



# FEEDACTIV - Development of functional fish feed based on bioactive compounds of marine and herbal origin

## Deliverable D2.1.

### Title: Communication, Dissemination and Exploitation Plans



D 2.1. TITLE: COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS



Funded by  
the European Union

This project has received funding from the European Union's Horizon Europe Framework Programme (HORIZON) under the Marie Skłodowska-Curie grant



## Project

<b>Acronym</b>	<b>FEEDACTIV</b>
<b>Title</b>	Development of functional fish feed based on bioactive compounds of marine and herbal origin
<b>Coordinator</b>	University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
<b>Grant Agreement #</b>	101086261
<b>Starting date</b>	01-01-2023
<b>Duration</b>	48 months
<b>Call</b>	HORIZON-MSCA-2021-SE-01
<b>Topic</b>	HORIZON-MSCA-2021-SE-01-01 HORIZON TMA MSCA Staff Exchanges
<b>Website</b>	<a href="https://feedactiv.eu/">https://feedactiv.eu/</a>
<b>Consortium</b>	UNIVERSITATEA DE STIINTE AGRICOLE SI MEDICINA VETERINARA CLUJ NAPOCA (USAMVCN), Romania ETHNICON METSOVION POLYTECHNION (NTUA), Greece DIGNITY IDIOTIKI KEFALAIIOUXIKI ETAIREIA (DIGNITY IKE), Greece PANEPISTIMIO AIGAIYOU (UoA), PIC 999840693, established in LOFOS PANEPISTIMIYOU, Greece ZOOMOMI AVEE VIOMICHANIA ICHTHYOTROFON-ZOOTROFON (Zoonomi), Greece UNIVERSITA DEGLI STUDI DI MESSINA (UNIME), Italy PISCICOLA SA (Piscicola), Romania PANITTICA ITALIA SOCIETA AGRICOLA SRL (Panittica), Italy



## Deliverable

<b>Number</b>	<b>D2.1</b>
<b>Title</b>	Communication, Dissemination and Exploitation Plans
<b>Lead Beneficiary</b>	DIGNITY IDIOTIKI KEFALAIIOUXIKI ETAIREIA (DIGNITY IKE), Greece
<b>Work Package</b>	WP2. Dissemination and Communication Activities
<b>Nature</b>	Public
<b>Due date</b>	30/6/2023
<b>Authors</b>	Sofia Papadaki
<b>Disclaimer</b>	The content of this document is written by the FEEDACTIV project consortium under Grant Agreement No 101086261, and in no way does it represent the view of the European Commission or its services.

<b>HISTORY OF CHANGES</b>		
<b>Version</b>	<b>Publication date</b>	<b>Changes</b>
<b>1.0</b>	<b>30/6/2023</b>	<b>Initial version</b>



## Table of Contents

1. Introduction .....	7
1.1 Context .....	7
1.2 Purpose .....	7
1.2.1 Strategy for Dissemination and Communication of the project .....	8
1.2.2 Objectives .....	9
1.2.3 Key Messages .....	11
1.2.4 Planning for Dissemination and Communication Activities .....	11
1.2.5 Role and information of the target audience .....	12
1.2.6 Intellectual property .....	13
2. Communication .....	13
3. Logo .....	14
4. Social Media.....	21
4.2 YouTube .....	22
4.3 Twitter .....	22
4.4 LinkedIn .....	23
4.5 Facebook.....	24
5. Website .....	27
6. Promotional Materials .....	31
6.1 Leaflet .....	31
6.2 Roll-up Banner.....	33
6.3 Brochure .....	34
6.4 Bookmark .....	36
6.5 Newsletter.....	37
7. Dissemination Activities .....	37
8. Dissemination and Communication Governance.....	39
8.1 <i>Dissemination Manager</i> .....	40
8.2 <i>Monitoring and Reporting</i> .....	40
9. Timeline.....	41



## List of Figures

Figure 1 FEEDACTIV Main Goals .....	7
Figure 2 FEEDACTIV Dissemination Strategy.....	8
Figure 3 FEEDACTIV Dissemination Practices .....	9
Figure 4 Deliverable Template.....	13
Figure 5 Secondment Template.....	14
Figure 6 Presentation Template.....	14
Figure 7 FEEDACTIV project Logo.....	15
Figure 8 Logo Questionnaire Results .....	17
Figure 9 FEEDACTIV Logo Black with no background .....	18
Figure 10 FEEDACTIV Logo with no background .....	18
Figure 11 FEEDACTIV Black and White Logo.....	19
Figure 12 Funded by the European Union Logos .....	20
Figure 13 FEEDACTIV Linktree .....	21
Figure 14 FEEDACTIV Linktree QR code.....	22
Figure 15 FEEDACTIV Twitter Home Page.....	22
Figure 16 FEEDACTIV Twitter Posts.....	23
Figure 17 FEEDACTIV LinkedIn Profile .....	23
Figure 18 FEEDACTIV Profile Posts .....	24
Figure 19 FEEDACTIV Facebook Page .....	24
Figure 20 FEEDACTIV Facebook Page Info .....	25
Figure 21 FEEDACTIV Facebook Age and Gender Demographics .....	25
Figure 22 FEEDACTIV Facebook posts reach and engagement .....	26
Figure 23 FEEDACTIV Facebook page total reach and engagement.....	26
Figure 24 FEEDACTIV Website Home Page.....	27
Figure 25 FEEDACTIV project facts .....	28
Figure 26 FEEDACTIV Website Partner Section.....	28
Figure 27 FEEDACTIV Website Visitors.....	29
Figure 28 FEEDACTIV Website Page Visitors .....	29
Figure 29 FEEDACTIV Website Visitors per Country .....	30
Figure 30 FEEDACTIV Leaflet 1st Page.....	31
Figure 31 FEEDACTIV Leaflet 2nd Page .....	32
Figure 32 FEEDACTIV Roll-up Banner.....	33
Figure 33 FEEDACTIV Brochure 1st Page.....	34
Figure 34 FEEDACTIV Brochure 2nd Page.....	35
Figure 35 FEEDACTIV Bookmark .....	36
Figure 36 FEEDACTIV Newsletter Template.....	37
Figure 37 FEEDACTIV Presentation by Dr. Sofia Papadaki .....	38
Figure 38 FEEDACTIV Publication in greek Newspaper .....	39



## List of Tables

Table 1 Indicators of Communication Activities .....	9
Table 2 Indicators of Dissemination Activities.....	10
Table 3 Key Messages of FEEDACTIV .....	11
Table 4 FEEDACTIV Partners .....	11
Table 5 FEEDACTIV Audience Impact .....	12
Table 6 Dissemination Tools for each Target Audience .....	12
Table 7 FEEDACTIV Dissemination and Communication plan .....	41

# 1. Introduction

## 1.1 Context

FEEDACTIV aims at the development of innovative aquaculture feed based on natural bioactive compounds, which boost the immune system of farmed fish. Fish feed will be developed using various species of marine microalgae as well as seaweed and land based herbal plants. Natural compounds, polyunsaturated fatty acids, phenols, carotenoids and protein from marine and land-based flora, aims to improve the breeding and quality of farmed species while drastically reducing the annual cost of the aquaculture companies by focusing on the processes that boost the immune system of the fish. The production of these functional products will cover the consumers' demands for the consumption of foods with increased functionality and absence of any chemical additives giving them the following comparative advantage over the competition. The overarching objective of this project is to form an international and inter-sectoral network of organizations working on a joint research programme in the fields of aquaculture and feed formulation. Therefore, FEEDACTIV will bring together experts from industry and academia that specialize in interdisciplinary/inter-sectorial, yet highly complementary, research areas of Aquaculture, Animal Feed Production, Feed/Food safety, Process Analysis and Design of food products. It is a joint research and innovation project that will develop a strong partnership involving 8 partners from 3 European countries (Romania, Greece, and Italy) and with different technical backgrounds from the academic and non-academic sectors (SMEs). The implementation of the project and the knowledge sharing will be based on secondments (exchanges) of research and innovation staff with an in-built return mechanism strengthening collaborative research among the different countries and sectors. The implementation of the project will benefit not only the participating institutions and companies, but also European Countries from a social, environmental and economic point of view, provided that the strategies proposed for aquaculture sustainability will be implemented on a large scale. The academic and research community will gain significant scientific benefits by conducting innovative research of high socio-economic importance and with strong practical and commercial interest, transferring its knowledge in the business sector. In addition, young researchers and staff involved will be trained in the innovative processes and technologies developed within the project. Publications in international journals and participation in international conferences will emphasize the importance of the results of the program.

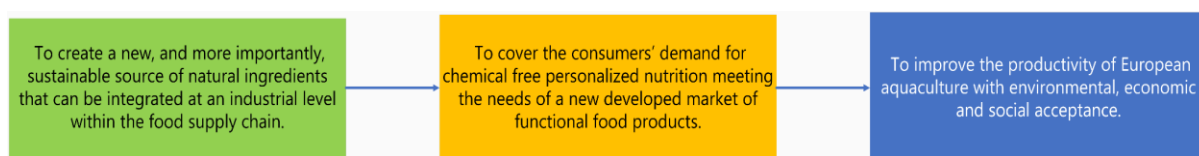


Figure 1 FEEDACTIV Main Goals

## 1.2 Purpose

The purpose of the Dissemination and Communication plan of the FEEDACTIV project is to increase the impact of the project results. Moreover, it ensures that stakeholders who are interested in the project will be confident to interact with the Consortium.

