



TEALHELIX

SMART LABELS  
INCLUSIVE SOLUTIONS

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## DELIVERABLE 8.3

# Dissemination and communication 2

White Research

27 / 02 / 2026



*This work is dedicated to the memory of Justina Baršytė, our project coordinator, whose vision and commitment were invaluable to this project.*

## PROJECT INFORMATION

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## DISSEMINATION LEVEL

|                             |                                                                |   |
|-----------------------------|----------------------------------------------------------------|---|
| <b>PU</b>                   | Public, fully open                                             | X |
| <b>SEN</b>                  | Sensitive, limited under the conditions of the Grant Agreement |   |
| <b>Classified R-UE/EU-R</b> | EU RESTRICTED under the Commission Decision No2015/444         |   |
| <b>Classified C-UE/EU-C</b> | EU CONFIDENTIAL under the Commission Decision No2015/444       |   |
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## ABBREVIATIONS

| Abbreviation | Full Form                                |
|--------------|------------------------------------------|
| AI           | Artificial Intelligence                  |
| APC          | Author Processing Charges                |
| DoA          | Description of Action                    |
| D&C          | Dissemination and Communication          |
| DCP          | Dissemination and Communication Plan     |
| EC           | European Commission                      |
| DGs          | European Commission Directorate-Generals |
| EEA          | European Environment Agency              |
| EU           | European Union                           |
| GDPR         | General Data Protection Regulation       |
| HEU          | Horizon Europe                           |
| JRC          | Joint Research Centre                    |
| KPIs         | Key Performance Indicators               |
| MEPs         | Members of the European Parliament       |
| NGOs         | Non-Governmental Organisations           |
| SMA          | Social Media Accounts                    |
| WR           | White Research                           |

## Executive Summary

The **Dissemination and Communication Plan** (DCP) of the Horizon Europe project TealHelix presents the Dissemination and Communication (D&C) methodology of the project, along with specific D&C guidelines for all consortium members to disseminate and communicate the project's goals, progress, and key achievements throughout its implementation. It details a strategic approach to dissemination, summarising the objectives, methodologies, channels, and tools to ensure that TealHelix reaches its target audiences effectively, engaging them in meaningful ways to foster widespread behavioural change towards sustainable food choices.

Moreover, the DCP outlines the **approach**, **tools** and **channels** designed to engage diverse stakeholders and amplify TealHelix's visibility throughout its duration. Additionally, recognising the value of collaboration, the plan presents a list of synergies that the project has established with relevant projects and initiatives, as well as an updated list with potential ones. To measure the impact of the project's D&C efforts, a robust monitoring and evaluation framework has been established. Key Performance Indicators (KPIs) track engagement, outreach, and project visibility, ensuring that D&C activities are continuously refined and adapted to changing circumstances.

The analysis of the metrics and of project activities suggests that participation in external events and synergies is proving effective in enhancing the visibility of the project. Online activities are in line with the expectations for the current stage of the project. Overall, the evaluation of the engagement activities demonstrates that the TealHelix consortium has effectively increased awareness of the project during the first 12 months of the grant. Continued implementation and monitoring of dissemination and communication activities will be essential to fully achieve the objectives of the DCP over the remaining period of the project.

This document constitutes an update of the original Dissemination and Communication (D8.2) and therefore follows the same structure. Content that remains valid has been retained, whereas sections corresponding to significant progress or revisions since the previous version are clearly labelled as "Updated." Moreover, new sections have been incorporated to address recent developments within the project, and are clearly marked as "New".

# 1. Introduction (*Updated*)

To ensure the effective implementation of TealHelix, it is crucial to communicate the project's vision and results in a clear and impactful manner. This document outlines the project's DCP and provides the framework for its application.

The primary goal of TealHelix's DCP is to define the strategies, channels and tools required to promote the project's vision, activities, and results to a wide range of stakeholders. The aim is to engage diverse audiences at local, national, and international levels while fostering a sense of community through a combination of both online and offline activities.

This report introduces a plan to increase the project's visibility and support TealHelix's dissemination efforts, ensuring compliance with contractual obligations. It contributes to the project's overall success by aligning with the commitments made to the European Commission, and it supports the consortium in promoting the assets developed during the project.

The DCP addresses critical elements related to the project's D&C activities, focusing on the following key elements:

- Integrating multiple D&C objectives;
- Defining and allocating roles and responsibilities to the partners involved in the project;
- Identifying key target audiences;
- Presenting essential project information and highlighting its main assets;
- Listing the tools and channels for engaging the target audiences, along with the necessary actions and resources;
- Establishing internal processes for monitoring, evaluating, and reporting on dissemination activities;
- Providing a timeline of promotional activities throughout the project's lifecycle;
- Offering guidelines and templates to maximise the promotion of the project's results beyond its completion.

