



# MUSSELPRO

Grant agreement number. 863681

## D6.1 Dissemination and Communication Plan

Project Information	
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**Author(s):** TEINCO: Jose Luis Meniño, David Brunet, Alejandra Moreira; JEALSA: Salvador Duran, German Mosquera, Juan Jose Dieste

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## Executive summary

Deliverable 6.1 is the Dissemination and Communication Plan that belongs to the Work Package 6 “Dissemination and Communication activities”. The scope of this document is to present the Dissemination and Communication Plan that will be implemented in the MUSSELPRO project and it covers all the activities that will be performed in the WP6 and their tasks are:

- Task 6.1- Dissemination and communication plan.
- Task 6.2 - Dissemination and communication materials.
- Task 6.3 - Participation at specialised events and promotional activities.

# 1 Objectives & scope of the document

This document describes the project's Dissemination and Communication Plan, the Deliverable 6.1 of the Work Package 6 "Dissemination and Communication activities" of the MUSSELPRO Project (WP5). TEINCO, the Work Package 6' leader, oversees the definition of this plan and the coordination of the different actions involved.

The Deliverable 6.1 is closely related to the next Deliverables of the Work Package 6:

- D6.2: Project website with information about the project outcomes and the system (M6)
- D6.3: Video promoting the system (M36)

## 1.1 The MUSSELPRO' Consortium

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The consortium of MUSSELPRO is formed by TEINCO (Tecnología Alimentaria) the project coordinator, and JEALSA (project beneficiary). TEINCO will provide industrial innovation expertise focused on thermal processes in canning industry mainly specialised in designing, manufacturing and market advanced equipment for the food processing industry and 4.0 technologies. TEINCO will be responsible of the know-how of MUSSELPRO system. JEALSA, is the top manufacturer of canned seafood and fish in Spain and second in Europe with more than 4000 employees globally. Currently JEALSA is processing 130.000 annual tonnes of canned seafood and fish in the factory placed in Boiro (Galicia). JEALSA will be the technology validator providing, through several tests at its premises, crucial feedback for the MUSSELPRO optimisation, the fine tuning and demonstration of the system.

## 1.2 Brief presentation of the Work Package 6 Tasks

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The Dissemination and Communication Plan covers all the activities to be performed along the implementation of the WP6. That is, the Dissemination & Communication Plan (from here onwards, the D&C Plan) will cover the three tasks that make the WP6:

### 1.2.1 Task 6.1- Dissemination and communication plan.

Task 6.1's main objectives are:

- To build a project-related community that includes all relevant stakeholders and encourage long-term relations with potential users.
- Establish an easily recognizable project identity
- Raise awareness of MUSSELPRO at national and international level.
- To inform about project results and main outcomes and in such way to raise interest of potential key stakeholders.

### 1.2.2 Task 6.2 - Dissemination and communication materials.

Dissemination & Communication materials include: the project website (D6.2, M6), a promotional video (D6.1, M36), newsletters, press releases, posters, roll ups, leaflets... and any other printed or online promotion material that is deemed necessary.

### 1.2.3 Task 6.3 - Participation at specialised events and promotional activities.

This task describes all activities that are related to the participation at specialised events and promotional activities such as trade fairs related to the canning industry and the advanced food processing equipment sectors.

## 1.3 Scope of the document

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The Dissemination and Communication Plan is the core document outlining the project's dissemination and communication activities. This plan is fundamental for a good coordination of all initiatives, defining the correct content of the messages, which should be adapted to each of the targeted audiences, getting the required D&C impact and effectively communicating the project results. Effective communication will encourage interested stakeholders to actively participate in the project and enhance the visibility of its results.

This Dissemination and Communication Plan aims to:

- Outline the main objectives of the dissemination and communication actions to be implemented along the 36 months of the project
- Identify and describe the different groups of target audiences.
- Define the tools and channels to be used, the message and the activities required to reach each targeted audience (s).
- Effectively achieving and communicating the project's expected impacts.