The FEEDACTIV Dissemination and Communication plan, aims to disseminate the scope of the project as well as specific objectives that have been achieved using the proper techniques and the right time to support the extroversion of the project and the results.

The Dissemination and Communication plan, has been designed and implemented by DIGNITY (WPL of WP2), collaborating with the beneficiaries of the project considering other partner's communication

tools.

Moreover, DIGNITY is in charge of every future action regarding the project and the timeline aiming at achieving the best possible results. Under this scope, worksheets have been shared to the rest of the consortium in an attempt to update the document regularly. All the dissemination activities will be monitored by the WPL every 12 months.

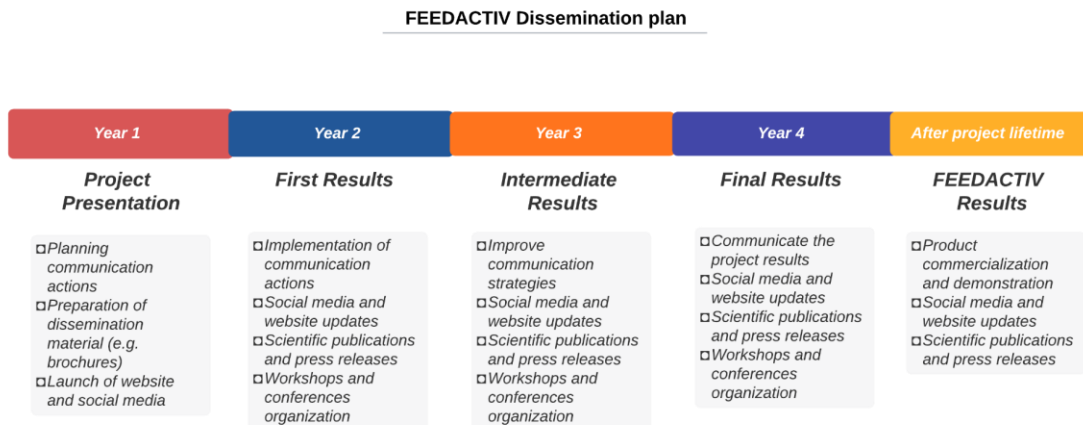


Figure 2 FEEDACTIV Dissemination Strategy

### 1.2.1 Strategy for Dissemination and Communication of the project

The strategy of the dissemination plan includes the important step of finding the target audience of the project. The target audience can enhance the visibility of the overall project, give feedback, and create opportunities in the business sector. In the FEEDACTIV project the target audience consists of:

- Algae farms
- Agriculture farmers
- Aquaculture Industry
- Fish Markets
- Researchers / Academia
- Animal feed production companies
- Food Industry
- Consumers

Specific dissemination channels are tailored for each audience.

- Website
- Social media
- Dissemination material (Leaflet, brochure etc.)
- Events and workshops
- Articles

Dissemination practices of the project can be summarized in five steps presented in the following flowchart.

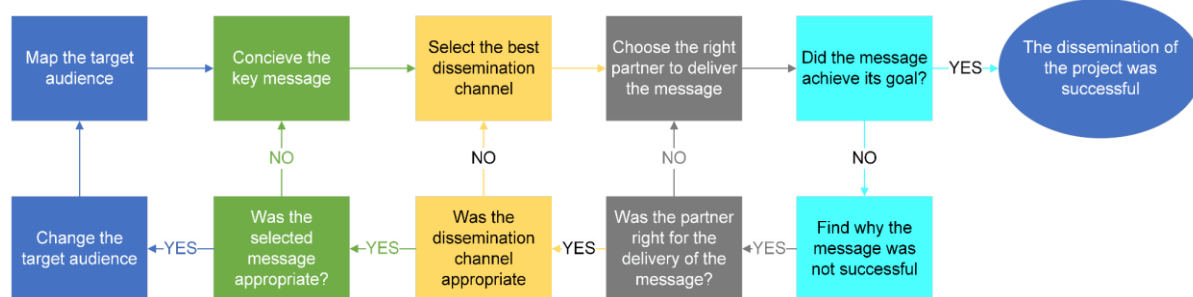


Figure 3 FEEDACTIV Dissemination Practices

### 1.2.2 Objectives

All the dissemination materials are designed taking into consideration the target audience that they are addressed to. Indicators have been agreed in order to have an effective dissemination and communication plan. The indicators used for the communication activities and the current status appear in the following table.

Table 1 Indicators of Communication Activities

Communication Action	Indicator	Objective	Target Audience/ Expected Impact	Contingency plan
<b>Social media presence</b>	Number of posts in social media	>50	Academic, Research Industrial and Increase partners' Technological communities/ Generate dedication to awareness of the project, its publications in expected results and benefits	Increase partners' dedication to publications in social media
<b>Newspapers, social networks</b>	Number of articles/press releases in newspapers, articles/publications in social networks	>30 (within and after the project ends)	Scientific and research Community. Industry, Government and Policy makers/ Exploitation and continuation of project's results	Increase partners' dedication to publications in social networks, newspapers
<b>Consumer conferences and webinar</b>	Number of consumer conferences	3 (within and after the project ends)	Scientific Community, R&D&DI	Responsibilities and budget have been assigned, Supervise

	and webinars		stakeholders, Food Industry, General Public and Authorities/ Communicate FEEDACTIV results, Raise awareness in the public	training team
--	--------------	--	--	---------------

In the next table the indicators regarding the dissemination activities are shown.

Table 2 Indicators of Dissemination Activities

Dissemination Action	Indicator	Objective	Target Audience/ Expected Impact	Contingency plan
<b>Project Website</b>	Number of monthly visits	50	Stakeholders in the areas of food processing, food quality/safety, EU and International SMEs, co-operations and Associations & general public/ Generate awareness, inform on project's progress	Promoting the website in Social Networks
<b>Publications</b>	Number of scientific papers published	>5	Scientific, industry and R&D&I stakeholders/ Increase interest and disseminate the results of FEEDACTIV in both academia and industry	Increase partners' dedication to redaction of reports
<b>Dissemination material</b>	Number of distributed digital/printed material	1000	Stakeholders in the areas of food processing, food quality/safety, EU and International SMEs, co-operations and Associations & general public/ Generate awareness, inform on project's progress	Responsibilities and budget have been assigned. Supervise training team
<b>Conferences/Webinars</b>	Number of conferences and webinars	2 (within and after the project ends)	Scientific, industry and R&D&I stakeholders/ Increase interest and disseminate the results of FEEDACTIV in both academia and industry, Expand networking and clients of industrial partners	Responsibilities and budget have been assigned. Supervise training team
<b>Workshops/Seminars</b>	Number of workshops and seminars	3 (within and after the project ends)	Students, ESRs and ERs, Industry stakeholders, R&D&I key players/ Contribute to knowledge-base, motivate	Responsibilities and budget have been assigned.

			researchers, promote results of FEEDACTIV, increase networking and exchange of ideas	Supervise training team
<b>Popular Science Events</b>	Number of articles in general media	15	Society at large/ Communicate project activities and results to general audience, Promote next-generation added-value products of the food sector	

### 1.2.3 Key Messages

The main key message regarding the FEEDACTIV project is that it will develop fish feed using bioactive compounds of marine and herbal origin. This key message will be sent to different target audiences using the appropriate methods.

*Table 3 Key Messages of FEEDACTIV*

Key message	Target audience	Dissemination channels
Cultivated algae can have a new target audience at an industrial level such as animal feed production	Algae Farms	Website / Social Media / Workshops / Dissemination materials
Cultivation of herbs can have a new target audience such as the aquaculture industry	Agriculture farmers	Website / Social Media / Workshops / Dissemination materials
New resources of low-cost and sustainable raw materials for aquafeeds can be found through the use of herbs and algae	Aquaculture industry (bivalves and crustaceans)	Website / Social Media / Workshops / Dissemination materials
A more organic/chemical-free fish product can be introduced using herbal and marine bioactive compounds in aquaculture industry	Fish markets, Food Industry, Consumers	Website / Social Media / Workshops / Dissemination materials
Development of fish feed using bioactive compounds of marine and herbal origin	Researchers / Academia	Dissemination Materials / Workshops / Articles
Herbs and algae can be used in animal feeds in order to boost the immune system of the animals	Animal Feed Production companies	Website / Social Media / Workshops / Dissemination materials

### 1.2.4 Planning for Dissemination and Communication Activities

Dissemination activities are necessary for maximum success of the project. FEEDACTIV beneficiaries will raise awareness for the project to increase FEEDACTIV audience. The audience of FEEDACTIV has interests in the results of the project. FEEDACTIV partners are the following:

*Table 4 FEEDACTIV Partners*

No	Name	Type	Acronym	Country
1	UNIVERSITATEA DE STIINTE AGRICOLE SI MEDICINA RO	University	USAMVCN	RO

	VETERINARA CLUJ NAPOCA			
2	ETHNICON METSOVION POLYTECHNION	University	NTUA	EL
3	DIGNITY IDIOTIKI KEFALAIIOUXIKI ETAIREIA	SME	DIGNITY IKE	EL
4	PANEPISTIMIO AIGAIIOU	University	UoA	EL
5	ZOONOMI AVEE VIOMICHANIA ICHTHYOTROFON- ZOOTROFON	SME	Zoonomi	EL
6	UNIVERSITA DEGLI STUDI DI MESSINA	University	UNIME	IT
7	PISCICOLA SA	SME	Piscicola	RO
8	PANITTICA ITALIA SOCIETA AGRICOLA SRL	SME	Panittica	IT

### 1.2.5 Role and information of the target audience

Each target audience will have an impact as mentioned in the following table:

Table 5 FEEDACTIV Audience Impact

Target Audience	Enhance project visibility	Provide feedback	Create market opportunities	Foster collaboration
Algae farms	✗	✗	✓	✓
Agriculture farmers	✗	✗	✓	✓
Aquaculture Industry	✓	✓	✓	✓
Fish Markets	✓	✓	✓	
Researchers / Academia	✓		✗	✓
Animal feed production companies	✓	✓	✓	✓
Food Industry	✗	✓	✓	✓
Consumers	✗	✓	✗	✗

In order to maximize the project impact of this audience, dissemination tools will be used in each audience.

