Med partners are going to self-organized several dissemination events. These includes Open days, meetings, workshops, and other training and scientific events. The consortium’s main scope is to organize special activities such as workshops and meetings in the context of highly visible scientific conferences which takes place on annual or biannual basis, as well as targeting in specific groups. Other activities like seminars or summer schools, are mainly taking place to the coordinator’s premises or nearby to facilitate participation of ELGO-ITAP personnel.

Agri-Food Industry, private companies as well as companies that have economic activity around agriculture and environmental technologies are significant players at the phase of taking advantage of FunShield4Med outputs. Target groups such as large industry, Startups, are interested in employing open based FunShield4Med platform and give feedback of new specific applications and activities for other similar groups. Hence, FunShield4Med could develop added-value commercial services for farmers as well as inspire new ideas and services.

Regarding, Researchers and Academia which are constituted by Individuals engaged in research projects and/or working in research centres and Universities or conducting core or application research. It is significant to attract those target groups that seek leading edge knowledge and technologies. Therefore, it is important to inspire them for future research initiatives based on the project’s concept and results, and mutual learning and exchange of experience.

**Table 3:** Past and forthcoming (for 2023) FunShield4Med events

Date And Time	Location	Event	Description
<b>Past (until M6) events</b>			
13 December 2023	NKUA Campus, Athens, Greece	Kick-Off meeting	The starting point of our journey, our KO meeting. All partners had the chance to meet, present their teams and plans, and discuss on FunShield4Med organization and implementation plan.
21 February 2023	Virtual Call	1st Executive Board Meeting	The first consortium meeting on FunShield4Med implementation planning
28 April 2023	ITAP Campus, Athens, Greece	Open day 1	A group of high school students visited ITAP premises, winery, and vineyard. Public and students was informed on Mycotoxins and Food Safety issues



			among others (History of the Institute, Activities etc.)
3-5 May 2023	Aberdeen, Scotland	IAFP European Symposium 2023	ITAP participated with a poster on FunShield4Med overview and promotion actions took place (project's leaflet distribution, meetings with colleagues and interested parties).
16 May 2023	ITAP Campus, Greece	Seminar 1	The lectures concerned on the identification of several forms and EFSA methodology on mycotoxins surveillance. Seminar had 40 attendees, with more than half being ESRs.
<b>Forthcoming (within 2023) events</b>			
3-7 July, 2023	UNIPR Campus, Parma, Italy	Summer School 1	Summer School 1 will concern novel analytical protocols, mitigation, and prevention strategies, alternative and state of the art analytical approaches, management skills for ECSs and ESRs to enable establishment of spin-off companies.
3-4 July, 2023	UNIPR Campus, Parma, Italy	Workshop 1	Workshop 1 will concern analytical and computational methods, use of chemometric and multivariate pattern recognition techniques on large data sets.
4 July, 2023	UNIPR Campus, Parma, Italy	2 <sup>nd</sup> Executive Board meeting	The second consortium meeting on FunShield4Med implementation planning
21 July 2023	ITAP Campus, Athens, Greece	Seminar 2	Seminar 2 will be on sampling methods for Mycotoxins controls, EU regulation on official methods for sampling
17-19 September, 2023	Divani Palace, Larissa, Greece	Mikrobiokosmos 10 <sup>th</sup> International Conference	Hellenic Scientific Society MIKROBIOKOSMOS and FunShield4Med are co-organizing the 10th International Conference of MIKROBIOKOSMOS "All microbes for a sustainable future".





23-24 2023	November,	NKUA Campus, Athens, Greece	Workshop 2	Workshop 2 program will include modelling principles and their application for the development of quantitative mycological and mycotoxin risk assessments, Quantitative mycological exposure assessment (QMEA) for fungal and (modified) mycotoxin contaminants of National interest using food production and usage data.
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#### 4.5. Scientific publications

At the time a research report on certain tasks have been completed, the consortium members firstly will decide whether the results should be protected by establishing an intellectual property right agreement. For results that are scientifically important, manuscripts will be submitted in scientific journals. Concerning publication, the FunShield4Fun project will encourage preparing of joint manuscripts, as in that way, collaboration will be realized to the largest extent. Moreover, short period of scientific visits among partners are also foreseen, to induce this development and enhance the training of ESRs. During the project, several postgraduate and undergraduate students as well as postdocs and doctoral candidates will receive an advanced training through seminars and trainings. Therefore, the knowledge which will be gained through the project will be incorporated in several programmes of the partner institutions, providing further ground for collaborative publications.

The FunShield4Fun partners will submit their manuscripts on the potential following scientific peer-reviewed Journals.

**Table 4:** Scientific Journals for submitting manuscripts.

Journal	Publisher	Impact factor
Biotechnology And Applied Biochemistry	WILEY	2.4
Food And Chemical Toxicology	ELSEVIER	4.6
Food Chemistry	ELSEVIER	9.3
Food Microbiology	ELSEVIER	6.3
International Journal Of Food Science And Technology	JOHN WILEY & SONS	3.6
International Journal Of Food Microbiology	ELSEVIER & International Union of Microbiological Societies	5.9
Journal Of Applied Microbiology	Wiley-Blackwell	4.0
Journal Of Food Microbiology And Hygiene	SCIENCE DIRECT	5.9

European Journal Of Nutrition	Springer Science + Business Media	4.6
Foods	MDPI	5.5
Toxins	MDPI	5.0
Agriculture	MDPI	3.4
World Mycotoxins Journal	Wageningen Academic Publishers	2.7

Public dissemination of the FunShield4Med project outcomes could take place not only through publication in high quality peer-reviewed scientific journals, as well as through specialized national magazines.