## 1.4 General objectives of the D&C Plan

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The D&C Plan has the following objectives:

1. To promote the MUSSELPRO project and make it known by the general public and relevant stakeholders within the sea canning industry sector.
2. To attract the interest of potential users for the project results and impacts, including opening potential business opportunities.
3. To disseminate the project's results to a wider public.
4. To promote collaboration and dialogue between the consortium partners, in order to increase the impact of the project and communicate it harmonically.

## 2 Communication protocols

Due to the diverse nature of the MUSSELPRO project community, different communication activities and channels, both electronic/online and face-to-face, will be utilised. Communication will happen at four distinct levels:

### 2.1 Internal communication

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Internal communication will take place between partners. Internal communication protocols include:

- Consortium face-to-face meetings: Ordinary meetings and Extraordinary meetings if needed.

- Email, phone calls and video calls.

## 2.2 External communication

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External communication covers communication actions with:

- Key stakeholders actively involved with the project and potential users
- General public, scientific community, decision, policymakers and external business professionals.
- Specific communication activities towards the EU Commission Services, e.g. email and phone calls with project officer, regular reports, deliverables, etc.

## 3 Target audiences and messages

### 3.1 General messages of the MUSSELPRO PROJECT

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**MUSSELPRO** system is an innovative technology-based solution that optimises and controls the conditions of mussel cooking and sterilisation, adjusting the processing times and temperature levels to the characteristics of each batch of mussels to be processed.

MUSSELPRO addresses the canning industry needs:

- **Energy consumption:** through minimisation of processing times and of processing inefficiencies at the stage of cooking and sterilisation, allowing for better processing efficiency and profitability.
- **Final product quality:** through lessening the negative impact of processing on the product.

MUSSELPRO system increases efficiency and product quality:

- Supports the transition of the EU seafood canning sector; introduces advanced technology to improve competitiveness.
- Supports EU coastal economies and job creation due to 20% higher production output thanks to the use of the new technology.
- Promotes environmentally friendly solutions: energy and water consumption reduction, less Green House Gas emissions.

### 3.2 Target audiences

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Stakeholder mapping is an essential and basic step complementing the Dissemination and Communication activities of the MUSSELPRO project.

TEINCO and JEALSA already count with an established network of relevant contacts. Main identified stakeholders for the MUSSELPRO project are:

#### 3.2.1 Seafood processing industry

Fish and seafood processing industry is an important element of the EU economy and the **main economic activity and development driver of the coastal communities**. This EU processing sector provides about 124,000 jobs, hosting 3,600 enterprises (57% being microenterprises with less than 10 employees) and producing a total income of €30.3 billion annually. Furthermore,

this sector has an important gender dimension in the EU and plays a significant role in female employment in the coastal areas since about 45% of employees are women<sup>1</sup>. Thus, the Seafood processing industry is the main beneficiary of the MUSSELPRO project.

The industry demands:

- Information on GHG emissions & new systems implemented.
- Information on how to be able to use renewable energies.
- Information on the time of preparation of the final products with new technology.
- Information on reducing energy consumption.

The project will show the alternative of a more efficient and appropriate way to industries providing the ability to be respectful of their surroundings while making the process more profitable for industries (less energy consumption and more economic return). By reducing its GHG emissions, they reduce their carbon footprint and thus have a greater ecological value product. This reduction in carbon footprint can be an additional value to differentiate themselves from competitors.

Considering all the benefits that MUSSELPRO may bring to this key interest group, we expect to attract their interest and to open business opportunities.

**Message and UTOPIA for the Canning Industry:** MUSSELPRO brings a new, more optimized processing system with lower energy and water consumption. It is possible to increase in the quality of the final product without exponentially increasing the costs.

### 3.2.1.1 Other industries that can benefit from the MUSSELPRO project

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In addition to the seafood processing industry, there are other industries that require thermal energy in their processes. Some food industries for example, have similar processes to those of the Seafood processing industry and therefore the project will target these other sectors as well.

TEINCO has already clients among the beef and canned vegetables companies.

