DOMINO

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DELIVERABLE

D6.1 – Communication, Dissemination, Exploitation Plan

Communication, Dissemination, Exploitation plan including project website

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Executive summary

This deliverable presents a comprehensive plan of the communication, dissemination, and exploitation (CDE) activities planned for the DOMINO project, as well as the associated actions that will be carried out during the project. All WP6 contributors and WP leaders, in close collaboration with the entire consortium, are responsible for carefully designing, preparing, and supporting the implementation of the communication, dissemination and exploitation activities during the DOMINO project lifespan. Starting from the actors with whom the project will interact, **this plan identifies 7 target audiences**. They are all addressed by specific communication and dissemination activities developed according to their needs and the level of relevance for the project. The **9 overarching tools and activities** include the brand identity, website, social networks, press releases, other media outlets, events, articles and publications, other dissemination materials, and clustering activities. **Specific Key Performance Indicators (KPIs) have been identified** to monitor and evaluate the activities and overall strategy, allowing the consortium to fine-tune the actions defined in this document. Moreover, this plan identifies a **first version of the exploitation strategy**, to be detailed and consolidated in a later stage of the project. A detailed process is also provided on how project partners' contributions will be coordinated, ensuring that DOMINO will communicate, disseminate, and exploit results using one voice. **This deliverable has the characteristic of being a living document that will be revised on a yearly basis.** The second release of this document, including an updated CDE strategy, is expected in M24.

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1. Introduction

The Communication, Dissemination and Exploitation (CDE) Plan (D6.1) is integrated under *WP6 – Communication, dissemination and exploitation to empower citizens and stakeholders*. It aims to describe activities that will explain and encourage visibility and recognition of DOMINO results and activities among stakeholders. It is a consortium-agreed strategic document that addresses the six basic communication questions:

WHO: *WHO ARE THE TARGET AUDIENCES?*

WHAT: *WHAT DO WE WANT THEM TO KNOW ABOUT THE PROJECT?*

WHY: *WHAT ARE THEIR NEEDS AND INTERESTS, AND WHY DO WE WANT TO COMMUNICATE WITH THEM?*

WHERE: *WHERE CAN WE ENCOUNTER AND REACH THESE AUDIENCES?*

HOW: *WHAT LANGUAGE AND MEDIUMS SHOULD WE USE TO ADDRESS THEM?*

WHEN: *WHAT IS THE BEST TIMING, DURING AND AFTER THE PROJECT'S LIFESPAN, TO ENGAGE WITH THEM?*

In short: It summarizes the CDE goals, identifies the target audiences, outlines the key messages, communication channels, and strategies for overcoming obstacles. In the first project phase, the focus of dissemination actions will be on creating the DOMINO 'brand' and raising awareness of its mission. At the same time, and throughout later phases of the project, it will focus on mobilising a wide range of stakeholders to engage in the project (for instance, through the Living Labs) and to make use of its resources, highlighting benefits and addressing specific knowledge needs.

Overall, the CDE strategies described in this plan seek to pave the way for citizen-friendly innovation on fermented foods in Europe, promoting and enabling the adoption of sustainable and healthy diets in the European population. The proposed actions will help to achieve the project expected outcomes with the greatest possible impact by providing stakeholders at the European, national and regional level with relevant information on DOMINO's activities and achievements, as well as by defining a strategy for the exploitation of project results and their sustainability beyond the Living Labs (LLs) and project lifetime.

This plan has been conceived according to the Technical Annex of the project in compliance with the Ethics requirements and guidelines, and is based on the following recommendations:

• Horizon Europe - Dissemination & Exploitation

• Communicating about your EU-funded project

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2. Objectives of the Plan

The primary goal of this plan is to provide partners with a comprehensive framework encompassing guidelines, responsibilities, and timelines on how, when, what and where to communicate about the project and propose a first strategy for the exploitation of project results. The plan presents a set of actions that, when implemented, will lead to the accomplishment of the following project objectives:

CREATE THE PROJECT'S IDENTITY

Why? So that we, as a project, can speak with a common voice.

How? Providing clear guidelines on how to communicate about the project.

GENERATE VISIBILITY AND AWARENESS OF THE PROJECT

Why? To attract stakeholders and foster collaboration, ultimately maximizing the project's impact and potential for success.

How? Through strategic communication and dissemination efforts, leveraging various channels to engage with stakeholders and share project updates.

IDENTIFY AND MOBILIZE TARGET STAKEHOLDERS

Why? Because it allows for valuable input, collaboration, and support, leading to increased project relevance, effectiveness and impact.

How? Conducting stakeholder analysis, engaging in targeted outreach and networking, fostering collaboration and addressing their specific needs and interests.

ENSURE A RELIABLE AND SMOOTH KNOWLEDGE TRANSFER OF PROJECT RESULTS

Why? To promote learning and collaboration and facilitate the practical application of research outcomes.

How? Ensuring facilitated access to knowledge and capacity building for all types of stakeholders.

REACH EXPECTED OUTCOMES AND CREATE IMPACT

Why? To harness the potential of fermented foods as a sustainable and healthy solution for people and the planet.

How? Measuring and evaluating CDE efforts to make necessary adjustments and improvements.

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3. Target audiences

Chapter 3 presents a preliminary mapping of the most important actors that will interact with DOMINO throughout the lifecycle of the project and define the objective of the interaction and the stream of engagement. Moreover, it outlines the messages that will be communicated in the first phase of the project. The section below summarises the target audiences' information needs, describing who they are in detail, and how they will be addressed by DOMINO's activities.

3.1.   Definition of the target audiences

During M1 and the kick-off meeting, DOMINO's partners took part in a co-creation workshop in which they conducted an analysis of the target audiences to be addressed in the various project activities and agreed on segmenting the target in two levels (primary and secondary). This segmentation should be taken as a preliminary classification of target audiences and may be updated in the next release of the CDE Plan (M24) when the role of each actor will become clearer.

Primary target audience

- Citizens
- Agri-food business actors
- Medics, nutritionists and other healthcare providers
- Scientific community
- Policy makers and risk assessors
- Non-governmental organisations (NGOs)

Secondary target audience
- Research projects and initiatives

3.2.   Target audience analysis

In this paragraph, all the target audiences are analysed in detail, describing who they are and what subgroups belong to each audience, as well as what role they play in the project and how they can influence project outcomes and activities. It also analyses their key needs and challenges in relation to the project theme to understand the point of view they are coming from and how project messages can be delivered in an audience-adapted way.

The information provided in this paragraph and the following chapter on key messages is largely based on the outcomes of the co-creation workshop on target audiences and key messages organised with partners in M1. During this workshop, three tables circulated to gather input on the specific target audiences:

- Who are they exactly and which actors belong to these audiences? (Target analysis)
- What do we want to communicate to them? (Key messages)
- How can we reach these audiences? (Tools and channels)

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3.2.1.   Citizens

DOMINO's activities are designed to increase citizens' knowledge about microbiomes ('microbiome literacy'), and specifically fermented foods, and trust in the food value chain. This is the group on which DOMINO aims to create wider long-term impacts. However, given the enormous diversity of citizens, in terms of demography, geography, education, values, culture, economic status, DOMINO's communication activities will be heterogeneous, targeting both the general public, as well as specific population groups (e.g., vulnerable groups with less access to internet, people with specific health conditions). Citizens, as a targeted stakeholder group, also include European consumers, as they are potential consumers of fermented foods. However, unlike the consumer who buys goods and services for his own use, the citizen makes a more active contribution to society and could be likened to a designer who is not limited to what is available but can design it himself. Therefore, DOMINO will target citizens at large, as they can take an active role in the project through involvement in the Living Labs, contributing to the design and evaluation process of fermented foods.

3.2.2.   Agri-food business actors

Stakeholders of this group are farmers, producers, processors, food services, agri-food companies, food business- and trade associations, start-ups, SMEs and national food technology platforms. These stakeholders have the power to influence and shape food environments and therefore present a core target group of DOMINO which is of great importance for the exploitation of project results. However, agri-food business actors may not always have a clear idea of their role in dietary behavior change and food system transformation. Many agri-food players want to engage in this transition, recognizing that consumer trends are moving in this direction, but there are some barriers, including legal ones about microbial consortia with new strains and potential health issues with plant-derived anti-nutritional factors. They also want to be informed about consumer needs and concerns and need guidance to embrace the modernisation of the fermented food industry.