Table 6 Dissemination Tools for each Target Audience

Target Audience	Website	Events	Articles	Social Media	Videos	Dissemination material
Algae farms	✓	✓	✓	✓	✓	✓
Agriculture farmers	✓	✓	✓	✓	✓	✓
Aquaculture Industry	✓	✓	✓	✓	✓	✓
Fish Markets	✓	✓	✓	✓	✓	✓
Researchers / Academia	✓	✓	✓	✓	✓	✓
Animal feed production companies	✓	✓	✓	✓	✓	✓



Food Industry	✓	✓	✓	✓	✓	✓
Consumers	✓	✓	✓	✓	✓	✓

### 1.2.6 Intellectual property

Dissemination of the project, sharing project results and open access to scientific publications and research data is mandatory by Article 29 of the European Commission Grant Agreement (EC-GA). All the partners contribute to the dissemination and communication actions contained in the WP2. DIGNITY leads the dissemination and communication of the FEEDACTIV project. FEEDACTIV consortium should:

- Inform the consortium regarding dissemination and communications activities to promote the project,
- Provide information and updates to include to the project website and in social media accounts of the project.

To make sure that dissemination actions do not cause intellectual property issues to the consortium, related partners will be informed about the dissemination activity related to them.

## 2. Communication

For the direct communication with the audience and for announcements for the project an email address is created since the beginning of the project (January 2023). This email address is shown in most of the dissemination materials of the project. Moreover, templates have been designed for all the partners of the project which can be used for reports, deliverables, presentations etc. Some of the templates developed are presented below.



**FEEDACTIV - Development of functional fish feed  
based on bioactive compounds  
of marine and herbal origin**  
**Deliverable DX.X.**  
**Title: XXXXXXXXXXXX**

*Figure 4 Deliverable Template*



Figure 5 Secondment Template



Figure 6 Presentation Template

### 3. Logo

For the need of the project, a logo was created, in different colors, to make it available for all the materials that will be used for the project. Moreover, the base (background) color of the logo (HEX:

#CEEFFA) was used as a background color for the printed communication material (brochure, roll-up banner etc.), while all the colors included in the logo were used in the templates used by all the partners in deliverables, presentations etc.



*Figure 7 FEEDACTIV project Logo*

In order to make the final decision, different logos were presented in the kick-off meeting of the FEEDACTIV project by DIGNITY. For the process of evaluating them and selecting the best one for the project's needs, an online questionnaire was filled. The results of this questionnaire were assessed, and the final logo was created mainly based on:

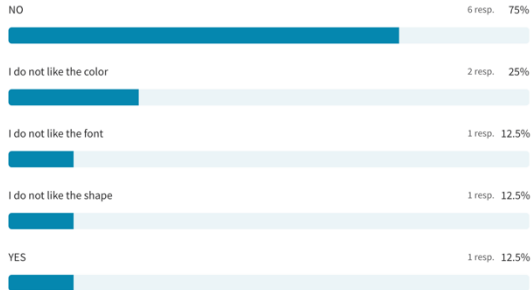
1. The colors
2. The shape
3. The font

Which were preferable in the results of the questionnaire. The questions and the answers of the survey are presented below.



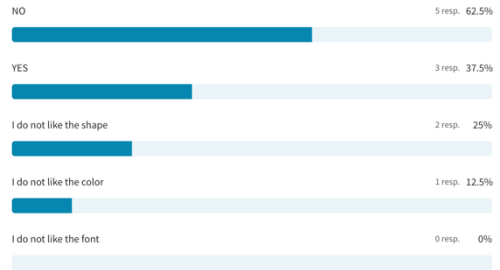
Do you like it for FEEDACTIV Logo?

8 out of 8 answered



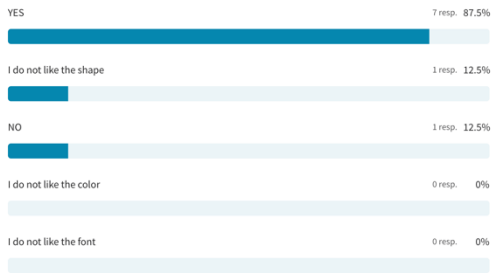
Do you like it for FEEDACTIV Logo?

8 out of 8 answered



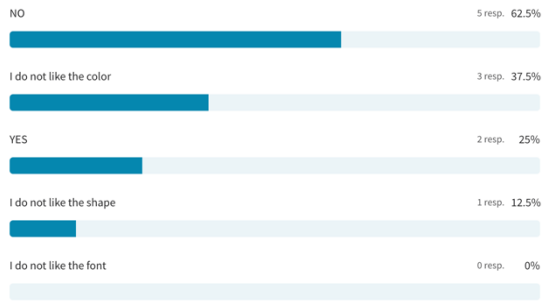
Do you like it for FEEDACTIV Logo?

8 out of 8 answered



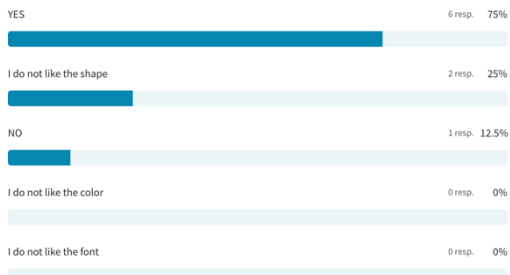
Do you like it for FEEDACTIV Logo?

8 out of 8 answered



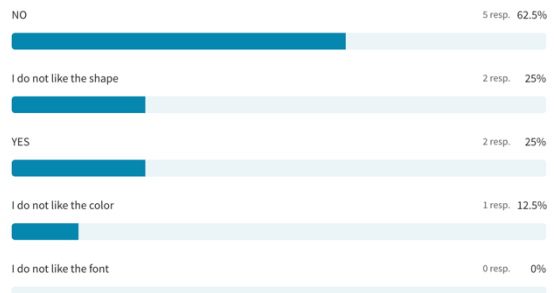
Do you like it for FEEDACTIV Logo?

8 out of 8 answered



Do you like it for FEEDACTIV Logo?