**Message and UTOPIA for the other industries:** MUSSELPRO brings a new, more optimized processing system with lower energy and water consumption that can be easily imported into their industrial processes.

### 3.2.2 General public: communities, civil society networks

The general public is a direct beneficiary of the project MUSSELPRO: a reduction in energy consumption by the industry will benefit the environment, which is a general concern of the society:

- Society is demanding information on GHG emissions.
- Society is demanding information on actions taken by the EU.
- Society is demanding information on consumptions of industries.

- Society is demanding information about the quality of the final product.

By disseminating and informing the general society, we expect to raise awareness of the importance of different environmental problems in relation to industrial process and how the society well informed can steer changes in the industry if they demand products that are respectful to the environment.

**Message and UTOPIA for the General Public:** MUSSELPRO supports a more environmentally friendly seafood processing industry with a wide range of end products with lower GHG emissions.

### 3.2.3 Policy makers: government of Spain and EU

One of the main objectives of the project respond to the “2020 climate & energy package” plan of the EU in relation to the 20% cut on GHG emissions, 20% of EU Energy from renewables and 20% of improvement in Energy efficiency. Therefore MUSSELPRO’ outcomes will contribute to national and European strategic priorities.

**Message and UTOPIA for the policy makers:** MUSSELPRO supports efficient and environmentally friendly solutions that follow current EU policies.

### 3.2.4 Academia: academics and researchers

Research actors (both private and public) create knowledge and induce innovation in the industry. For that reason, the academia will also be a target of the MUSSELPRO project. Experts, academics and researchers will be informed about project outcomes and the environmental concerns of industry and the EU.

**Message and UTOPIA for the academy:** MUSSELPRO supports research on efficient, innovative and environmentally friendly solutions for the industry.

## 4 Actions and communication channels

The Dissemination & Communication actions will use both Online and Offline channels.

### 4.1 Online channels

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#### 4.1.1 The Project website

Webpage address: [www.musselpro.com](http://www.musselpro.com) (Deliverable D6.2).

The project website was launched at the end of M6 in English and it will be translated in the future to Spanish. The webpage will be active during the project execution and it will be maintained for at least five years after the end of the project.

##### 4.1.1.1 General structure of the webpage

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- Homepage: general information about the Project.



- Project partners page.
- Research activities and results page.
- Dissemination materials page. Public documents will be accessible in the project website through this page. This includes may include project deliverables, newsletters or press releases.
- News page.
- Contact page.
- Subsite for national scientific communities and the general public.

The web will be updated as the project starts producing new results and outcomes.

#### 4.1.1.2 Notes on the webpage content

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The website will have information explaining the problem of the energy and water consumption linked to the industry processes and how they affect the environment and the contribution that this technology can bring to alleviate the situation.

#### 4.1.2 A promotional video

MUSSELPRO will produce a promotional video by M36 (Deliverable 6.3) of the project to show the Demo Unit and to explain the project main outcomes, results and benefits.

#### 4.1.3 Newsletters

TEINCO will write newsletters periodically (approximately, one every six months) to keep all relevant stakeholders informed of the project activity and results.

#### 4.1.4 Social media (LinkedIn / Facebook)

Use of social media contributes to establishing and maintaining public engagement with the project. TEINCO and JEALSA will manage the Facebook and the LinkedIn accounts of the project. Furthermore, an effort will be made to disseminate information about MUSSELPRO on other social media sites such as Research Gate.

## 4.2 Offline channels

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### 4.2.1 Trade shows & Fairs

MUSSELPRO aims to attend to EXPOPECA 2020. Held in Ecuador every two years, EXPOPECA is the largest and most acknowledged trade fair in Latin America on advanced equipment and solutions for the fish processing industry. Thus, it is of key strategical importance to assist to this fair in order to make MUSSELPRO known in this highly interesting market.

Due to Covid-19 Pandemic, EXPOPECA has changed de date of the 2020 event and the new date is expected to take place in November. If the COVID19 situation allows for it, MUSSELPRO will attend the event.

