



Call : PRIMA Section 1- Agri-Food Value Chain

Project ID: 2032

Project Acronym: FunTomP

Project Title: Functionalised Tomato Products

Date : 26/12/2021

Project Deliverable #/Name: D8.1 / Dissemination & Exploitation Plan

Work Package: WP8

Lead Beneficiary: METU

Dissemination level: CO



			HISTORY OF CHANGES
Version	Publication date	Prepared by	Changes
1.0	26.12.2021	Dr. Mecit Oztop	Initial version

1. Introduction

FunTomP is not limited with a product development goal but will develop strategies to increase the awareness of its products among the Mediterranean consumers. With the *Consumer and Market Studies* Work Package (WP7), that will be achieved in an extent but letting consumers, producers and policy makers know about the *FunTomP* products require an important dissemination strategy. If a carefully organized strategy is not developed, the products will not be recognized by the consumers and *FunTomP* will just remain as a product development initiative and not move one step forward. Upon completion of the *FunTomP*, we should have a consumer group who is willing to purchase the *FunTomP* products as soon as possible. The most important aspect of the dissemination activities is to know your '**Stakeholders**'. Researchers are already potential stakeholders but they are not sufficient for increasing the awareness of the products. The target consumer group but most importantly policy makers and tomato processing authorities (*like AMITOM, Tomato Europe Processors Association, Tomato Processors of Partner Countries, Ministry of Agriculture Representatives etc.*) are aimed to be involved. *FunTomP* will have an Advisory Board that will include members independent of the partner institutions particularly from these organizations. Setting this AB is a milestone for the upcoming dissemination activities.

2. Dissemination & Communication Activities

Dissemination and Communication Activities of *FunTomP* will be coordinated by one of the graduate students at METU (Eren *Başdemir*, MSc Student at Food Engineering Program)

Communication and Dissemination Activities are 'dynamic' activities. For some of them, it is possible to plan them in advance and for some last-minute decisions may become a necessity.

In order keep track of the dissemination & *communication activities* for the project, partners will be asked to provide the following information which will accessed by a password from the webpage of the *FunTomP*.

Participant Organisation	Responsible Person	Date	Name/Content of the Activity	Target Group	Media of Communication	Purpose and Expected Impact

Once the form is filled; PIs of all partners will be notified about the corresponding activity so that overlaps or revisions will become possible. Information provided here will also enable to check that the activity does not create IP rights conflicts. Once the activity is completed, the coordinator will let be known so that the output of the activity is shared in the Web Page and other communication tools (*Social Media Channels*) as soon as possible.

In addition to that, at each PB meeting, the evaluation of the impact of the communication actions will be done for the past 12 months. In the PB Meetings Dissemination and Communication activities conducted by each partner will be presented too.

Key Performance Indicators (KPI) applied to the project will be created by METU to monitor the success of the activities. Coordinator have attended a Workshop on January 10th, 2022 for determining KPIs of the PRIMA projects and they will be entered to systems accordingly. They will be inline with the *FunTomP* goals and deliverables.

Dissemination and communication activity tools of *FunTomP* are described in the following sections individually.

2.1 Social Media Channels

With pandemic, we know that people's dependence on social media has increased significantly. It is one of the quickest ways to reach out to the public and to maximize the impact of FunTomP. If something interesting finds a spot in social media and people follow it, then impact becomes huge. Especially considering that we want those's interests who gave up following MedD but prefers Western Diet, this group is mostly the millennial and their social media skills and dependence is much higher.

Twitter, Instagram and LinkedIn accounts have been be created to give updates on the progress of the project and on the developed FunTomP products and also to share information about the current research on Mediterranean Diet. Sustainability will also be highlighted in the posts of the accounts. Questionnaires will also be conducted on these accounts to help to feed WP7. These tools will act a bridge between the stakeholders of the project.

Postings on Social Media Channels will be exempted from the 'Form' discussed in the beginning.

2.2 Web Page

A dedicated webpage has been created for the project (www.funtomp.com) . It will share the outputs of the project; include the recent progresses and necessary links to stakeholders' webpages (i.e. policy makers, nonprofit organization of the tomato sector etc.). In addition to social media accounts, important announcements and success stories of the project will be shared using the webpage. Partners of the FunTomP will be introduced there too. Positions that will be available for the project will also be announced. For the consumers who are willing to participate in the consumer tests, there will be application forms that can easily be filled in. There will be a blog in the webpage where consumers will freely write what they expect from FunTomP.

2.3 Videos

Short videos will be casted during the project to be posted at YouTube. First an introductory video about the goals and the products of FunTomP will be prepared. Later as the products are processed and characterized, for each product a separate video will be casted which will highlight the different aspects of the products. These videos will have links on the social media account and webpages. These videos will also be shown on the stakeholder meetings since such videos are expected to attract the interest of the tomato processors as well.

2.4 Workshops

Two-day project result workshops will take place during FunTomP between the months of 16-22, 38-45. Results of FunTomP will be presented in these Workshops. Policy makers and tomato processors will also be invited to attend the workshops.