3.2.3.   Medics, nutritionists and other healthcare providers

Medics, nutritionists and other healthcare providers (nurses, hospitals, medical supply companies, etc.) play a crucial role in promoting healthy diets, and preventing Non-Communicable Diseases (NCDs), as they are often the first point of contact for patients seeking advice on nutrition and health. Their interest can be stimulated by presenting information about novel plant-based fermented foods and how their consumption shapes the gut microbiome and provides health benefits to consumers.

3.2.4.   Scientific community

This target group refers to representatives of universities, scientific institutes and research centres. Research communities in the area of sustainable and healthy diets likely have a strong interest in obtaining data-driven insights, best practices, and policy recommendations, as well as in collaboration and networking opportunities with other stakeholders. With the scientific knowledge acquired, DOMINO will aim at driving innovation towards new plant-based fermented foods.

3.2.5.   Policy makers and risk assessors

Actors under this subgroup are heterogeneous (for example, differencing at the governance level), however, they are associated by a common feature: the power to influence and/or change policies related to food. According to project purposes, DOMINO will address:

- Policy makers and governmental organisations at EU, national and local level. Among these, DOMINO will focus on European institutions (European Commission, European Parliament),

National Ministries of Food and Agriculture, Health, Industry, Education and Environment, (Inter-) regional administrations and local governments. Stakeholders in this target group are addressed in particular in their role as risk managers.
- European agencies (e.g., EFSA and National authorities) for scientific advice in relation to food safety and consumer protection. Engaging this group will be crucial to make sure new products can be exploited in a safe and effective way.

DOMINO will provide policy makers and risk assessors with science-based evidence dealing with questions related to human nutrition, new fermented foods, and the assessment of their potential health benefits and/or risks.

3.2.6.   Non-governmental organisations (NGOs)

Among this group are EU- and national NGOs working on food policy and public health. NGOs, or civil society organizations (CSO), are non-profit or voluntary citizens' groups that work to address issues in support of the public good (Nations 2023). They are important to this project in two ways, which are related to the networks through which they operate: they have the power to put policy recommendations on the political agenda, and they can advocate for education in a specific field (e.g., through lobbying policy makers to invest in education or working directly with citizens).

3.2.7.   Research projects and initiatives

DOMINO aims to create synergies and build partnerships with other research projects and initiatives at national and EU level, that are thematically linked to the Food 2030 Policy Framework and the Farm to Fork Strategy (see §5.9). This group plays a role as a secondary target audience and will be of rather low priority at the beginning of the project, becoming more important for the exploitation of the results as the project progresses. To ensure maximum impact and engagement, partners' organisational and individual networks of other projects and initiatives will be used as well, and influencers and multipliers will be engaged in the activities conducted within the project. In addition, the Sustainable Food Systems Network (SFSN) will ensure that the knowledge generated within DOMINO is proactively shared and exchanged among relevant projects.

4. *Key messages*

This part outlines the definition of general messages about the project and a bundle of tailor-made messages to address and ignite the interest of different stakeholders.

4.1.   General messages

Particularly at the beginning of the project, messages will be of a more general nature to build the DOMINO 'brand', create awareness of the project and its aims, and engage the relevant stakeholders.

- DOMINO will promote a holistic understanding of microbes and microbiomes (showcasing 'domino effects' relating to health, sustainability and microbial biodiversity) and fermented foods through an active engagement of relevant actors during the entire lifespan of the project.
- DOMINO will develop effective, evidence-based messages, tools and interventions targeting different food system actors, from policy makers to food producers, retailers, restaurants, health care providers, academia and consumers. Four topics will be at the core of DOMINO: **health benefits**, **sustainability, food production** and **scientific innovation**:
    - Fermented foods are rich in probiotics, that can improve digestion, boost the immune system, and promote overall health. They contain vitamins and minerals that are easily absorbed by the body, making them a great addition to a healthy diet.
    - Fermentation is an environmentally-friendly process requiring little water or energy and producing little waste, extending the shelf-life of the final product, and reducing cold-chain requirements;
    - Fermentation is a promising application to create value-added, healthy and sustainable food products through the use of specific microorganisms.

4.2.   Tailor-made messages

Once the project starts to generate outputs, the general messages will be accompanied by specific messages promoting results and other activities, still with the aim of strengthening the DOMINO brand, and ultimately to increase the impact of the project. The tailor-made messages in this paragraph have been developed based on the analysis of the different target groups in §3.2.

Table 1: Key messages adapted to specific target audiences

Target audience	Messages
Citizens	- DOMINO will guide consumers through the world of food and fermentation by providing an easy-to-understand overview of how it works and its history. - DOMINO will empower citizens to recognise the differences between fermented and non-fermented foods. - DOMINO will raise awareness about the importance of fermented foods with demonstrated nutritional and functional properties. - DOMINO will bring awareness on the role of harnessing the biodiversity of dietary microbes (food microbiota) for food safety, nutritional health and sustainable plant-based food.

Agri-food business actors	• DOMINO will provide concrete information about novel plant-based fermented foods. • DOMINO will provide specific recommendations and actionable knowledge on fermentation-based solutions for food products and processes, such as improved nutritional, structural, and functional properties, and enhanced food preservation. • DOMINO will propose various reliable technologies and tools that can be used by food value chain actors to ensure consumer's health and well-being in the design of new fermented foods. • The knowledge delivered by DOMINO will help companies to understand consumer needs and concerns. • DOMINO will deliver validated, scientific-based interventions and monitoring strategies to foster dietary habits change, tailored to specific behaviours, contexts and population groups.
Medics, nutritionists and other healthcare providers	• DOMINO will foster the development of diet recommendations related to fermented foods and of new diagnostic tools. • DOMINO will provide a clear communication on science-based evidence of fermented foods' health effects that will contribute to limit unfounded abusive health claims. • DOMINO will support healthcare providers in delivering science-based messages to large audiences about plant-based fermented foods, gut microbiome and health benefits. • DOMINO is intended to provide evidence that both animal- and plant-based fermented foods are beneficial to health, and that the transition from an animal-based to a plant-based diet does not necessarily lead to compromised health. • DOMINO will explain the health benefits of plant-based fermented foods, their importance for long-term sustainability of food production and their role in public health.
Scientific community	• DOMINO will promote the importance of advanced computation for scientific innovation in the field of sustainability, health and microbiome • DOMINO will provide science-based information about sustainability, nutritional health and new fermented food products • DOMINO will develop studies and scientific articles on fermented foods that will be publicly and freely available on the project's website. • DOMINO will promote the use of open access tools, such as the open Food Microbiome Open Access Database (FMD) and computational workflows • DOMINO will foster the modernisation of the fermented food industry to include microbial solutions

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	• DOMINO will provide information about pilot-scale production improvements and the accumulated knowledge will provide guidelines for changing towards more sustainable production of fermented foods.
Policy makers and risk assessors	• DOMINO will develop concrete and context-specific insights on novel fermented foods. • DOMINO will provide detailed information about human nutrition. • DOMINO will highlight the risk/benefit balance of fermented foods. • DOMINO will provide information and suggestions about new protocols for risk-benefit assessment of fermented foods and food microbial consortias using ex-vivo models.
Non-governmental organisations (NGOs)	• DOMINO will support NGOs and Think Tanks to create opportunities for them to actively participate in discussions with different stakeholders, notably within the Living Labs. • The resources provided by DOMINO will also support NGOs and Think Tanks to advocate for a transition to sustainable and healthy diets.
Research projects	• DOMINO will actively support cooperation among researchers working in similar fields. • The Sustainable Food Systems Network (SFSN) will connect, inspire and engage stakeholders by setting up an active and self-sustained network of people exchanging knowledge and resources. • DOMINO seeks to collaborate with other EU-funded projects on communication activities, to jointly participate in events and to build on each other's results.

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5. Communication and Dissemination tools and activities

The successful attainment of the plan's objectives will be guaranteed through the synergy of its activities and the utilization of diverse tools and channels that are tailored to meet the needs and expectations of the stakeholders involved. This chapter provides a thorough presentation of the specific tools and activities employed. Each of these will be meticulously designed in accordance with the Horizon Europe guidelines to acknowledge the funding received from the European Union.

Subsequent paragraphs will describe each tool or activity, outlining the upcoming stages, the responsible partner from DOMINO overseeing the implementation, and the involvement of other partners.

