

Dessimation plan for FoodQA Project



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Overview

The objective of this document is to outline the dissemination activities of the FoodQA project and specify the internal mechanisms to ensure successful implementation of concrete dissemination actions.

The dissemination strategy is proposed by the HTWK - Leipzig, the leader of the dissemination work package, who will be responsible for the monitoring of the partial action plans. Co-leaders of dissemination work package are JUST, CRE.THI.DEV.

The contribution of all other FoodQA partners in dissemination will be to develop specific and local dissemination plans according to the strategy described in the dissemination strategy, and the correct implementation of these actions.

Aims

1. To ensure internal communication during the implementation of FoodDQA inside each partner institution and between them in order to foster the spread of information on activities, described by the project.
2. Make the project visible externally, beyond consortium members, including all phases of its development and results.
3. Find new ways to sustain project findings and outputs, search for further funding and stakeholders support.

Target Groups and Stakeholders

FOODQA shall be disseminated to **4 strategic target groups**, all of them will benefit from the results and outcomes of this project:

1. Staff/ Researchers: better comprehension of all industrial constraints.
2. Students/ Trainees: stimulation of entrepreneurship spirit, foster innovation and improve entrepreneurial skills.
3. Food companies (especially SMEs) and entrepreneurs: training staff on specific and up-to-date subjects.
4. Policy and legislative makers, being informed through press releases and dissemination seminars, consulted through thematic meetings, participating in town meetings, drawing up memoranda of understanding.

Dissemination Channels and Tools (Dissemination Actions)

The target groups will be reached during the project implementation and after its finish through many channels, including:

- The shared web-platform developed to sustain the project will be maintained by the Coordinator and other partners after project life. Its use will be extended notably through the existing centres and network to other European HEIs and stakeholders of food industry. All the FoodQA project partners will allow presenting the principle and functionalities of the project at local, national and international level.
- The database which will be built through the project will form a network implemented by the national federations and should facilitate the diffusion of the project, current initiatives and the success stories.
- The communication and dissemination tools developed during the project will be updated by PC after FoodQA.
- National federations and governmental bodies in all partner countries will spread Newsletters to across the participant countries represented in the project. Moreover, the network of Jordanian food SMEs, will allow further spreading of information within the Jordan and regional area (MENA).
- A forum composed of Universities, governmental bodies and industrial SMEs will be initiated during and after the project has finished. The forum will aim to share experiences, up-to-date legislation, cases in EU and other partner countries. The Coordinator and/or the participating national food federations will continue to attend annual University- Business Forums after FoodQA project to further develop the influence of this innovative educational model.
- Moreover, participation at an international conference, which aims to improve educational expertise and reflection on Higher Education between stakeholders, will further allow interactions with all other countries.
- The consultation with policy makers will allow, during and at the end of the project, to maximize mainstreaming and integration of project results into national and regional policy frameworks (for instance, piloting innovative pre-commercial procurement procedures).

Lessons learnt from past experience suggest that participatory events such as the town meetings, tailored to Mediterranean areas and already tested successfully in Jordan,

represent a valuable arena to embed ideas in the planning process and enhance processes of cross-cultural exchange, mutual learning and joint decision-making that will extend beyond the project from which they started.

The project dissemination plan includes the following actions:

1. Definition of the web portal.

This web portal will serve as an instrument to communicate between Academia and Industry, and a tool that used by the Industry for search relevant information for development and training purposes.

The web portal must provide users with links, such as: link to RASFF (Rapid Alert System for Food and Feed) and TRACES, links to Codex Alimentarius, links to national and European Food Safety Agencies, links to EU Legislation, links to scientific and technical publications. It should include list of technical documents related to food safety per topic (e.g. labelling, additives, materials in contacts with foods, GMO's, contaminants), per food industrial sector (Meat, Dairy, Fish, Cereals, Beverages, Water, Fruits and Vegetables, vegetable oils) and list of technical documents related to food quality and quality management systems (e.g. quality standards, total quality management, quality management tools).

The web portal should include information concerning EU legislation on food safety, structured by food sector and by topic:

- General food laws (food hygiene, traceability)
- Labelling and Nutrition (food labelling, health and nutrition claims, nutrition labelling, food supplements, addition of vitamins and minerals, dietetic foods, food for infants and young

children, food for weight reduction, food for special medical purposes, food for sports, food for diabetics).

3. Chemical safety (additives, flavorings, contaminants, pesticide residues, food contact materials, hormones in meat, fraudulent practices).

4. Biological safety (food hygiene, BSE/Scrapie, animal by-products: food-borne diseases, microbiological criteria and irradiation).

5. Genetically modified food and feed (labelling, traceability).

6. Controls (food control, feed control).

7. Animal nutrition (labelling of feed materials, feed hygiene, feed additives, undesirable substances, sampling and analysis methods).

2. Development/validation of the architecture of the web-portal.

The web portal architecture should be based on detailed structure and content determined above. Project partner JUST will design the architecture of the web-portal. Before starting web-portal, development JUST should convert the functional requirements into technical requirements. The architecture has to be approved by all project partners before the web-portal development start. Partners should discuss the selection of e-learning platform.

3. Development and validation of the web-portal.

This activity will be coordinated by the HTWK - Leipzig. This partner has specific competences and experience in the development of web-portal. UJ, BAU and MU will be involved in the validation process of the web-portal and will make the regular follow up with JFDA and JUST during the web-portal development. The Academia - Industry Councils will be requested to provide their comments and to support the validation of the web-portal.