8 out of 8 answered



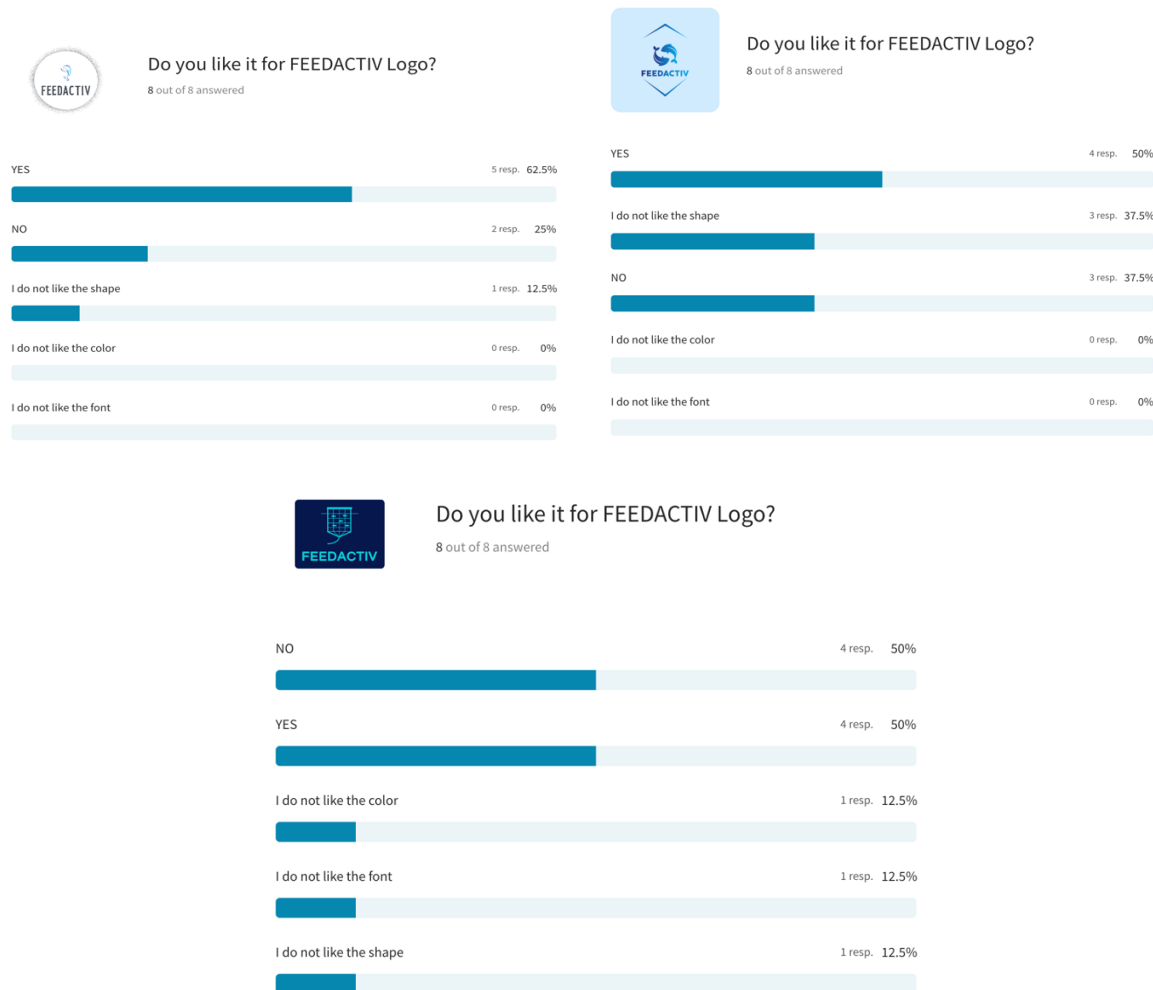


Figure 8 Logo Questionnaire Results

The selected logo has 87.5% acceptance rate as it can be seen in the results of the questionnaire.

The characteristics of the selected logo are based on capturing the attention of the audience and making clear the scope of the project. For this reason, shades of blue are used in the main logo in the name of the project, as well as in the background and in the image of fish which appears. The font used is easily readable and clear. Lastly, the image of fish in combination with the first part of the project's name makes it clear that the project is about the feeding of fish.



**FEEDACTIV**

---

*Figure 9 FEEDACTIV Logo Black with no background*



**FEEDACTIV**

---

*Figure 10 FEEDACTIV Logo with no background*

All the members of the Consortium are expected to use this logo in any of the 4 different ways presented in their activities regarding the project in order to increase the visibility of the project.



Figure 11 FEEDACTIV Black and White Logo

In addition, in any Dissemination and Communication material of the project the following “Funded by the European Union” logos are used. Also, the text *“This project has received funding from the European Union’s Horizon Europe Framework Programme (HORIZON) under the Marie Skłodowska-Curie grant agreement No 101086261”* is located next to the logo in a clear part of the dissemination material or the documents of the FEEDACTIV project.



**Funded by  
the European Union**



**Funded by  
the European Union**



# Funded by the European Union



**Funded by  
the European Union**



**Funded by  
the European Union**



**Funded by  
the European Union**

*Figure 12 Funded by the European Union Logos*

## 4. Social Media

Networking using social media platforms could be a very efficient tool for communicating with a variety of audiences. The FEEDACTIV project adopts the use of social media platforms in an attempt to promote the project as well as its partners, and its results.

The use of social networks aims at the following:

1. Increase awareness by using cost-effective methods in addition to multiplying the audience,
2. Inform the audience about other communication and dissemination activities,
3. Increase the interest on the project,
4. Promote the project.

### 4.1 Linktree

Linktree is a tool which generates a link, that contains all the links that the user wants. The FEEDACTIV linktree link (<https://linktr.ee/feedactiv>) contains the website, the Facebook page, the LinkedIn page and the Twitter page. It also generates analytics and a QR code that redirects the user to the Linktree account. Beneficiaries of the project will use the QR code in the Dissemination activities and in the presentations that they will make in order to increase the audience of the project. The QR code is also inserted in the printable Dissemination material.

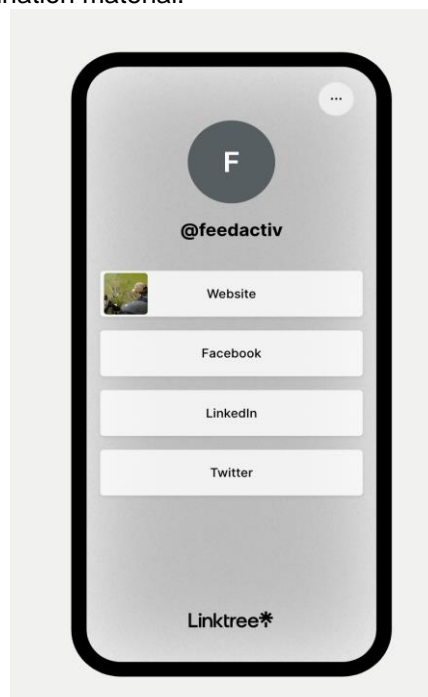


Figure 13 FEEDACTIV Linktree



Figure 14 FEEDACTIV Linktree QR code

## 4.2 YouTube

Creating videos containing clips from different procedures followed during the project will be created and uploaded. Moreover, a video which will contain the main idea of the project aims at attracting more audience to the project and make it easy to understand it.

## 4.3 Twitter

The FEEDACTIV project has an active twitter account (<https://twitter.com/FeedActiv>) which is used for updating the audience regarding the results or news from the beneficiaries of the project. The name of the twitter account is FEEDACTIV (@FeedActiv) and the profile picture is the logo of the project.



Figure 15 FEEDACTIV Twitter Home Page



Figure 16 FEEDACTIV Twitter Posts

#### 4.4 LinkedIn

The LinkedIn page of the FEEDACTIV project (<https://www.linkedin.com/in/feedactiv-eu-585b11260/>), contains significant information regarding the project. The page is named FEEDACTIV EU and aims at taking advantage of the professional community that uses it. The posts in LinkedIn aim at updating the interested parties regarding the project and the following actions. Once again, the profile picture of the page is the official FEEDACTIV logo.

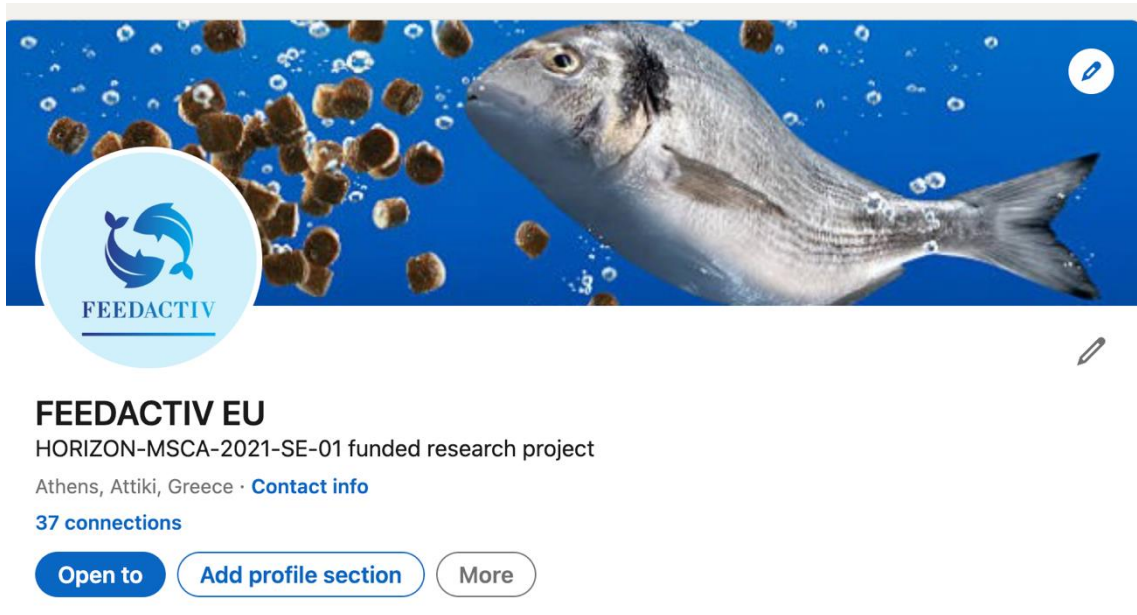


Figure 17 FEEDACTIV LinkedIn Profile



**Activity**  
47 followers

Create a post



Posts Images

FEEDACTIV EU posted this · 3w

Let's meet our partners 🗨️

UNIME specializes in evaluating the effects of feed products by carrying out health monitoring...show more

6

FEEDACTIV EU posted this · 1mo

Let's meet our partners 🗨️

USAMVCN specializes on food technology and biochemistry, with emphasis on creating innovative...show more

33

FEEDACTIV EU posted this · 1mo

Let's meet our partners 🗨️

University of Aegean is specialized in evaluating the antibacterial activity of extracts and the impact of the new enriched fish feed on fish performance...show more

11

Figure 18 FEEDACTIV Profile Posts

### 4.5 Facebook

FEEDACTIV's Facebook page (<https://www.facebook.com/feedactiv/>) was created in January 2023. The name of the page is Feedactiv Project. In the intro section, there are information about the project in addition to some contact information (address, email) of the project coordinator as well as the official website of the FEEDACTIV project. The profile picture of the Facebook page is the FEEDACTIV logo.