5.1.   Brand identity

A brand's identity is built upon the unique elements that define it, including its trademark color, logo, name, and symbol. These elements enable the intended audiences to recognize and associate with the brand. Consequently, the logo holds significant importance as a fundamental aspect of the DOMINO project's identity. Its primary objective is to effectively embody the project's vision, mission, and core objectives. As the project adopts a co-creative and multi-stakeholder approach in all its endeavors, the development of the logo and its essential elements was undertaken collaboratively by the entire consortium, under the coordination of EUFIC.

5.1.1. Logo

Prior to DOMINO's kick-off meeting on March 27-29, 2023, EUFIC created four logo options. These options were presented to the partners during the meeting, accompanied by an explanation of the concept behind each logo. Through a voting process and interactive discussion, considerations such as preferred shape, colors, similarity to other project logos, and more were taken into account. Then, edits were made to incorporate the suggestions and preferences of the partners. As a result, the following logo was ultimately chosen:

The idea behind the chosen logo is to demonstrate the benefits of a fermented foods enriched diet, through a succession of linked effects. The symbol represents, on the one hand, three widespread intestinal bacteria (*Lactobacillus, Lactococcus, Bifidobacterium*), shown slanted to remind the "*domino effect*" of fermented foods in terms of health, sustainability and microbial biodiversity. The typography gives the logo a modern, sleek and minimalist look that completes the idea of scientific rigor.

5.1.2. Brand guidelines

After finalizing the logo, EUFIC has created a brand manual with the aim of guiding partners and potential external users (e.g., web developers, Living Labs, etc.) in the correct use of the logo and its elements. The **branding guidelines** are available to all partners on the project's shared platform (see Annex III). The manual contains the different versions of the logo and explanations on how to (not) use it (e.g., sizes, EU Emblem). Furthermore, it outlines the primary and secondary color palettes, the typography and the proper use of images.

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5.2.   Website

The DOMINO project website serves as the main gateway and essential source of information. It provides comprehensive details about the project's objectives, activities, partners, living labs, news, events, and results. The website is seamlessly linked to the project's various channels and media platforms, including the Sustainable Food Systems Network and SciFoodHealth Twitter and LinkedIn accounts. EUFIC took charge of coordinating the website creation process, ensuring the incorporation of feedback from DOMINO's coordination team.

The project website will be launched on 30 June 2023 and is accessible at the domain www.domino-euproject.eu (see Annex II)

The website has been built in a stakeholder-oriented manner in order to raise the interest of citizens and food system actors in DOMINO's activities. The navigation bar at the top of the website leads visitors to the following pages:

- *Homepage*: Represents the entry point to the website and contains the project's mission statement and a brief explanation on what the project is about. It also shows a preview of the latest project news, contains a social media wall, re-addresses visitors to the project's social media channels and contains a newsletter registration form.
- *About*: On this page, visitors can learn more in depth about the project and its ambitions, and the partners that are involved. A scrollable banner with partner logos leads visitors directly to the "Partners" page.
  - o Domino in action (subpage): Aimed at providing a more comprehensive overview of DOMINO's scientific activities and the six case-studies.
  - o Fermented foods (subpage): Contains detailed info on what fermented foods are, their historic background, and their potential health and environmental benefits.
- *Livings Labs*: Provides explanations on what the term 'Living Lab' stands for and gives an overview of the location, activities and partners involved in each of DOMINO's six livings labs
- *Partners*: Contains a graphical index with all partner logos that, when clicked, lead to a dedicated page about the partner. Here the visitor can learn more about the partner institution, its role in the project and the people involved in DOMINO.
- *News & Events:* Shows all the project news, upcoming events related to the project's topic and press articles in which the project has been mentioned.
- *Resources*: Any type of public resources that DOMINO will create will be uploaded here (e.g., infographics, videos, publications, info sheets, etc.) and made available for download. The resources section contains a filter option for the the type of resource that should be displayed (scientific publications, newsletters, graphic material, factsheets, project reports, others).
- *Glossary*: Contains a alphabetically sorted list with project-related terms and their definitions. The aim of the glossary is to make content-specific words easily understandable to the reader, including those who may not be familiar with the topic.
- *Contact*: Displays a contact form that the website visitors can use to reach out to the DOMINO partners for any questions they may have on the project. The form requires users to insert their name, surname, e-mail address and message, as well as to accept the privacy and cookie policy.

In addition to the DOMINO project website as an information hub, project **partners** are equally encouraged to **post project content on their organizations' websites** and to share project news in their newsletters and social media, linking to the DOMINO website where relevant information can be found. This will help increase traffic to the project website.

5.3.   Social networks

The primary objective of social networks is to share information on project's activities and to reach specific target audiences. DOMINO's social networks will be used to inform stakeholders about project activities and results, to interact with audiences (e.g., live Q&A sessions, participating in activities of World Microbiome Day and joining the #MicrobiomeAmbassador campaign), to raise awareness about the potential of microbiomes, and in this context also of fermented foods, for healthy people and a healthy planet, and to actively engage the identified target groups in the activities foreseen by the project (e.g., involvement in living labs).

With the project's objectives, target audiences, and desired messages in mind, EUFIC, in agreement with DOMINO's Executive Committee, has identified Twitter and LinkedIn as the most suitable social networks for regularly sharing updates and achievements of the project. Considering the limited duration of the project, the resources available, and the effort required to build a substantial follower base, the project partners jointly made the decision not to create new social media accounts specifically for DOMINO, but to use the existing **@SciFoodHealth** **Twitter** and **LinkedIn** channels, that count with an already existing follower base of >27.000 followers, composed of a wide tailored community of experts and non-experts with interest in food, research, new technologies, health, etc. The @SciFoodHealth accounts post daily news about EU projects dealing with food system topics and have been designed to outlast all projects, representing a long-term tool to disseminate results, mentions and updates on the projects even after their end. These accounts also address the European Commission's recommendations of promoting collaborations between projects to maximize their impact. Finally, EUFIC will promote project activities and results on the **Sustainable Food Systems Network** (SFSN). The SFSN is a fast-growing online platform designed to connect and inform food system stakeholders to promote knowledge, news and opportunity sharing and facilitate partnership building. The online community currently counts >1.500 members representing researchers, industry professionals, policy makers, citizens, students, NGO representatives and others actively engaged in Sustainable Food Systems (SFS). The network's platform allows for both breaking silos between SFS fields through the general feed and providing space for more specialized discussions through topical groups, including one focused on the microbiome.

EUFIC will be responsible for regularly posting on the identified social networks, making sure to tag relevant partners. From their side, project **partners** guarantee strong support in **resharing and engaging** with the content, as well as in writing new posts inspired by the one published on the @SciFoodHealth accounts. It is also their responsibility to **promote the project through their organisational social networks** (Twitter, LinkedIn, Facebook, and others), choosing the most appropriate one according to the message and the target audience to be reached.

In total, EUFIC will aim for at least 50 posts per year on any of the identified channels with four types of content:

1.   Central communication (press releases, conferences & events, videos, infographics, publications, etc.)
2.   Living lab activities
3.   Collaborations with other projects (e.g., on World Microbiome Day)
4.   Contextual news (topical scientific news)

Every social media post will consistently incorporate the project's hashtag (**#DominoEU**) to simplify the process of searching for project-related information and accessing all associated activities. Additionally, whenever feasible, posts will include a link to the project website where more information on the featured topic can be found.

5.4.   Press releases

Press releases will be created with the aim of increasing awareness about DOMINO and providing the media with information regarding the primary activities and outcomes of the project. This approach is anticipated to reach a greater number of stakeholders at both the national and European level. The press releases will be targeted both at general and specialized media, with the aim of reaching citizens, as well as a broad range of professionals across the food system. When targeting the general public and generic media, the press release will be formulated without the use of technical language, in contrast to the press releases intended for specialized media.

EUFIC will be the responsible partner for writing the first draft of each press release in English. This draft is then shared with the coordinator and other relevant partners, specifically the WP responsible for the activities described in the press release. Once finalized, EUFIC will distribute the press release to journalists who have been selected based on their relevance to the subject matter. Additionally, the document will be shared with all partners via email, encouraging them to disseminate it through their respective press offices. At least two press releases will be translated by EUFIC into partner's languages (French, Dutch, Estonian, Italian, Spanish, German). Each press release will be accessible for download on the project website and will be actively promoted via social networks.

5.5.   Other media outlets

Apart from social media networks, DOMINO may utilize traditional media outlets such as newspapers, television, and radio to extend its reach and enhance the promotion of the project's societal benefits. EUFIC will take the responsibility of identifying suitable opportunities and customizing the communication and dissemination activities. This will involve determining the most appropriate type of communication for specific media outlets, regions, and target groups. With the assistance of all partners, EUFIC will reach out to journalists and other communication experts specializing in relevant fields at both the national and European levels.