Besides this important event, we expect to attend as well other **trade fairs** of great interest for the promotion of MUSSELPRO:

- **Summer Fancy Food Show (US):** the largest specialty food industry event in North America, and the premier showcase for industry innovation.
- **Feed your Future (US):** annual event that brings together food professionals from around the world (technology, equipment, research and design...)
- **Process Expo (US):** trade show dedicated to bringing the latest technology and integrated solutions of the food and beverage processing sectors.
- **Seafood Processing Global (Belgium):** trade fair for seafood processing equipment, services, packaging and logistics, coupled with Seafood Expo Global.
- **CONXEMAR (Spain):** trade fair for the fish and seafood processing. Main targeted stakeholders: processing enterprises, distributors, machinery manufacturers, exporters etc.
- **Alimentaria FoodTech (Spain):** trade show for the latest food industry technology and advanced machinery.

#### 4.2.2 Project workshops and conferences

To involve stakeholders more actively in discussion on the theory and methodology development and applications of the MUSSELPRO technology, the MUSSELPRO Consortium will organise a series of 3 workshops and conferences along the project. The initial calendar for these workshops is:

##### 4.2.2.1 2020 fourth quarter Workshop/Conference

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MUSSELPRO and its goals will be presented to the key audiences identified by this D&C plan. Some of the topics that the first workshop will cover are: (1) the problem of GHG emissions by the industrial processes and the solutions to reduce these emissions; (2) A brief introduction on the technology by induction.

The date of this conference will depend on the Covid-19 situation.

##### 4.2.2.2 2021 fourth quarter Workshop/Conference

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MUSSELPRO will present the progress made in the project and the preliminary results of the study on the different thermal processes and the first conclusions on the design of new systems.

##### 4.2.2.3 2022 second quarter Workshop/Conference

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The results of the project will be presented in this event, which will mainly cover the thermal systems designed and developed during the project execution:

- Comparison of energy and water consumption from existing systems and new systems.
- Comparison between the new product and the traditional (state of the art)
- The results and conclusions of the project will be presented.

The content of the conference will be published on the website of the project.

## 4.3 Mixed channels

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Mixed channels cover actions that can both take place at an online or an offline level.

### 4.3.1 Press releases:

Regular press releases will be issued, coinciding with important events and project milestones. Press releases will be published in English and Spanish.

### 4.3.2 D&C Materials:

The MUSSELPRO project Dissemination materials include brochures, leaflets, roll ups, posters and any other visual printed material that project requires throughout its execution. The content of the materials will be in English and will be tailored according their specific size, structure and target audience.

As a baseline, all dissemination materials will always include:

- Name, slogan and logo of the project.
- Project duration (Start and end date)
- **GA Number**
- **EU Funding mention and corresponding logo. (KEY)**
- Name and location of the project coordinator and that of the project partners.
- Contact information: project coordinator and communication partner.
- Project main goals and messages.

All dissemination materials will be available in printed and online versions (in the Dissemination Materials page of the webpage).

#### 4.3.2.1 Other relevant Dissemination materials

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**Project summary document:** a summary document of the project including the key results will be published in English.

**Promotional stand for MUSSELPRO** to be used by our team at the different fairs. (Image to the right)



Picture 1: MUSSELPRO promotional Stand

### 4.3.3 Publications and articles

MUSSELPRO will produce articles targeted at the target audiences identified in this D&C plan. The content of publications, articles will be defined by the project partners, which includes the type of information and publication to be used to address the scientific community, the industry (for example, Specialist magazines publications), the policy makers or the general public.