Figure 19 FEEDACTIV Facebook Page

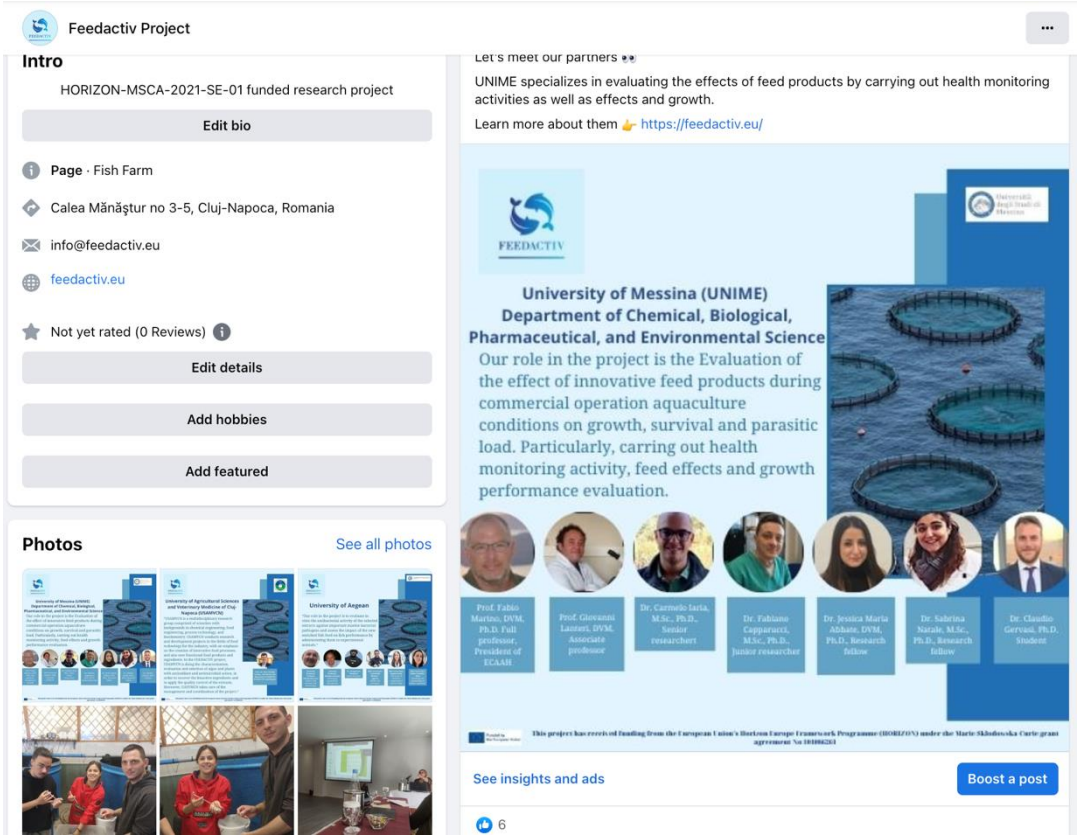


Figure 20 FEEDACTIV Facebook Page Info

From January 2023 until now, the page has 94 likes and 112 followers. In terms of the audience of the page, the most common age group is from 35 years old to 44 years old and from 25 to 34 years old. In terms of Gender, women audience account for 63.4% of the total audience while men account for 36.6%.

### Age and Gender

Men 36.60%  
Women 63.40%

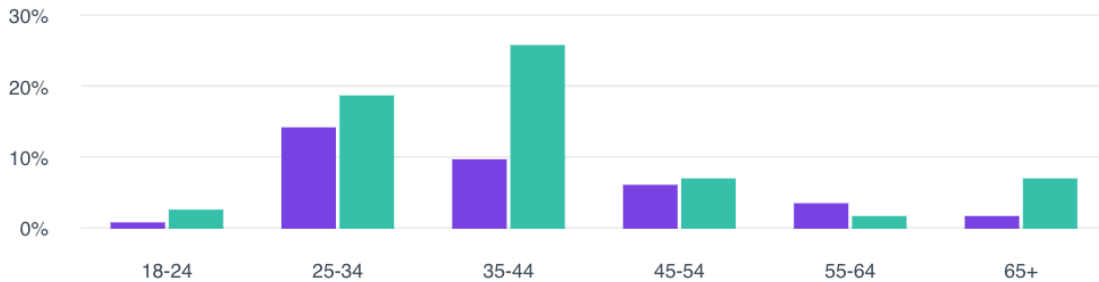


Figure 21 FEEDACTIV Facebook Age and Gender Demographics



Another important part is the reach and the engagement of each post. Post reach is the number of users that saw the post at least once, while engagement is the number of reactions (likes, comments, share) that the post has.

## Recent content

Last 28 days




	<b>Let's meet our partners 👁️ UNIME specializes in evaluating the effects of feed products by carrying out health...</b> Tue, May 9	Post reach <b>47</b>	Engagement <b>11</b>
	<b>Let's meet our partners 👁️ USAMVCN specializes on food technology and biochemistry, with emphasis on creatin...</b> Wed, May 3	Post reach <b>760</b>	Engagement <b>61</b>
	<b>Let's meet our partners 👁️ University of Aegean is specialized in evaluating the antibacterial activity of extracts and th...</b> Fri, Apr 21	Post reach <b>3,235</b>	Engagement <b>769</b>

Figure 22 FEEDACTIV Facebook posts reach and engagement

In total, the posts of the page in the last 28 days have reached 945 and 57 engagements.

### Page Overview

Followers: 112

Last 28 days

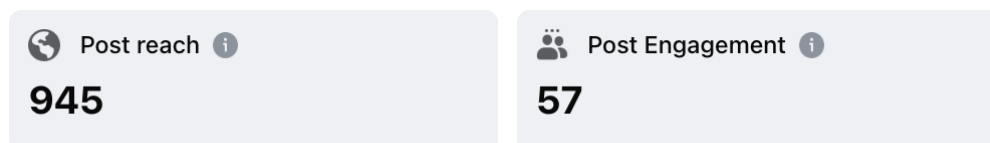


Figure 23 FEEDACTIV Facebook page total reach and engagement

## 5. Website

The website of the project (<https://feedactiv.eu/>) is the main communication material of the FEEDACTIV. The website of the project was uploaded at the beginning of the project (January 2023) and contains important information about the project. The sections of the website are clear to the user and describe their content. The website is updated when new information is available. It contains information about the work packages, the deliverables, the dissemination material as well as contact information. Moreover, it is easy for the used to find the partners and access their websites. The website and the information uploaded are managed by DIGNITY in collaboration with all the beneficiaries.