5.6.   Conferences, workshops, events

To foster collaboration and engagement, all DOMINO partners are encouraged to showcase their project, activities, and outcomes through a diverse range of events such as seminars, public hearings, meetings, conferences, and other relevant gatherings. The primary goals behind these presentations are to inform the intended audiences, generate interest and involvement, highlight the project's activities and their potential applications, and foster the formation of fruitful partnerships. In line with this objective, EUFIC has developed a standard **presentation template** as part of the project design, which will be conveniently accessible to all partners via the shared platform (see Annex IV).

A list of all relevant events will be drafted thanks to the collaboration of all DOMINO partners and shared on the website event calendar. A communication and events toolkit (see §5.8) will be supplied by EUFIC to all partners in order to promote the project on events. After consulting with the partners, EUFIC is in charge of promoting the partners' participation in conferences, workshops and other events. For their part, DOMINO partners commit to record each event they have participated in (including details about the event, such as the type of audience, an estimate of the audience size, etc.) in the communication and dissemination spreadsheet, which is also made available on the shared platform (see Annex V). EUFIC will provide clear instructions on the correct use of this document and will regularly remind partners to complete it.

Lastly, in the final year of the project, EUFIC will organise a final conference, bringing together a wide range of stakeholders to discuss project results and possible exploitation pathways.

5.7.   Articles and publications

5.7.1.   Website articles

EUFIC will regularly develop news items on topics relevant to the project. News will be selected and prepared in clear and non-technical language with the aim to introduce citizens and consumers to the importance of microbiomes for food, food systems and humans and to maintain the public updated on the project progress. In terms of frequency, a minimum of one article will be published on the website every two months.

5.7.2.   Scientific publications

DOMINO partners will co-author joint scientific publications to disseminate research outputs and maximize impact. These will be submitted to scientific journals (e.g., *Gut*, *ISME Journal*, *Food Microbiology*) for publication. DOMINO will provide early and immediate open access (OA) to peer-reviewed scientific publications, including articles, books and book chapters, monographs, and PhD theses. Authors are also encouraged to provide OA to non-peer-reviewed publications. Results will be published in OA venues, avoiding predatory platforms with questionable ethics. If possible and in line with the policy of the targeted journal, partners should provide early access to results by posting preprints of articles on *bioRxiv*. In addition, each final accepted manuscript will be deposited in a trusted repository (institutional, domain-specific or general-purpose) and published on the project website.

5.7.3.   Non-technical/media articles

The dissemination of project outputs will be enhanced by the publication of lay-language articles that aim to explain complex scientific concepts of the project in an easy language and overall seek to draw attention to the project and increase 'microbiome literacy' in the public. These articles will be published in different formats and through different outlets, for example, as an article on the EUFIC website, as a blog post on the World Microbiome Day website, as a column in non-specialized media (e.g., *Teknoscienze*, *Project Repository Journal).*

5.8.   Other communication and dissemination materials

An appealing and accessible **e-newsletter** will be created and disseminated widely through the project's- and partners' networks and communication channels, updating actors on project news and opportunities.

EUFIC will create a **communication and dissemination toolkit** that will support partners in presenting the project to target audiences and in engaging relevant stakeholders. The toolkit will consist of a general presentation of the project, a leaflet, and an explanatory infographic and video. Later in the project, and once the first results become available, the toolkit will be updated with press releases, info sheets, a fermentation workshop guide for citizens, and other relevant project resources. It will be made available online in order to provide interested people with easy and quick access to project results and activities.

Two **infographics** and two **videos** will be developed to explain the complex issue that DOMINO deals with in an understandable and engaging manner. A first set (1 infographic, 1 video) will be released early in the project to highlight the project's holistic view on microbes, building a narrative around microbiomes, and explaining why research in the field is crucial. During the

second half of the project, a second set (1 video, 1 infographic) will explain project outcomes, highlighting the FF prototypes and the potential for exploitation. The infographics and videos will be widely promoted via the newsletter and social media and made available on the website for download.

To inform the work of specific stakeholders and provide evidence-based recommendations arising from the project's findings, **info sheets** targeted at different stakeholders (agri-food business actors, medics and nutritionists, regulatory bodies) will be produced at various stages of the project. The info sheets will be developed in close collaboration between EUFIC and relevant partners (i.e. food case leaders) and disseminated during events, via social media and newsletters, and made available on the website.

The resulting innovative knowledge from DOMINO will also feed into the EIP-AGRI (The agricultural European Innovation Partnership) website for broad dissemination to practitioners. End-user material will be produced in the form of a number of summaries for practitioners in the EIP common format (**EIP practice abstracts**). A total target number of 7 practice abstracts (1 initial and 1 per case study) is foreseen for the project.

5.9.   Clustering activities

To widen the impact of dissemination actions, DOMINO will team up with other EU initiatives. A strong interaction is planned with DOMINO's sister project _HealthFerm_ (Grant Agreement No 101060247) and _PIMENTO_ Cost Action (CA20128). A **communication working group** (CWG) has been set up between DOMINO and these two projects with the aim of exchanging regularly on synergies and possible opportunities for collaboration. The first online meeting was held in June 2023 and first synergies and steps were discussed, such as supporting the dissemination of surveys, exploring the Horizon Result Booster, organization of joint (technical) webinars and workshops, and joint communication activities (e.g., joint participation in the World Microbiome Day, EFFoST conference, MicrobiomeSupport Association conference in Torino). It was proposed that the CWG will meet at least three times a year. EUFIC will be responsible for organizing and guiding the meetings, as well as for coordinating the clustering activities (if not agreed otherwise).

Further relevant European funded projects with potential for collaboration:

- Horizon 2020 program (building up on outcomes of these projects and connecting to their possible follow ups):
    o MicrobiomeSupport (will continue in the form of an association, of which some DOMINO partners are members of)
    o MASTER (coordinator is DOMINO partner)
    o CIRCLES
    o HoloFood
    o SIMBA
    o Human Microbiome Action

- Horizon Europe projects:
    o CLEVERFOOD: This coordination and support action (CSA) focuses on mobilizing society to transform food systems for the benefit of the people and the planet. DOMINO has been invited to join the project's FOOD 2030 Project Collaboration Network, the single largest aggregation of sustainable food system initiatives in Europe. So far, attendance to physical events organised by CLEVERFOOD and the completion of a survey by WP leaders is planned. A variety of other clustering activities will be expected through collaboration with the participating projects.
    o TRIBIOME: This research and innovation action (RIA) will work towards researching and improving data on soil, human, animal and plant microbiomes, as well as their

interconnectivity, to create solutions for reducing the food industry's resource needs and environmental impact, adopting healthier plant-based food chains and enhancing circularity

o   Wheat Biome
o   Plant Biome

While EUFIC will coordinate the clustering activities with the help from WP leaders, all partners are expected to commit to activities that are relevant to their WP.

6. Timeline

In this chapter, a timeline for all WP6 related activities expected to be implemented throughout the first two years of DOMINO is provided. The below table presents only the main activities to be implemented, while the daily ones (posts on social networks, website news articles) are not considered, since they will take place all along the project lifetime. This table will be updated every 2 years with the revision of this document.

Table 2: Timeline for CDE activities in Year 1 and 2

	M	Month	2023 Communication, Dissemination and Exploitation activities			Meetings
Year 1	M1	March	**DOMINO Communication, Dissemination and Exploitation Plan (D6.1)**	Development of project logo and visual identity Delivery of brand guidelines, including logo and templates	Definition of the website requirements and selection of the website developer	Kick-off meeting Co-creation workshop on target audiences, channels and messages Vote on project logo
	M2	April			Website content preparation	Website development	
	M3	May				1st ExCom meeting (decision on social media strategy)
	M4	June		World Microbiome Day (co-organisation of online event & participation in social media activities)	Website launch	1st meeting with HealthFerm and PIMENTO

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Year 1	M5	July	Preparation of promotional toolkit (leaflet, infographic and short-animated video)	Set-up of collective list with relevant events (with help of all partners)		
	M6	August			
	M7	September			1st newsletter	
	M8	October			Publication Teknoscienze journal	
	M9	November				
	M10	December				
	2024					
Year 2	M11	January				2nd meeting with HealthFerm and PIMENTO
	M12	February				
	M13	March			2nd newsletter	
	M14	April				
	M15	May	Preparation of 1st EIP practice abstract			
	M16	June				
	M17	July				
	M18	August	**Publication of EIP practice abstract (D6.2)**			
	M19	September			3rd newsletter	
	M20	October	Review of CDE Plan and preparation of update			
	M21	November				
	M22	December				

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2025					
M23	January	Review of CDE Plan and preparation of update			
M24	February	**First update of the CDE Plan (D6.3)**			

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7. Key Performance Indicators

The following tables present a predetermined set of Key Performance Indicators (KPIs) that will help in evaluating the CDE activities and their success. The inclusion of KPIs allows to adjust and refine the CDE strategy, taking into account emerging needs, external influences impacting the project, and the expertise gained by the DOMINO consortium during the execution of planned activities. These KPIs are developed based on those specified in the Grant Agreement, as well as new indicators introduced during the initial stages of the project. If not indicated differently, KPIs are calculated for the entire project duration.