**Table 5:** National magazines for submitting press releases and project's news.

Name of the magazine	Country
Γεωργία και Κτηνοτροφία (Agriculture and Livestock)	Greece
Οινολογία (Enology)	Greece
Οιολόγος (Enologist)	Greece
ΔΗΜΗΤΡΑ (DIMITRA)	Greece

#### 4.6. Connecting FunShield4Med DEC with private sector

The mycotoxin related academia field is a rapidly growing one, containing great opportunities for the European Agri-Food sector. In the '90s and '00s, numerous private industries had been created all-around the globe and contributed to intense competition which subsequently drove R&D and quality.

Due to global warming, countries which were notorious of being “mycotoxin-free”, have seen a small but alarming increase in contamination of domestically produced grains. The intensification of the phenomenon will literally create a global market and consolidate mycotoxins as a parameter which must be tested equivalently to Salmonella and Listeria. As science progresses, more will be discovered, and mycotoxins will eventually become the main food safety concern. Global population will increase further, which translates into increased need for Agri-Food products in general. This means increased awareness in products that potential could be contaminated by different mycotoxins.

DEC is playing a significant part in this procedure, defining the beginning of each dissemination and early engagement action, guaranteeing facts pass from communication to association. The DEC approach begins, by raising mindfulness, connecting, and enhancing the Agri-Food information and innovations focusing on producing support and awareness. The main objective throughout the current project is to communicate and spread the outcome, to develop the scope, and increase the range of the project. Moreover, it is significant firstly to attract and secondly make the new entry persons (from academia, private sector, startup etc.) involve actively to improve the project outcomes, as well as encourage new entry persons to be recruited easily after the end of the project.

DEC will assist FunShield4Med to become more visible in the world through continual relationship with targeted groups.

## **5. Monitoring and Evaluation of DEC activities**

To ensure successful implementation of the DEC activities, a systematic monitoring process will be conducted throughout the project. Regular monitoring will help identify possible risks, deviations from objectives, while performance indicators will allow the timely planning of corrective actions. This approach will improve the overall performance of the activities and enable more efficient evaluation. An online form has been created for reporting all DEC activities partners perform. The form is available to all partners via the Intranet section of the project website, and all reported activities will be stored in the project's document repository (Google Drive).

## **6. Roles and Responsibilities**

The successful implementation of the DEC Plan requires a well-structured distribution of roles and responsibilities among consortium partners. The engagement all partner to DEC activities ensures the efficient execution of the DEC Plan. Each consortium partner will also be responsible for contributing to the project's overall DEC efforts, such as sharing news and updates through their channels, promoting project events, and engaging with relevant stakeholders. By clearly defining roles and responsibilities, especially under Tasks 1.1 & 1.2 of WP1 Project Management & DEC Plan, and Tasks 6.1, 6.2 & 6.3 under WP6 DEC, with the assigned Tasks Leaders and WP Leaders roles, the project team can ensure a responsibly coordinated and effective approach to implementing the DEC Plan.

## **7. Conclusion**

This current document represents the public Deliverable “Dissemination, Exploitation and Communication Plan” for FunShield4Med project, and it summarizes the followed tactic for disseminating the project results and the activities planned to give a high-level visibility to the project. Prior to any dissemination activity (publication, presentation etc.) strict rules of prior notice to all partners are applied, according to EC guidelines and Consortium Agreement, with prior notices of any planned public activity provided to the rest of the consortium members at least 45 calendar days before the publication. WP Leaders and Executive Board are following the approval processes and are acting as an internal executive approval body for any dissemination action organized by different partner.

A file was prepared to document/inform partner’s contribution to dissemination and guidelines for the dissemination of the project contents, with reference to the EC Open Access policy. List of main journals, conference, summer schools, and scientific meetings have been acknowledged by partners. Each partner is free to choose any national or international event or conference, which may be interesting for showing results from the FunShield4Med project. In DEC Plan the corresponding dissemination actions are targeting the audience through the website, brochures, multimedia, and social media. Moreover, scientific publications, publications in technical journals and participation to conferences are addressed to the scientific community; workshops, events, press releases and newsletters are addressed to community, industry, policy makers and media, etc.



Finally, the present deliverable will be continuously updated throughout the project's implementation, to reach its final form as the Deliverable 6.3 "Final DEC plan".



**FunShield4Med**  
SECURING FOOD



Funded by  
the European Union



# FunShield4Med

**SHIELDING FOOD SAFETY AND SECURITY BY ENABLING THE FORESIGHT OF  
FUNGAL SPOILAGE AND MYCOTOXINS THREATS IN THE MEDITERRANEAN REGION  
UNDER CLIMATE CHANGE CONDITIONS**

## **D1.2 - Dissemination, Exploitation and Communication Plan**



Funded by  
the European Union

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No 101079173