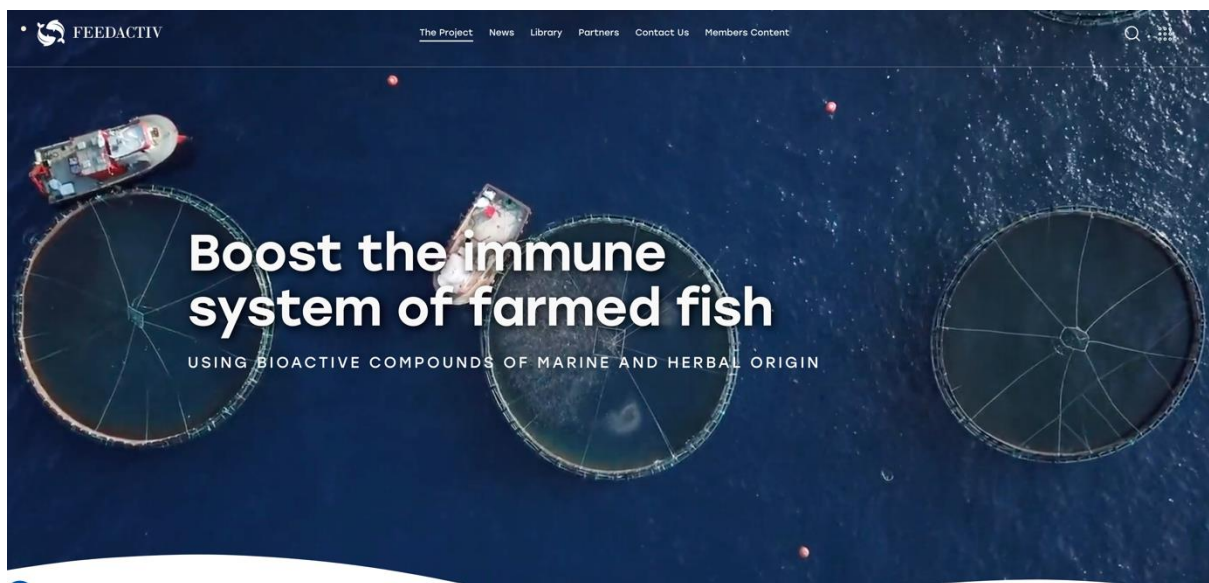


Figure 24 FEEDACTIV Website Home Page



FEEDACTIV

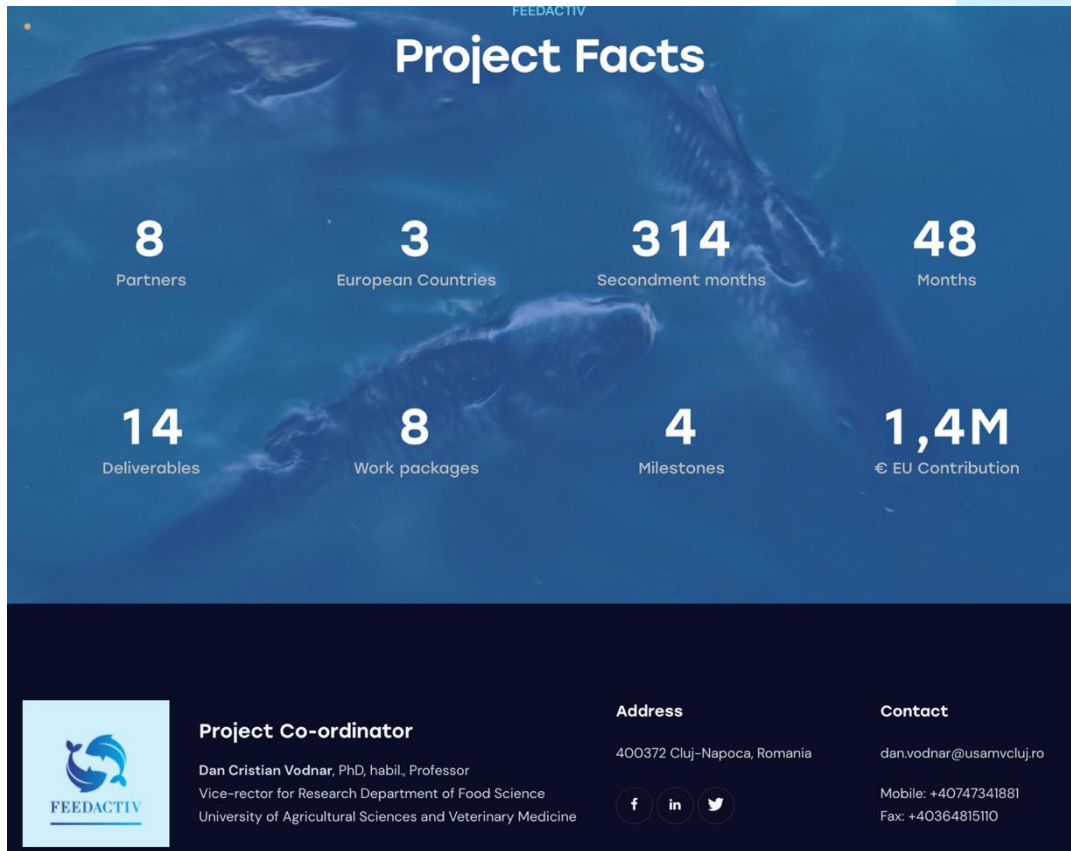


Figure 25 FEEDACTIV project facts

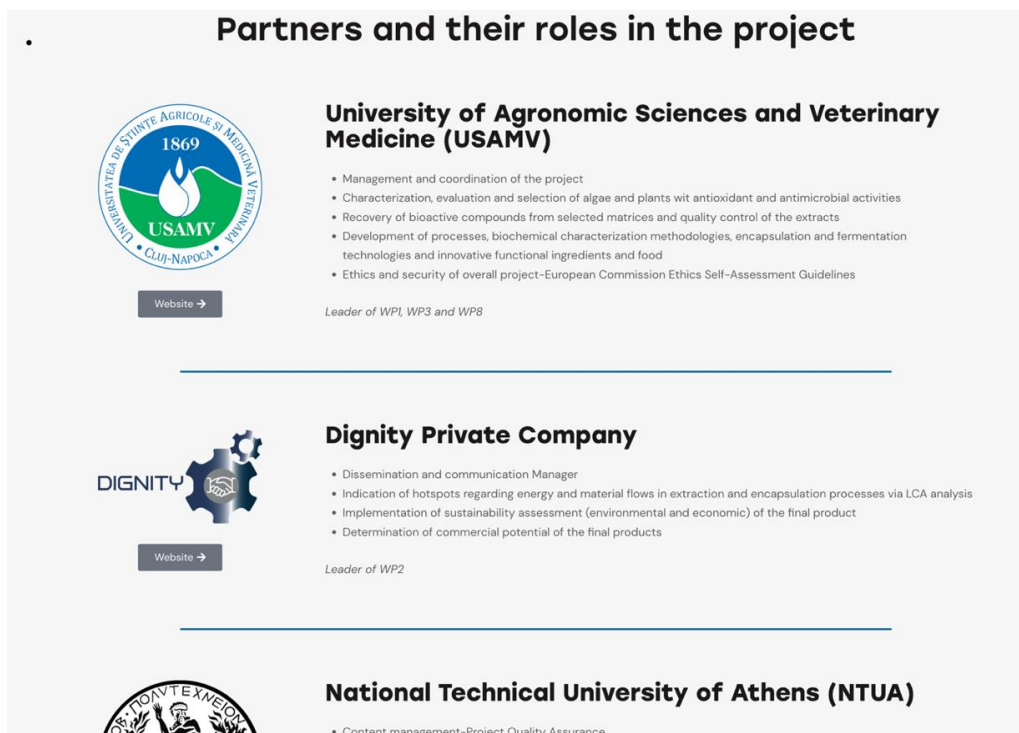


Figure 26 FEEDACTIV Website Partner Section

For the monitoring of the visitors google analytics is used. In the last 28 days 68 users visited the website 720 times.

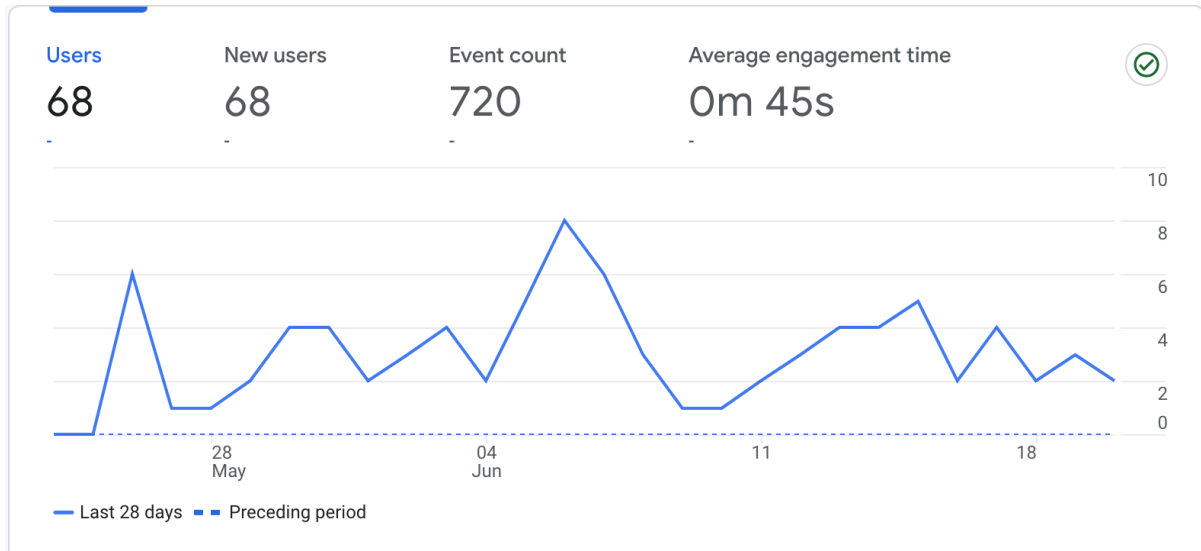


Figure 27 FEEDACTIV Website Visitors

The homepage of the website is the most visited most of the times (107). The next sections are the communication material pages and the work packages.

Page path and screen class	Views	Users	Views per user	Average engagement time	Event count
	↓				↓
	100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1 /	107	63	1.70	0m 19s	359
2 /category/library/communication-material/	28	14	2.00	0m 14s	71
3 /work-packages/	16	3	5.33	2m 02s	40
4 /partners/	11	7	1.57	0m 31s	32
5 /at-a-glance/	10	7	1.43	0m 27s	27
6 /projects-rollup-banner/	9	5	1.80	0m 23s	26
7 /work-packages/work-package-4/	9	6	1.50	0m 21s	22
8 /category/library/	7	6	1.17	0m 25s	16
9 /projects-brochure/	7	5	1.40	0m 15s	22
10 /contact-us/	5	4	1.25	0m 12s	15

Figure 28 FEEDACTIV Website Page Visitors

Lastly, 25 of the users logged from Ireland, 23 from Greece, 6 from Romania, 4 from Finland and 3 from China.