Table 3: Overview of Key Performance Indicator per CDE activity

Tools, channels, activities	Metrics method	Expected results
Website	Number of visitors and shared content	- Visitors: min. **45,000** unique pageviews - News items: at least **6 per year**
Social networks	Number of posts, impressions, user acquisition, new #MicrobiomeAmbassadors	- @SciFoodHealth posts: min. **300 posts** with a total reach of **>500,000 impressions** - SFSN: min. **30 posts** and **>800 interactions** with posts - Min. **10% user acquisition** for project website coming from social networks - Min. **30 #MicrobiomeAmbassadors** recruited through the project
Press releases	Number of journalists contacted and downloads	- Min. **2 press releases** - Min. **50 journalists** contacted - Min. **30 downloads** from the website
Other media	Number of ads/sponsored content in media, countries reached	- Min. **1 ad** in radio/television/podcast - Min. **6 countries** reached
Conferences, workshops & other events	Number of events attended by partners at local/national/EU/international level Number of events organised	Attendance of: - Min. **40 conferences** - Min. **20 workshops/webinars** - Min. **10 public engagement events** - Min. **5 science fairs** Organisation/Co-organisation of: - Min. **3 events**
Project presentations	Number of project presentations given by partners at local/national/EU/international events	- Min. **50 project presentations**
Scientific publications	Number of scientific publications submitted or published by one or several partners	- Min. **20 scientific publications**

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Media- and non-scientific publications	Number of published articles, media mentions	- Min. **4 non-scientific articles** published - Min. **30 media mentions**
Newsletters	Number of project newsletters sent, subscribers, mentions in other newsletters	- Min. **8 newsletters** - Min. **1000 subscribers** - Min. **10 mentions in other newsletters**
Graphic material	Number and type of graphic material produced, views	- Min. **2 videos** produced with >1000 views (in total) - Min. **2 infographics** produced with >1000 website views (in total) - Min. **1 leaflet** produced with >1000 website visits/handouts (in total)
Info sheets	Number of info sheets produced per type of target audience	- Min. **6 info sheets** for **agri-food business actors** - Min. **2 info sheets** for **medics and nutritionists** - Min. **1 policy brief** and **6 info sheets** for **regulatory bodies**
EIP practice abstracts	Number of abstracts produced and uploaded to the EIP website	- Min. **6 EIP practice abstracts** (1 initial and 1 per case study)
Clustering activities	Number of joint communication activities & meetings with other EU initiatives	- Min. **1 joint event organised** - Min. **5 meetings**
Stakeholder Forum	Number of webinars organised	Min. **1 webinar per year**

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Table 4: Overview of Key Performance Indicator per CDE activity and year of the project

Tools, channels, activities	Expected results	Year 1	Year 2	Year 3	Year 4	Year 5
Website	Visitors: min. 45,000 unique pageviews News items: ≥ 6 per year	≥1,500 News items: ≥ 6	≥3,000 News items: ≥ 6	≥13,500 News items: ≥ 6	≥13,500 News items: ≥ 6	≥13,500 News items: ≥ 6
Social networks	@SciFoodHealth posts: ≥ 300 posts with a total reach of >500,000 impressions SFSN: ≥ 30 posts and >800 interactions with posts ≥ 10% user acquisition for project website coming from social networks ≥ 30 #MicrobiomeAmbassadors recruited through the project	≥20 @SciFoodHealth posts ≥100,000 impressions ≥1 SFSN post ≥160 interactions with posts ≥ 2% user acquisition for project website coming from social networks	≥40 @SciFoodHealth posts ≥100,000 impressions ≥1 SFSN post ≥160 interactions with posts ≥ 2% user acquisition for project website coming from social networks ≥8 Microbiome Ambassadors	≥70 @SciFoodHealth posts ≥100,000 impressions ≥10 SFSN ≥160 interactions with posts ≥ 2% user acquisition for project website coming from social networks ≥8 Microbiome Ambassadors	≥75 @SciFoodHealth posts ≥100,000 impressions ≥10 SFSN ≥160 interactions with posts ≥ 2% user acquisition for project website coming from social networks ≥7 Microbiome Ambassadors	≥75 @SciFoodHealth posts ≥100,000 impressions ≥10 SFSN ≥160 interactions with posts ≥ 2% user acquisition for project website coming from social networks ≥7 Microbiome Ambassadors
Press releases	≥ 2 press releases ≥ 50 journalists contacted ≥ 30 downloads from the website					≥2 press releases ≥50 journalists contacted ≥30 downloads from the website
Other media	≥ 1 ad in radio/television/podcast ≥ 6 countries reached				≥1 ad in radio or television or podcast	
Conferences, workshops & other events	Attendance of: ≥ 40 conferences ≥ 20 workshops or webinars ≥ 10 public engagement events	≥ 8 conferences ≥ 4 workshops or webinars	≥ 8 conferences ≥ 4 workshops or webinars	≥ 8 conferences ≥ 4 workshops or webinars	≥ 8 conferences ≥ 4 workshops or webinars	≥ 8 conferences ≥ 4 workshops or webinars

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	≥ 5 science fairs ≥ 3 events organised or co-organised	≥ 2 public engagement events	≥ 2 public engagement events ≥ 1 science fairs	≥ 2 public engagement events ≥ 1 science fairs ≥ 1 event organised or co-organised	≥ 2 public engagement events ≥ 1 science fairs ≥ 1 event organised or co-organised	≥ 2 public engagement events ≥ 2 science fairs ≥ 1 event organised or co-organised
Project presentations	≥ 50 project presentations	≥8	≥8	≥12	≥12	≥12
Scientific publications	≥ 20 scientific publications		≥4	≥5	≥5	≥6
Media- and non-scientific publications	≥ 4 non-scientific articles published ≥ 30 media mentions	≥1 non-scientific articles published		≥1 non-scientific articles published ≥10 media mentions	≥1 non-scientific articles published ≥10 media mentions	≥1 non-scientific articles published ≥10 media mentions
Newsletters	≥ 8 newsletters ≥ 1000 subscribers ≥ 10 mentions in other newsletters	≥1 newsletter ≥ 200 subscribers ≥ 2 mentions in other newsletters	≥1 newsletter ≥ 200 subscribers ≥ 2 mentions in other newsletters	≥2 newsletter ≥ 200 subscribers ≥ 2 mentions in other newsletters	≥2 newsletter ≥ 200 subscribers ≥ 2 mentions in other newsletters	≥2 newsletter ≥ 200 subscribers ≥ 2 mentions in other newsletters
Graphic material	≥ 2 videos produced with >1000 views (in total) ≥ 2 infographics produced with >1000 website views (in total) ≥ 1 leaflet produced with >1000 website visits/handouts (in total)		≥1 video; ≥ 500 views ≥ 1 infographic; ≥ 500 views ≥1 leaflet; ≥250 website visits or handouts	≥250 website visits or handouts for the leaflet	Leaflet: ≥250 website visits or handouts for the leaflet	≥1 video ≥ 500 views ≥ 1 infographic; ≥ 500 views ≥250 website visits or handouts for the leaflet
Info sheets	≥ 6 info sheets for agri-food business actors ≥ 2 info sheets for medics and nutritionists ≥ 1 policy brief and 6 info sheets for regulatory bodies					≥6 info sheets for agri-food business actors ≥ 2 info sheets for medics and nutritionists ≥ 1 policy brief ≥ 6 info sheets for regulatory bodies

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EIP practice abstracts	7 EIP practice abstracts (1 initial and 1 per case study)		1 EIP practice abstract			6 EIP practice abstracts
Clustering activities	≥ 1 joint event organised ≥ 5 meetings	≥1 meeting	≥1 joint events organised ≥1 meeting	≥1 meeting	≥1 meeting	≥1 meeting
Stakeholder Forum			≥1 meeting	≥1 meeting	≥1 meeting	≥1 meeting

8. Exploitation

The presented dissemination and communication efforts aim to maximize the utilization of DOMINO's outputs and achieve the expected outcomes and impacts of the project. To ensure long-term sustainability and utilization of DOMINO's results beyond the project's completion and European Commission funding, it is crucial to develop a comprehensive exploitation strategy in advance. However, it is important to note that this plan is being presented at the project's early stage (June 2023), when there are no or very few results available yet. Therefore, this chapter serves as a guide for future activities that will be planned in greater detail. Prior to the conclusion of DOMINO, partners need to collectively evaluate the effectiveness and relevance of the defined measures and address any Intellectual Property Right concerns through mutual agreement.