Participation of the stakeholders to the project is important for an increased awareness. The main activity for an active stakeholder participation will be the organisation of open discussion forums between consumers, policymakers (Ministry of Agriculture/Trade representatives), farming industry, manufacturers and food distributors (supermarkets and other food traders). This event will be organized at the European level for discussing how the FunTomP project results will contribute to increasing the adherence of the consumers to the Mediterranean diet and lifestyle. And it will be organized twice during FunTomP. The first one will have the goal to introduce FunTomP idea and the second one will have the goal to introduce the products developed in the project. The location of this activity will be determined in the Project Board

meetings. Basic product leaflets that describe the developed FunTomP products in a simple way will also be shared during these meetings.

2.5 Scientific Papers

Review papers are considered important scientific dissemination tools of such large consortiums. At least 3 Review papers have been planned for the following areas: 'Leaf protein extraction method', 'Use of novel technologies for tomato products', 'Importance of tomato and olive in Mediterranean diet and changing consumer trends. Trends in Food Science & Technology; Critical Reviews in Food Science & Technology; Food Engineering Reviews are just some of the journals that may be considered for that purpose.

FunTomP consortium includes academic partners of different disciplines. So, publishing research papers in such a strong consortium should be an important milestone. Research papers on the scale up of protein extraction and comparison of different extraction methods; proteomics and bioinformatics analysis; use of different drying methods; comparison of different novel technologies; nutraceutical properties of the developed products; Foodomics analysis; waste processing by different methods are just some possible title for the project. Food Chemistry, Journal of Agricultural and Food Chemistry, Food Research International, LWT-Food Science & Technology, Food Quality, Innovative Food Science and Emerging Technologies, Journal of Food Engineering will be considered as the journals for submission. Minimum 6 research publications have been planned as scientific outputs. OPEN ACCESS options will be considered for all publications.

2.6 Conferences & Expos

Conferences, R&D Innovation Days and Food Expos will be the other dissemination activities that FunTomP will show interest. There is this conference organized by AMITOM and World Processing Tomato Council (WPTC): 14th World Processing Tomato Congress & 16th ISHS Symposium on the Processing Tomato in 2022 and 2024 (~estimated). Results of FunTomP obtained until that time will definitely be presented there. In addition, the national and European Level R&D innovation Days will be followed. Global Tomato Congress which seems to be held every 2 years, seems to be planned also for 2023. That will also be a potential meeting for the FunTomP partners. Partners of the consortium are also expected to attend more scientific conferences in their fields such as EFFoST, IUFOST and Food Chemistry Conference (ELSEVIER).

2.7 Training Schools

Transfer of knowledge activities will take place through training schools for early stage researchers & industry. These will enable to educate stakeholders on the main topics of FunTomP. In the training schools' outputs of the FunTomP will also be shared. Tentative topics for the training schools have been planned as

- *Consumer & Market Analysis;*
- *Importance of MedD on health;*
- *Non-thermal processing techniques in food industry;*
- *Sustainable Food Production;*
- *Valorization Options for Food Waste;*
- *FoodOmics Approaches*
- *A 'Novel Food Processing Techniques' School (for the SMEs)*

2.8 Webinars

FunTomP is a large consortium consisting of valuable partners of different expertise. Webinars have started to be very important knowledge transfer tools. Throughout the FunTomP all partners are expected to give a webinar where they will present not only their expertise area but also FunTomP research results. Webinars will not only be limited to partners of FunTomP, but that stakeholder willing to give a webinar that approved by the StC will also be welcome. After M12, at least 3 Webinars are planned for every year.

2.8 Activities targeting at multiple audiences

FunTomP is a large consortium consisting of 16 partners. Different graduate students and Post Docs will be working throughout the project. It is planned that graduate students will have a FunTomP Fellow Group (FFG) and this group will work actively with the Social Media Coordinator. The group will be set up once the majority of the 'personnel hiring' stage of FunTomP is completed. A volunteer will lead the FFG. These fellows are expected to contribute to YouTube channels, scientific blogs with specific videos or posts that will enhance the communication of FunTomP results. The aim of the communication activities will not only focus on publishing FunTomP research results but specific attention will also be put into explaining the importance of MedD. As an example, METU fellows will visit high schools to demonstrate science-based activities with tomato products. These activities will be arranged in a simple way to attract the attention of high school kids on the importance of the diet they follow. As we know, worldwide obesity has significantly increased and a huge number of children under the age of 5 years were reported to be overweight or obese. Although FunTomP products will not be tested on these kids on directly, importance of following the Mediterranean diet will be highlighted through other demonstrations like drying experiments will be performed for tomatoes in class by using the bench top dryer at METU processing lab. Participation in science fairs such as European Researcher's Night (ERN) will be another public engagement activity. ERN has been held at METU since the last 3 years. Similar actions will be devoted to present the project in all the partner institutions organizing a European Researcher's Night. Public talks on some specific topics by the main FunTomP participants are planned in the form of 'Science Cafés' as well. Live Instagram talks will also be given by the main partners depending on the progress and demand by the public. These will be mostly about Mediterranean Diet, Nutrition, Plant protein consumption etc.