### Users by Country

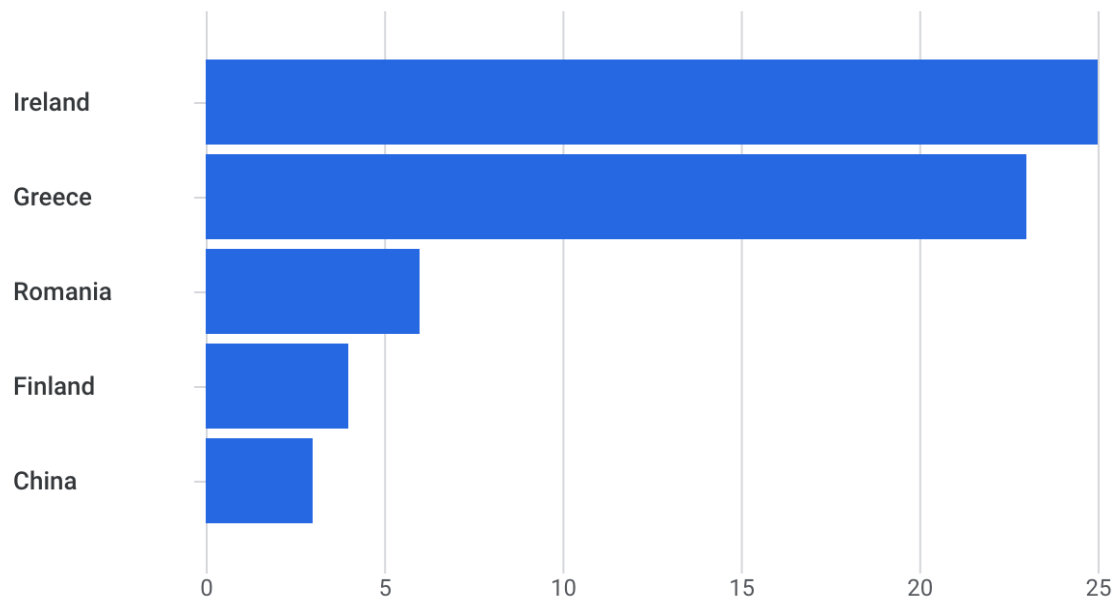


Figure 29 FEEDACTIV Website Visitors per Country

## 6. Promotional Materials

Promotional materials were designed. These materials are printed and distributed and are also uploaded on the website. All of these materials can be translated in other languages.

### 6.1 Leaflet

A leaflet written in English was designed for the FEEDACTIV project. It contains information about the project. Moreover, it contains the “Funded by EU” logo and the QR code for Linktree.

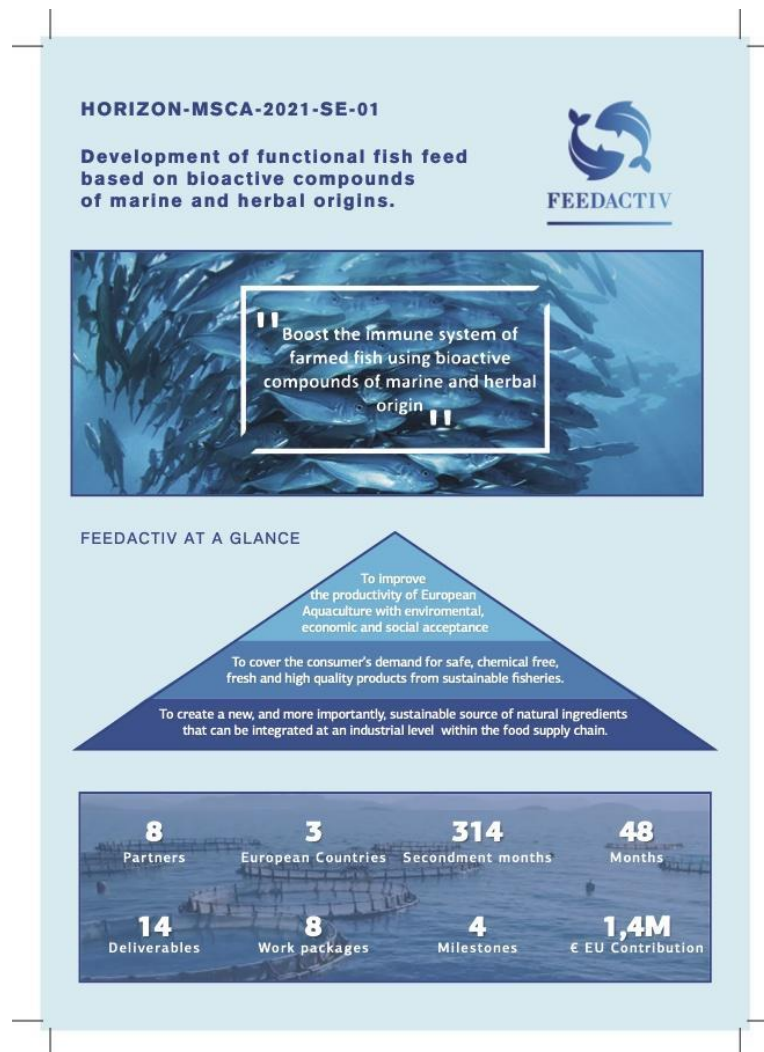


Figure 30 FEEDACTIV Leaflet 1st Page

CRITICAL ISSUES

- 1 The development of technical and scientific knowledge on aquaculture, which will reduce the impact on the environment, dependence on fishmeal and fish oils, enhance sustainable use of aquaculture resources and improve animal welfare.
- 2 Optimise production of fish products with high nutritional value in terms of volume of production and quality.
- 3 The interest for increased functionalities dictates the incorporation of functional ingredients into fish feed in a stable and bioavailable form.
- 4 Novel, environmentally friendly techniques are needed for maximum, green recovery of compounds. Protection of bioactive agents is also needed for maximizing bioavailability and controlled release.
- 5 Development of protocols for monitoring fish pathology, zootechnical parameters and variations in daily mortality.
- 6 Model-based process optimization based on quality and safety properties of the fish feed.

PARTNERS



**This project has received funding from the European Union's Horizon Europe Framework Programme (HORIZON) under the Marie Skłodowska-Curie grant agreement No 101086261**



Figure 31 FEEDACTIV Leaflet 2nd Page





6.3 Brochure

A tri-fold brochure is designed for the project needs. It contains information about the project. Moreover, it contains contact information and the QR code of the Linktree. It also includes the logos of the partner as well as information about the duration, the participating countries etc. It also contains the "funded by EU" logo.

**PARTNERS**

- USAMV Cluj-Napoca (1869)
- ΠΕΤΡΟΠΟΥΛΟΣ ΕΛΜΕΣΟΣ
- DIGNITY
- ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ UNIVERSITY OF THE AEGEAN
- PANITTECA ITALIA Società Agricola Srl
- ΣΥΜΒΟΥΡΙΟΝ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΜΕΣΣΗΝΙΩΝ A.D. 1948
- ZOONOMIA
- LIVRARE PESTE S.C. DI RISPONSA S.R.L.

**CONTACT US**

**Project Co-ordinator**  
Dan Cristian Vodnar, Phd, habil., Professor

**Phone**  
+40747341881

**Address**  
400372 Cluj-Napoca, Romania

**Email**  
dan.vodnar@usamvcluj.ro  
info@feedactiv.eu

**FIND US**

**FEEDACTIV**

**Development of functional fish feed based on bioactive compounds of marine and herbal origins.**

**HORIZON-MSCA-2021-SE-01**

**Funded by the European Union**

This project has received funding from the European Union's Horizon Europe Framework Programme (HORIZON) under the Marie Skłodowska-Curie grant agreement No 101086261

Figure 33 FEEDACTIV Brochure 1st Page

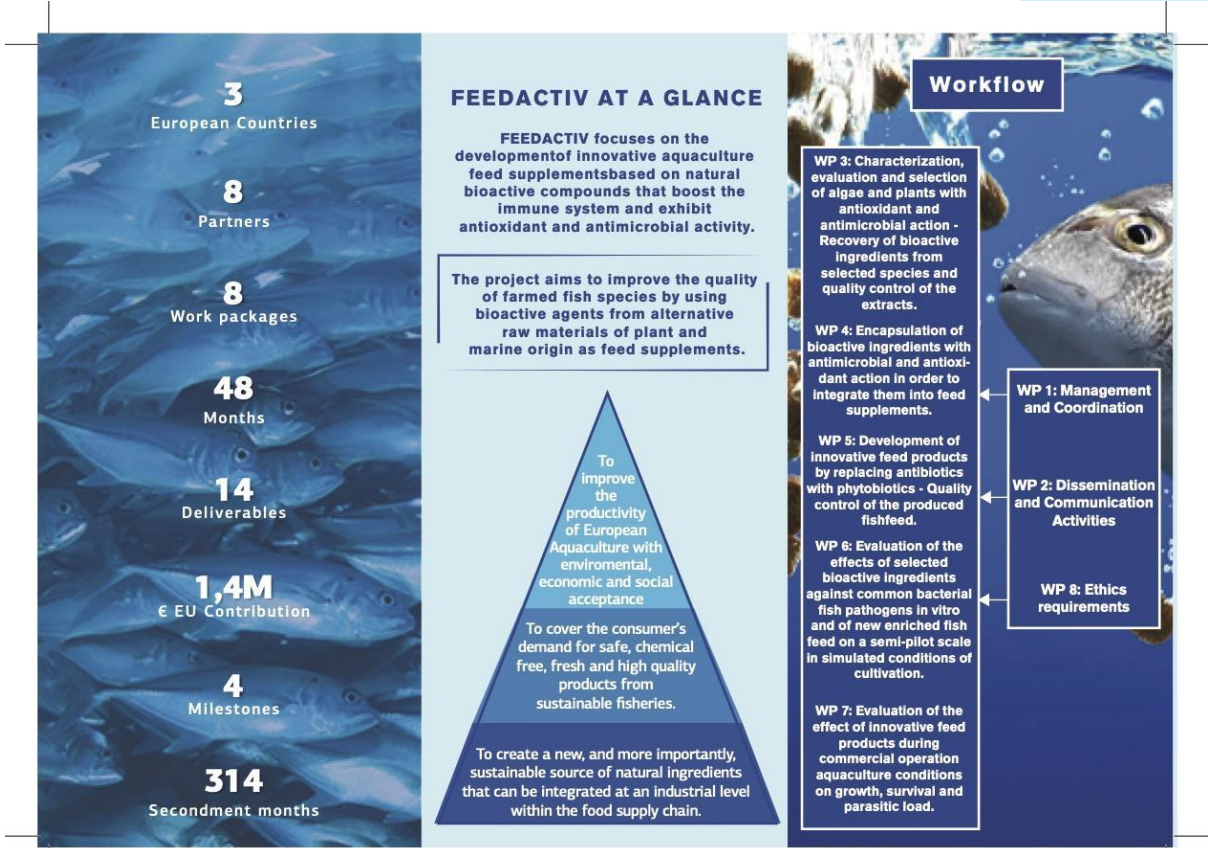


Figure 34 FEEDACTIV Brochure 2nd Page

## 6.4 Bookmark

A bookmark was designed which will be disseminated in workshops and other dissemination activities. It contains the QR code of the Linktree account and aims at reminding the project to the audience.