8.1.   Exploitation strategy

According to the European Commission, exploitation is defined as *"the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities"* (Horizon-Europe-Helpdesk-Bulletin-2021).

DOMINO's exploitation strategy has been designed to maximise the project's impact. All partners will be strongly involved in these activities, bringing relevant options and inputs for the project's success.

The Exploitation Strategy process comprises two distinct phases:

- Phase 1 (currently ongoing until the end of the project): On the one hand, project partners, especially WP leaders and deputies, are actively engaged in identifying Key Exploitable Results (KERs) as well as the identification and mapping of stakeholders that are crucial for the project's success in terms of dissemination, exploitation, and replication. On the other hand, the IMG gives a feedback to the partners on KERs, evaluating the Intellectual Property (IP) and Intellectual Property Rights (IPR) and defining initial exploitation options.
- Phase 2 (M30-M60): In this phase, halfway through the project, the primary focus will be on consolidating the exploitation strategy and creating a comprehensive plan for post-project sustainability.

8.2.   Potential Key Exploitable Results (KERs)

The European Commission defines *a* Key Exploitable Result (KER) *as "[…] an identified main interesting result which has been selected and prioritised due to its high potential to be "exploited" — meaning to make use and derive benefits — downstream the value chain of a product, process or solution, or act as an important input to policy, further research or education."* (IP Helpdesk 2023)

To kickstart the exploitation process, it is essential to identify the most promising outcomes in terms of exploitability, innovation, and impact from the project's array of results. In close collaboration with partners, a preliminary list of Key Exploitable Results (KERs) has been established (see Table 4). The list will be expanded with the next update of the CDE plan.

DOMINO

Table 4: DOMINO's KERs (preliminary list)

KERs	Description	Users	Main IP owners
Data demonstrating the health effect of long-term fermented food consumption in health (D2.2)	A report summarizing the effect of milk kefir consumption of both healthy and MetS markers	Researchers and academia, healthcare providers	ICL, TEAGASC, INRAe, UNINA
An open access Food Microbiome database (FMD) with user-friendly interface (D3.8)	A user-friendly tool to query the FMD and run analysis workflow under Galaxy framework	Researchers and academia, food tech engineers. Microbial consortia designers.	UNITN, TEAGASC, INRAe
Matching patterns between Human RCNTs, animal models and ex-vivo models (D4.7)	Report describing a roadmap for policy makers defining the combination of ex-vivo models to rapid assessment of health benefits/risks of new fermented based food before human RCNT.	Researchers and academia, Policy makers.	INRAe, TEAGASC, CSIC,
Profiling of health-related biomarkers (metabolic and microbiome) to assess the health benefit of fermented food based based on Human RCNT (D2.3; D3.2)	Report on microbiomes and other biomarkers linked to health benefits of fermented food based diet.	Researchers and academia, Policy makers.	TEAGASC, UNITN, UNINA, ICL
Microbial solutions for the six plant-based fermented food prototypes. (D4.5; D4.6)	Design of healthy and sustainable plant-based fermented food	Fermented food industry.	UNITO, CSIC, INRAe, IRD, TEAGASC, TFTAK, GST, LNA, HC, FM, AIT

An innovative methodology (synthetic Ecology) using eclological network modelling to facilitate the smart design of microbial solutions for plant-based fermented food (D4.1 to D4.5; D3.2)	Scientific methodology and experimental design in food microbiology.	Researchers and academia, food tech engineers. Microbial consortia designers.	INRAe, CSIC, UNITO, TEAGASC, IRD, TFTAK
The federation of all stakeholders through several country-specific multi-actor living labs to overcome the challenges of fermented food in health and sustainable food production.	Living-lab activities	Horizon Europe network of projects and initiatives. Food-related stakeholders.	ALL partners.
Survey on fermented-food market research	Survey that focusses on current market and innovative developments of potential fermented food products at the EU level.	Researchers and academia, Policy makers, Fermented food industry.	TUM

9.Communication, dissemination and exploitation management: Structure and procedures

All DOMINO partners will be actively involved in the implementation of the communication, dissemination and exploitation activities, as defined by this plan. EUFIC, as the leader of WP6, will coordinate the activities and partners' effort.

The **expected contributions from partners** within their capacities (e.g., people months according to the agreement) are the following:

- Implementing communication, dissemination and exploitation activities within the networks they manage or belong to, in their own countries and at the European level;
- Participating in a coordinated way at conferences, workshops, events, etc. to promote the project and its outcomes;
- Publishing scientific articles and providing content for articles targeting the large public;
- Supplying events, news and updates for the web portal, as well as for other tools specifically identified;
- Requesting support for communication and dissemination materials (flyers, save the date for events, factsheets, etc.) proactively and on time;
- Engaging stakeholders belonging to the identified target audiences in a meaningful and coordinated way (see §9.1 'Operational structure' regarding coordination of stakeholder engagement and related activities);
- Keeping track of all activities implemented, aimed to show the consortium outreach and address the expected outcomes and impacts planned.

To guarantee the involvement of all beneficiaries and their linked third parties, a management structure was created, as well as reporting procedures and tools, presented in this chapter.

9.1. Operational structure

EUFIC is responsible for the overall management, support and implementation of the activities defined under this plan, with the support of WP leaders and the coordinator (from now onwards considered as the "*DOMINO Communication Team*"). **Exploitation activities will be coordinated by IT and TFTAK**. The contribution of all partners is mainly guaranteed through the direct involvement of the WP leaders, who will be involved in a meeting to be organised approximately every 10-12 weeks. These meetings aim at aligning the implementation of the activities and terms of this plan, including stakeholder engagement activities, requested support to the DOMINO Communication Team for communication materials, promotional campaigns of specific tasks, etc.

EUFIC will be responsible for the organisation of the meeting (selecting a date and timeslot, sending the agenda and the link for connecting, taking notes, preparing minutes, etc.), with the support of the other members of the DOMINO Communication Team. WP leaders are asked to confirm their participation and are invited to contribute to the agenda by proposing points to be discussed. Moreover, they can invite other partners involved in their WP to participate in the

meeting, if relevant to the agenda and if this can help to implement the activities more efficiently.

In addition to this and when relevant, EUFIC can directly contact all or specific partners, according to the purpose, to update them on outstanding results or activities, ask for support in the promotion of specific campaigns, request information needed for the implementation of provisions contained in this plan, etc. To ease the process, DOMINO partners will be asked to provide contacts of their press offices (available in the contact list on the SharePoint, tab 'Press & Comms contacts'), that can be engaged when necessary.

9.2.   Reporting activities

All DOMINO partners are required to keep track of their communication, dissemination, and exploitation activities, with a twofold aim:

- Monitor the activities implemented through the KPIs (and provide a timely assessment of the provisions contained in this plan)
- Tracking the outreach and assessing the achievement of the expected outcomes and impacts.

EUFIC prepared a reporting scheme, available to everyone on DOMINO's Sharepoint (see Annex V). This will allow all partners to continuously report on the performed activities and the results reached (e.g., type and size of audience). The structure and the instructions on how to use it will be presented during a meeting with all partners. In principle, DOMINO beneficiaries should enter data in the reporting scheme as soon as they implement an activity. EUFIC and TFTAK will monitor the process and regularly contact all partners reminding them of their duties:

- Every 4 months, to have a general overview and up-to-date information ready for the Executive Committee meetings;
- Before every annual consortium meeting, to discuss a possible fine-tuning of the strategy in a dedicated session;
- For the reporting period fixed by the EC, to update data that is necessary for the preparation of the technical report;
- By M24 and M48, when the mid-term and final report on DOMINO communication and dissemination is due, a description of the generated impact and a reviewed versions of this plan must be delivered.