4. Gathering information.

The partner UJ based on its previous experience in this field will coordinate this activity. The objective is, in articulation to the Partner Countries universities, to identify relevant information and sources of information that would be of interest for web-portal users. This action will contribute in development of information service, provided to companies. The information service is one of the pillars of FoodQA centers sustainability. This service would include regular services (food legislation search) or specific data search on request of the client.

5. Project newsletter.

Using newsletters to keep the project stakeholders notified helps to make the project successful. Everyone stays informed when project team published timely information about critical project details. Using newsletter about important project milestones and checkpoints involves choosing a publishing tool, selecting a template, defining objectives and designing

and developing content for each issue. By celebrating success, providing updates and announcing new features, a newsletter serves as an effective communication mechanism for project managers to use when sharing information with stakeholders

It is necessary to publish statistics, impacted by project work. For example, for a web development project, publish site usage, customer feedback and other usage data to show that stakeholder requirements are met by the current project. Interpret any trends so

the entire project team, as well as sponsors and stakeholders, can make decisions based on spikes or dips in usage.

Include training information, such as tips on how to use new features of the project's deliverables. Stakeholders can use this information to perform quality control or assurance testing. Include a summary paragraph with contact information specified so the stakeholders can get more details if required.

6. Definition of the Academia-Industry Council.

In order to support the development of the FoodQA centers project team will establish Academia-Industry Council. One Council will be established in Jordan. The representatives from the Academia will be nominated by the university among the

professors directly related with the activities of the FoodQA centers. The most important food associations and companies in each country will nominate the representatives from the Industry. This Council will have a counselling role to FoodQA centers and to the project management board during the project. Academia - Industry Council Board will support the FoodQA centers on request of those further on.

7. Invitations to representatives for the council.

In each Partner Country participating universities should compose a list of invitees and develop a procedure for invitation. The invitation list has to be consensual among all the partners in each partner country.

8. Council meeting.

The Academia - Industry Council must be created on the beginning of June. The first meeting should be arranged in that month and further meetings should be done every six months. During the project, we plan 6 meetings: June 2017, January and July 2018, January, July and December 2019). The objectives of these meetings are to provide counselling to the project implementation and FoodQA centers establishment.

9. Definition of the model of Associated companies with the FoodQA centers.

To support and promote long-term cooperation between Academia and Industry it is envisaged to create the company (or food association), associated with the FoodQA Centre. These companies or associations will benefit from the services of the FoodQA centers with some advantages, such as discounts in the services. It is also expected that, at least the industrial companies, associated with the FoodQA Centers, will select half of

the representatives of the Industry. The model of company, associated with the FoodQA Centers, must be defined and validated by project team. The Academia - Industry Council will be invited to give their comments on this issue.

10. Questionnaires survey.

The important part of dissemination plan is a survey, which assumes collection, analysis and interpretation the views and opinions of project target group people: staff, researchers, students, trainees, food companies and entrepreneurs, policy and legislative makers.

In survey research, a questionnaire is an instrument that is comprised of a set of questions to be asked to the participants of the survey. Questionnaires usually ask questions that elicit ideas and behaviors, preferences and needs of target groups.

Conducting the survey is important for Academia - Industry cooperation. Identifying training needs and labor market /relevant authorities' requirements, evaluating research results will contribute in successful implementation of the project.

Based on analysis of the survey results project team will develop the database, renewed every year due to the Market changes and Science development processes. Project partners introduce annual training plans and programs, taking into account the requirements and the needs of companies involved in project activities.

HTWK has developed the model of questionnaire for survey for assessment students and companies' training needs.

Evaluation of Dissemination				
	Negative/ Unsatisfied	Partially Positive	Fully Positive	Exceeded Expectations
Is the created web portal useful for the project aims?				
Does the content of web portal contribute to information sharing and spreading?				
Does the developed information service correspond with actual requests?				
Identify the role of project newsletter during the project lifetime				
Impact of the project newsletter on the cooperation with stakeholders				
Are working dissemination methods and techniques adopted appropriate?				
Is the activity of Academia-Industry Council supportive?				
Cooperation between Associated companies and FoodQA centers				
Information spreading in your university				
Information spreading with your direct stakeholders				
The Network between partners and FoodQA centers				
Overall satisfaction:				



Summary

The dissemination activities planned in FoodQA project aim at bringing and pushing the results of the project directly to specific target groups, while acting appropriately to engage with the public and the media about the project aims and results, and highlighting the Community financial support. Three goals will be reached, using different methods and activities:

1. Internal communication during the implementation of FOODQA inside each partner institution and between them in order to foster the spread of information on activities, described by the project;
2. Project visibility externally, beyond consortium members, including all phases of its development and results;
3. New ways to sustain project findings and outputs, search for further funding and stakeholders support.

The Dissemination Plan has following Target Groups and Stakeholders:

1. Staff/ Researchers;
2. Students/ Trainees;
3. Food companies and entrepreneurs;
4. Policy and legislative makers.

The dissemination of the project results will use three main channels:

1. Development of the web-portal;
2. Creation of the Academia –Industry Councils;
3. Questionnaires survey

The project dissemination plan includes the following actions:

1. Definition of the web portal;
2. Development/validation of the architecture of the web-portal;
3. Development and validation of the web-portal;
4. Gathering information;
5. Project newsletter;
6. Definition of the academia-industry council;
7. Invitations to representatives for the council;
8. Council meeting;
9. Definition or the model of Associated companies with the FoodQA Centers;
10. Questionnaires survey.