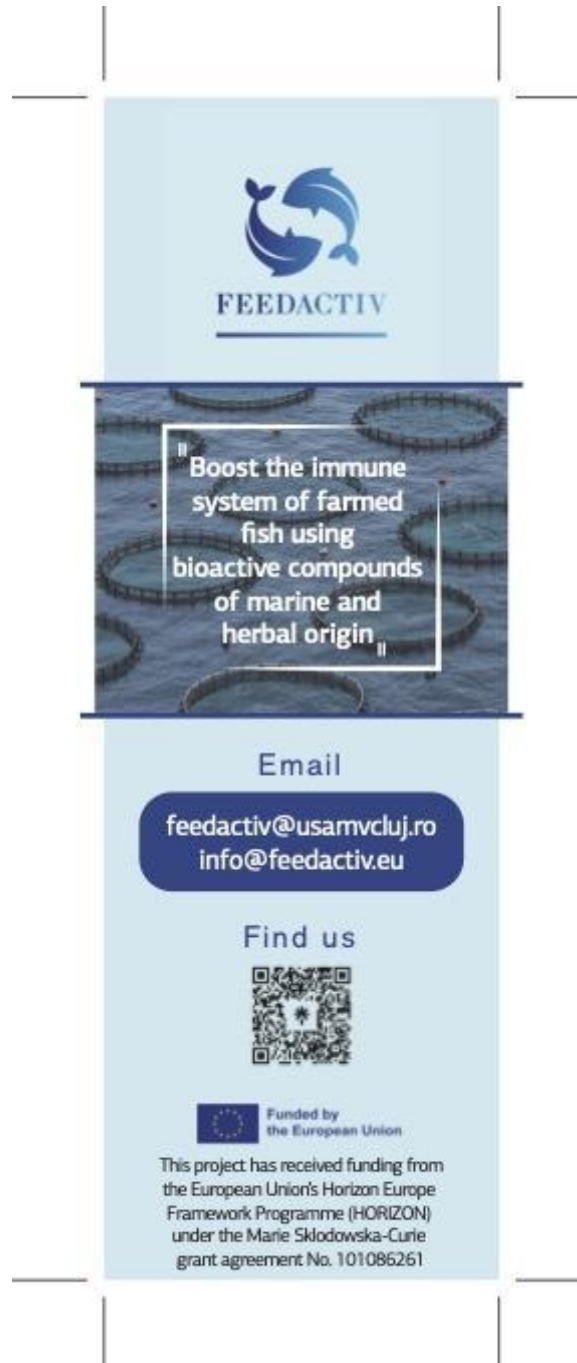


Figure 35 FEEDACTIV Bookmark



## 6.5 Newsletter

Newsletters both in printed and online versions will be designed on an annual basis and shared through project website, social media, partners' network and participation in scientific events. The newsletters will contain information regarding the progress of the project and the future work.



Figure 36 FEEDACTIV Newsletter Template

## 7. Dissemination Activities

Targeted events (conferences, workshops etc.) where the target audience can interact face-to-face with the Consortium will be organized. Also, partners of the project will take part in conferences and workshops in an attempt to promote the FEEDACTIV project. Moreover, press articles and scientific papers based on the FEEDACTIV project increase the visibility of it. The dissemination activities are essential for creating a strong impact and sharing the results of the project.

In the first months of the project two dissemination activities have taken place.

FEEDACTIV project was presented by Dr. Sofia Papadaki in Ocean4Biotech COST ACTION CA 18238 hybrid training school "Life cycle assessment for Marine Biotechnology value chains" held online and in Crete, Greece from 4th to 5th of April, 2023.



*Figure 37 FEEDACTIV Presentation by Dr. Sofia Papadaki*

The second dissemination activity was made by the University of Aegean, by publishing an article in a Greek newspaper regarding the FEEDACTIV project.



Figure 38 FEEDACTIV Publication in greek Newspaper

Upcoming dissemination actions have been already scheduled for the next months. Specifically, the FEEDACTIV project will be presented in European Research Night 2023 on 29 September 2023, from 13:00 to 23:45, in Cluj-Napoca, in the Cluj Arena area. Moreover the 1st FEEDACTIV Workshop will be held earlier the same day as a satellite even of the **22<sup>nd</sup> International Conference "Life Sciences for Sustainable Development"** which will be organized by the University of Agricultural Sciences and Veterinary Medicine from Cluj-Napoca and will be held on **28<sup>th</sup> – 30<sup>th</sup> September 2023**.

## 8. Dissemination and Communication Governance

The FEEDACTIV consortium is experienced in EU-funded projects and is aware of the significance of the dissemination of projects. For this reason, the developed communication and dissemination tools are used in order to achieve the highest possible impact of the project.

All partners will provide their experience on the on-going dissemination and communication of the FEEDACTIV project. Thus, DIGNITY, which is the leader of WP2, will mainly have a coordinator part, ensuring that the dissemination and the communication of the project are implemented by all the beneficiaries.

It is expected that all FEEDACTIV partners will contribute:

1. By introducing FEEDACTIV project to their contacts' network
2. By have an active presence on the social media by interacting with posts from the FEEDACTIV account as well as sharing FEEDACTIV dissemination material
3. By frequently updating the consortium about the communication and dissemination



actions carried out.

4. By updating the consortium on all events/initiatives in which they participate (both before and after);
5. By translating the dissemination material in order for the partners to disseminate the materials in their native language.

Lastly, the contents that are considered appropriate by the FEEDACTIV coordinator regarding the scientific work that has been developed and the results that are produced, will be shared with DIGNITY. This information will be shared by DIGNITY in the most understandable way.

### *8.1 Dissemination Manager*

This role is assigned to Dr. Sofia Papadaki from DIGNITY. Sofia Papadaki is the Director of DIGNITY. She is Chemical Engineer with M.Sc. degree in Organization and Management of Industrial Systems with specialization in Energy management and Environmental protection Systems and PhD in the scientific area of integrated processes for holistic biomass valorization. She is the author and co-author of more than 70 papers published in refereed journals and scientific conference proceedings. She has great experience in working on EU funded projects and proposal writing. She has participated in more than 10 national and 7 international projects having 13 years of research experience in total.

Her role includes the following:

- Planning and coordination of communication and dissemination activities
- Updating the consortium on communication and dissemination activities every year
- Updating the Website content and the social media
- Implementation of annually newsletters
- Design of the dissemination materials
- Coordination in collaboration with project co-ordinator of the FEEDACTIV workshops, webinars and Final Conference

### *8.2 Monitoring and Reporting*

Every part of the dissemination and communication actions is registered through a monitoring and reporting process. All partners have the responsibility to report the activities they are involved in. For this reason, a specific pipeline is established between the partners that requires them to regularly update DIGNITY regarding all dissemination and communication activities they have carried out. Partners are required to complete the monitoring spreadsheet that was mentioned above periodically, including the type of action, the date, the type etc. DIGNITY is responsible to collect this information properly. In addition, DIGNITY retrieves data from the partners and collects to create the reports of Communication and Dissemination Actions yearly.

Moreover, Key Performance Indicators (KPI) and target values have been defined for the various dissemination and communication actions as part of the dissemination and communication plan, in order to measure the impact of the project. Measuring these indicators regularly is vital to understand the impact of the project

## 9. Timeline

All the above-mentioned Dissemination and Communication activities will be active for 48 months. In the beginning of the project the website and the social media were created, which are the project's visual identity. Moreover, the design of dissemination materials were also done in the beginning of the project in order to be available to the audience. These have already been completed. Publications on social media are regular and the website is updated regularly with new information. A table containing the dissemination activities for the implementation of Dissemination and Communication plan is presented below. As it is shown, most of the actions will be conducted during the lifespan of the project.

Table 7 FEEDACTIV Dissemination and Communication plan

Dissemination Activity	Year 1	Year 2	Year 3	Year 4	After project
Website	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✗
Press releases	✓	✓	✓	✓	✓
Dissemination Material	✓	✓	✓	✓	✓
Newsletters	✓	✓	✓	✓	✗
Conferences	✓	✓	✓	✓	✓