9.3.   Revision of the plan

According to the contract with the EC, this document will be officially revised two times:

- By M24, when the overall strategy will be reviewed, considering the achieved results and the feedback from the EC reviewers, and will be prepared for the last part of the project;
- By M48, a final version of the exploitation strategy will be presented, identifying a detailed trajectory to achieve the expected outcomes and impacts.

EUFIC, together with the other WP6 partners, will assess the strategy every year (before the project annual meeting) to ensure that issues and barriers for the achievement of the planned objectives and activities are spotted and managed properly in time. EUFIC will ask partners to ensure that they have updated the reporting scheme with their performed activities in order to present and discuss achieved results (as well as the lessons learned, and the challenges met) during a dedicated session in the annual meeting. This meeting will also provide an opportunity to identify possible actions to fine-tune the plan. In addition, the DOMINO Communication Team, with the contribution of all partners, will define the actions for the following year and update the timeline included in this plan. If deemed necessary, the Advisory Board may be asked for comments and suggestions on how to improve the planned actions.

DOMINO

10. Conclusion and next steps

This document presents the dissemination, exploitation and communication strategy and activities designed by the DOMINO project to reach project objectives having in mind the target audiences' needs and expectations, also gathered thanks to the involvement of supporting partners in the very beginning of the project. It includes a strategy and the main tools and channels that have been identified in order to launch the communication and dissemination process, including the partners responsible for each of them. Finally, the plan defines a management structure to guarantee the efficient implementation, tracking and assessment of the activities.

The first four months were dedicated to the analysis of needs and expectations, definition of the plan and procedures to draft and manage it. Considering the urgency to start communicating about the project and its activities, partners – and in particular EUFIC– started to implement some actions during these first three months (project website and content, brand identity, social media, partners brochure). The results of such activities were used to design this plan.

The next months will represent a relevant test for the content of this document. Based on the achievements and impact monitoring between now and March 2025, the CDE plan will be evaluated and fine-tuned, in order to guarantee the cost-effectiveness of activities and the achievement of the project objectives. The second and following releases of the CDE Plan will likely include new actions.

DOMINO

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DOMINO

Annex I: DOMINO's Visual Identity

LOGO

'the domino effect'

1. The idea

The benefits of a fermented foods enriched diet, through a succession of linked effects.

3 common
good gut bacteria

DOMINO

slant symbolising
the 'domino effect'

sleek, minimalistic
typography (scientific rigor)

good bacteria

lactobacillus
lactococcus
bifidobacterium

DOMINO brand guidelines / May 2023

2. Primary

The primary logo is to be used as often as possible, as opposed to the alternative versions.

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3. Negative

The negative version of the primary logo is to be used when there is a dark background and the primary positive version will not be legible.

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4. Light

This secondary light version is to be used for busy, colourful backrounds, when the primary version will not be easily legible.

DOMINO

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5. Dark

The secondary dark versions are dark purple and black. The dark purple is the preferred one to be used on light backgrounds.

The black version should have a limited use, if possible only for black and white printed outcomes.

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COLOURS

1. Primary

The primary palette consists of colours used to represent DOMINO as an ambitious project that uses science and technology to achieve good health for citizens.

The palette is represented in the logo and the colours are to be used for various upcoming outcomes.

	#432a74
Tekhelet ambition	R67 G42 B116
	C90 M100 Y20 K10

	#8c61fc
Medium slate blue ambition	R140 G97 B252
	C62 M67 Y0 K0

	#00babe
Verdigris science & technology	R0 G186 B190
	C75 M0 Y30 K0

	#ff8c00
Dark orange (web) good health	R256 G140 B0
	C0 M55 Y100 K0

COLOURS

20

2. Secondary

The supporting palette is derived from the primary one. These colours are to be used as supporting ones, e.g., for backgrounds in both digital and print outcomes.

These colours are to be used along with the primary ones and are not to be paired with each other.

	#c7c4fa
Periwinkle	R189 G196 B250
	C20 M22 Y0 K2

	#bcebeb
Mint green	R188 G235 B235
	C20 M0 Y0 K8

	#ffe6cc
Champagne	R255 G230 B204
	C0 M10 Y20 K0

TYPOGRAPHY

22

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?!€&*)

Barlow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?!€&*)

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?!€&*)

Barlow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;?!€&*)

1. Primary

'Barlow' is the primary typeface of DOMINO, used for the logo and communication materials. It is designed by Jeremy Tribby and is a 'slightly rounded, low-contrast grotesk type family.'
Source: Google Fonts

Barlow characterises the scientific aspect of DOMINO.
Download Barlow here.

DOMINO brand guidelines / May 2023

IMAGERY

1. Style & placement

The photographs should have a light appearance, with the fermented foods being the protagonist. The foods should appear in saturated, lively colours.

The logo should be placed in a corner, preferably on the top with sufficient space around it.

Annex II: DOMINO Website

DOMINO

HOME   ABOUT ⌄   PARTNERS   LIVING LABS   NEWS & EVENTS ⌄   RESOURCES   GLOSSARY   CONTACT

PARTNERS

DOMINO gathers 19 partners from 10 countries, in a collaboration between top universities and research centres, as well as expert non-profit organisations and the private sector.

Each of our partner brings a specific competence to the consortium. This combination of skills, ranging from microbial ecology to computational biology, human nutrition, social sciences, and business innovation, will allow DOMINO to meet the challenges it seeks to address.

INRAE   Teagasc   AIT   CSIC   eufic

Merano   GREEN SPOT TECHNOLOGIES   KING OF KEFIR   INRAE transfert   IRD

AFFINEURS   moorepark technology   Università degli Studi di Napoli Federico II   UNIVERSITÀ DI TORINO   UNIVERSITÀ DI TRENTO

TF TAK   Technical University of Munich   TUM   VU

DOMINO

HOME   ABOUT ⌄   PARTNERS   LIVING LABS   NEWS & EVENTS ⌄   RESOURCES   GLOSSARY   CONTACT

GLOSSARY

Fermented foods

TERM EXPLANATION →

SUBSCRIBE TO OUR NEWSLETTER

Your email   **SUBSCRIBE**

☐ I agree to receive the newsletter from DOMINO and accept the **privacy policy.**

DOMINO

Annex III: Brand Guidelines

DOMINO

Funded by
the European Union

BRAND GUIDELINES

by EUFIC – Ana Jacheva, Creative Content   2023

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LOGO

do not distort
the logo

do not retype or
change the spacing
between the letters

do not rotate the
logo

10. Improper use

When placing the logo in small
sizes both digitally and for print
purposes, the examples on the
right provide guidance on the
minimum sizes to be used.

do not crop
the logo

do not compromise
legibility/contrast

do not use
effects on the logo

do not alter the
position of any
elements

do not apply
drop shadows

do not change
the colours of the
elements

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LOGO

11. EU Emblem

'The EU emblem, in conjunction
with the funding statement, must
be prominently featured on all
communication material, such
as printed or digital products or
websites and their mobile version,
intended for the public or
for participants. These are
examples. The placement of the
EU emblem will depend on the
design of the publication.'

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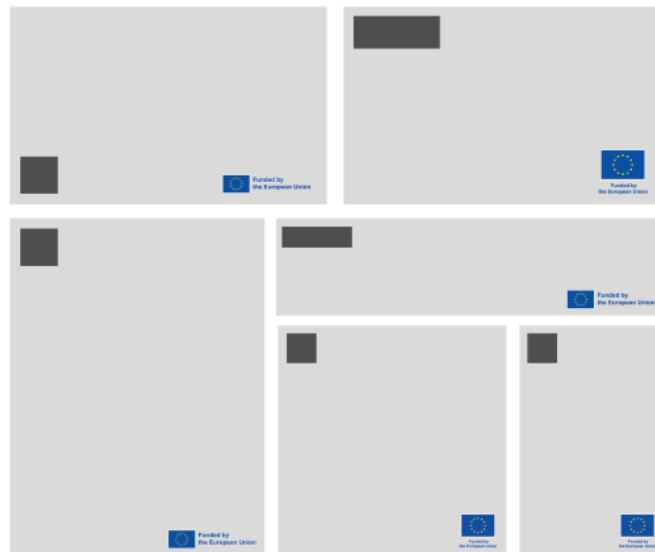
Source: THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027, March 2021

LOGO

11. EU Emblem

'When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. The placement of the EU emblem will depend on the design of the publication.'