#### 4.4 Specific targets for the Communication actions: measuring results

Online channels	Target audience	Target description	Target number
Webpage	All audiences	Web active since M6 of the project. Content updated	100 visits monthly
Project video	All audiences	Production of a promotional video	1 video
Newsletters	Industry, academia, policy makers	Periodic newsletters with relevant news and updates of the project	Twice a year
Social media Facebook	General audiences	Engagement with the general audiences and its concerns. Production of visual attractive content tailored to the platform.	50 followers
Social media LinkedIn	Industry, academia, policy makers	Engagement with the Industry, academia, policy makers and its concerns. Production of visual attractive content tailored to the platform.	200 followers
Offline channels	Target audience	Target description	Target number
Trade shows & Fairs	Industry	Participation in relevant trade shows. For example: EXPOPECA , Summer Fancy Food Show (US), Feed your Future (US), Process Expo (US), Seafood Processing Global (Belgium), CONXEMAR (Spain) and Alimentaria FoodTech (Spain).	10
Project workshops and conferences	Industry, academia, policy makers	Workshops and conferences organised by MUSSELPRO. These events will help disseminate the project and its results	3
Mixed channels	Target audience	Target description	Target number
Press Releases	All audiences	MUSSELPRO will publish press releases to inform of the progress and milestones of the project	3 press releases
D&C Materials	All audiences	D&C materials included tailored designs for: Leaflets, Posters, Roll ups, the Project summary document and the Promotional Stand	5 different materials designed
Publications and articles	Industry, academia, policy makers	Publications in relevant webpages, specialised magazines, newspapers...	5 publications made

## 5 Partners' obligations regarding Communication

### 5.1 Data management

MUSSELEPRO will create a Commission to take care of the data management of the project. This Commission will also decide which documents will be made public and private to avoid the dissemination of any potential confidential information.

MUSSELEPRO's data protection policy will ensure that any personal data is treated according to the EU General Data Protection Regulation (GDPR).

### 5.2 Visibility of funding

According to the Article 22 of the Grant Agreement of the MUSSELEPRO Project:

*Unless the Agency requests or agrees otherwise, any communication activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the grant must: (1) display the EU emblem and (2) include the following text:*



Co-funded by the European  
Maritime and Fisheries Fund

**The MUSSELEPRO projects (GA 863681) counts “with the contribution of the European Maritime and Fisheries Fund of the European Union”**

EU logos files (.eps, .pdf, .jpg) and details on how to acknowledge EU funding can be found at: <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-energy/beneficiaries-info-point/publicity-guidelines-logos>

### 5.3 MUSSELEPRO' Visual identity

An easily recognisable (visual) identity of the project MUSSELEPRO is essential to achieve best communication results. It is of high importance to use these visual tools coherently.

#### 5.3.1 Project logo, fonts and colours



### 5.4 Templates

MUSSELEPRO will produce templates for the project newsletter, press releases, scientific conference presentations, policy briefs, papers, presentations... in order to unify the aspect in which our communications are released.

# ANNEXES

## Measuring results

MUSSELPRO will use the table of the point 4.4 to measure numerically the progress and impact of the communication of the project. Target numbers will be reviewed every 3 months to assess future communication actions.

Online channels	Target number	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36
Webpage	100 visits monthly											
Project video	1 video											
Newsletters	1 every 6 months											
Social media Facebook	50 followers											
Social media LinkedIn	200 followers											
Offline channels	Target number	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36
Trade shows & Fairs	10											
Project workshops and conferences	3											
Mixed channels	Target number	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36
Press Releases	3											
D&C Materials	5 different materials designed											
Publications and articles	5											

## Dissemination & Communication Activities Implemented by Month 6

### IFTPS Conference-Institute for Thermal Processing Specialist

In November 2019, staff of TEINCO went to IFTPS Conference, an interesting hub and network for Thermal Processing Specialists held in Sevilla (Spain), where TEINCO had the opportunity to present and to explain the MUSSELPRO project and its main objectives among key stakeholders within the sector.

This event counted with the participation of leading experts in thermal processes in the food sector as well as with relevant stakeholders from the food industry. It was also an opportunity for the team to get feedback from key specialists from the food industry on our project and technology.

MUSSELPRO team participating in IFTPS Conference o Thermal Processing

- <https://www.iftps.org/7th-european-conference/>
- <https://www.iftps.org/about-us/>



### Project website

The project website was launched on M6 of the project in English according to schedule (D6.2): [www.musselpro.com](http://www.musselpro.com)