Source: THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027, March 2021

TYPOGRAPHY

1. Primary

'Barlow' is the primary typeface of DOMINO, used for the logo and communication materials. It is designed by Jeremy Tribby and is a 'slightly rounded, low-contrast grotesk type family.'

Source: Google Fonts

Barlow characterises the scientific aspect of DOMINO.

Download Barlow here.

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!€&*)

Barlow Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!€&*)*

Barlow Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!€&*)**

Barlow Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!€&*)***

DOMINO

TYPOGRAPHY

23

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!€&*)

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!€&)*

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!€&*)

Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,;:?!€&*)

2. Alternative

'Helvetica' is the alternative typeface of DOMINO. It is one of the most respected fonts out there, holding great integrity.

It should be used when Barlow is not available (e.g. for MS programmes, documents etc.).
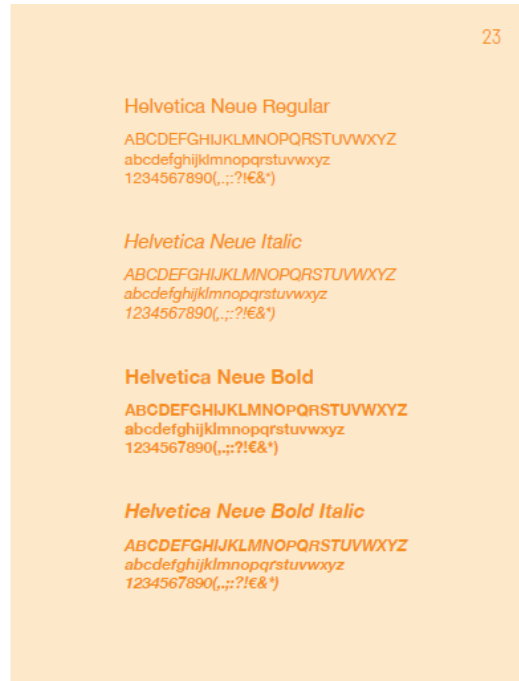
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TYPOGRAPHY

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Heading: Barlow Bold Italic

This is the heading.

Subheading: Barlow Bold

This is the subheading.

Body copy: Barlow Regular

This is the body copy that will contain relevant and interesting insights about the project. It is advised to use Barlow Regular for this purpose.

Links and annotations: Barlow Regular

*For additional info and links, use Barlow Regular and make sure that it is in a smaller size than the body copy.

3. Hierarchy

Whenver there is copy involved in a design or outcome, please make sure to follow these examples for the style.

DOMINO brand guidelines / May 2023

DOMINO
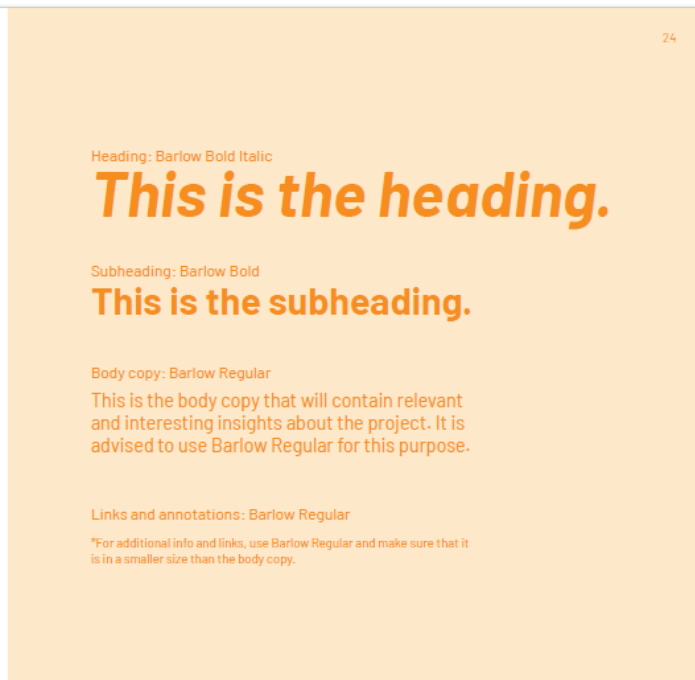
TYPOGRAPHY

25

3. Hierarchy

Whenver there is copy involved in a design or outcome, please make sure to follow these examples for the style.

Heading: Helvetica Neue Bold Italic

This is the heading.

Subheading: Helvetica Neue Bold

This is the subheading.

Body copy: Helvetica Neue Regular

This is the body copy that will contain relevant and interesting insights about the project. Use Helvetica Neue Regular for this purpose if Barlow is not available.

Links and annotations: Helvetica Neue Regular

*For additional info and links, use Helvetica Neue Regular and make sure that it is in a smaller size than the body copy.

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IMAGERY

1. Style & placement

The photographs should have a light appearance, with the fermented foods being the protagonist. The foods should appear in saturated, lively colours.

The logo should be placed in a corner, preferably on the top with sufficient space around it.

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DOMINO

Annex IV: Domino presentation template

Annex V: CDE activities reporting system

	A	B	C	D
	X⊞ Excel Online			
	DOMINO ▸ WP6 documents		DOMINO_CDE activities reporting system-3	
1	**Why this excel?**			
2	DOMINO needs to keep track of all the communication, dissemination and exploitation (CDE) activities done by partners, according to the CDE Plan (D6.1), and to report them to the EC. Data collected here will be managed by EUFIC (i.e., aggregation of data, reporting in the F&T portal, etc). Further, the Excel aims to collect all future events of interest for DOMINO partners.			
3	**Pages in this document**			
4	Event Reporting	Dedicated to webinars, workshops, seminars, etc. you attended or organised.		
5	Other CDE Activities	Other activities you did, i.e. posts on your social networks, press releases, news on your website, promotion of the project in your newsletter, etc.		
6	Interesting events for DOMINO	Please, suggest relevant events that project partners should be aware of, since you think they represent an opportunity for DOMINO in terms of promotion, collaboration, etc. Thanks to this list, DOMINO's coordinator, WP leaders, partners can attend them, find stakeholders to involve in their WP activities, etc.		
7	Patents	Dedicated to the patents submitted.		
8	Scientific articles	Dedicated to articles, publications, books/monographs/thesis etc.		
9	**Further details**			
10	Dropdown lists	In many cases, you need to select an items from a pre-defined menu.		
11	"Other" from the Dropdown list	If you selecet an item containing "Other", please, provide more information in the "Comments" column.		
12	Target audiences	Please, note that the target audiences are the same listed in the CDE Plan (D6.1, available on the SharePoint). Moreover, you can find a short description for each category below).		
13	Target audiences: data or X?	On the sheet on "Event Reporting" we need to know the exact number of people targeted with your activity, so, please, write the exact number (or a realistic estimation). On the sheet on "Other Dis&Com", you only need to specify what are the target audiences addressed with an "X" and to provide a rough number of the people reached (if possible).		
14	Text	In many cases detailed instructions are provided within the cells in white ink.		
15	Additional notes	Use the last column to provide further details/information that could not be captured by other columns, e.g. when 'other' was chosen in one of the preceding columns or to provide a link.		
16	**Target audiences short description (from D6.1, §3)**			
17	Citizens	The large public, consumers of fermented foods and people with an already pre-existing level of knowledge of fermented foods.		
18	Agri-Food Business actors	Farmers, producers, processors, food services, agri-food companies, food business- and trade associations, start-ups, SMEs and national food technology platforms.		
19	Medics, nutritionists and other healthcare providers	Medics, nutritionists and other healthcare providers (nurses, hospitals, medical supply companies, etc.).		
20	Scientific community	Representatives of universities, scientific institutes and research centres. Research communities in the area of sustainable and healthy diets likely have a strong interest in obtaining data-driven insights, best practices, and policy recommendations, as well as in collaboration and networking opportunities with other stakeholders.		
21	Policy-makers and risk assessors	Policymakers at all levels: local (cities and regions), national (MS, mainly represented by their Ministries and/or owned funding agencies), European (the European Commission). European agencies (e.g., EFSA and National authorities).		
22	NGOs	NGOs, or civil society organizations (CSO are organisations representing citizens' and consumers' needs and interests, as well as focusing on social and environmental challenges).		
23	Research projects and initiatives	Research projects and initiatives at national and EU level, that are thematically linked to the Food 2030 Policy Framework and the Farm to Fork Strategy.		
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Info_ReadMe | Event Reporting | Other Comms & Diss Activities | Interesting Events 4 DOMINO | (Scientific) Publications | Patents