A successful implementation of the D&C strategy relies on the active participation of all partners, who must commit both time and resources to raising awareness and engaging with the target stakeholders. D&C efforts will be continuous throughout the project's duration (M1-M48) to increase the project's visibility and impact. These activities also serve as a feedback mechanism aiding the consortium's efforts. Therefore, partners should prioritise sharing TealHelix's key messages and findings, using a range of online and offline tools and channels to engage stakeholders effectively.

WR has developed a set of D&C guidelines attached to this report (Annex I: Dissemination guidelines) and designed to be flexible and adjustable, evolving with response to the project's progress and lessons learned from project activities. Accordingly, the D&C strategy is dynamic and will be reviewed regularly to address any emerging challenges or opportunities.

The present document is an updated version of the initial DCP submitted in M3 (D8.2), and it incorporates insights gained during the early implementation period of the project. The final version will be delivered in M48 (D8.4), along with the project's completion.

## 2. About the TealHelix project

Despite initiatives to promote sustainable food consumption, consumers frequently lack sufficient information across the dimensions of sustainability, facing challenges in making informed food choices. The complexity of factors influencing consumer behaviour -such as cultural norms, media impact, emotional responses, and trust in information- limits the effectiveness of current sustainability labelling. Additionally, consumers have both conscious and unconscious expectations regarding sustainability, but are often unmet, and the information available may not resonate due to insufficient alignment with individual knowledge levels and the context of food environments. This underscores the need for a more refined, emotionally resonant approach to food labelling that meets consumer expectations and facilitates sustainable decision-making.

The TealHelix project is a cutting-edge initiative funded under the Horizon Europe programme (Project number: 101136955). TealHelix seeks to transform how consumers engage with sustainable food by creating personalised, inclusive, and trustworthy food labelling approaches, by empowering consumers, particularly vulnerable groups, through tailored food sustainability labelling and innovative digital tools.

By combining scientific insights with practical market data, TealHelix aims to provide a comprehensive view of how external factors and personal motivations shape consumer food choices in relevance to sustainability information labelling. To achieve its goals, TealHelix will develop new labelling methods and digital tools through motivational matching, aligning individual preferences with sustainability objectives. Various labelling approaches -including traditional, digital, and smart labels- will be tested in both physical and online retail environments. These innovations will be supported by AI tools, for example, potential shopping assistants and smart electronic labels, to help consumers make informed, sustainable food choices in real-time.

The project will conduct pilot testing activities in six EU countries (Germany, Poland, Greece, Lithuania, Latvia, and Estonia) and will leverage interdisciplinary expertise in marketing, psychology, environmental science, and information technology. By using advanced methods such as machine learning, large-scale surveys, and experiments, TealHelix will generate evidence on the effectiveness of different labelling strategies. This research will inform new standards for transparency and build trust in food sustainability labelling systems. The project will also provide practical tools and guidelines to support policymakers and authorities in promoting sustainable food consumption.

## 3. Methodology *(Updated)*

To develop a solid D&C strategy, the DCP recommends implementing a practical action plan combining several methods and insights. This approach is structured around five primary steps:

- Reviewing a range of **materials from the European Commission (EC)** to gain a thorough understanding of the Horizon Europe (HEU) framework. The materials consist of key

documents<sup>1</sup> and a variety of resources, including informative videos<sup>2</sup> and dedicated websites<sup>3</sup> that summarise HEU guiding notions and objectives. Engaging in an extensive consultation of **communication and marketing literature** to gain an understanding of current strategies, marketing concepts, stakeholder engagement practices, and communication tools used within research projects.

- **Leveraging established strategies from earlier EU-funded projects**, especially in communication, dissemination, and exploitation<sup>4</sup>. This approach includes meeting EC standards, engaging target audiences, employing varied communication channels, and setting up a feedback-driven evaluation process to ensure continuous enhancement based on extensive experience in D&C management.
- Collaborating closely with the **project's consortium** to ensure that all critical elements and ideas are incorporated into the DCP. This involved consultations and an in-depth analysis of target audiences, key stakeholders, and both national and international dissemination channels.
- Establishing an **ongoing monitoring process** to continuously assess the effectiveness of the D&C strategy and ensure it meets project objectives.

For effective D&C management in a Horizon research project, the approach should remain adaptable and responsive to continuous feedback. This involves establishing a system where feedback from each communication activity informs improvements. Regular meetings with consortium partners help align communication strategies with the project's objectives and stakeholder needs. Digital tools can monitor the effectiveness of different communication methods, providing clear insights for adjustments. In this way, the project's communication efforts are both strategically planned and capable of evolving with new insights and audience responses, ensuring broader reach and greater impact.

## 4. Dissemination and Communication Strategy

### 4.1 Overview of the D&C Strategy (*Updated*)

Widespread visibility and active D&C are crucial to maximise the impact of TealHelix. Thus, a tailored DCP was developed as early as M3 and has been updated with the present DCP in M18. A Final updated version will be written in M48. The DCP outlines the approach to disseminate and communicate the project's activities and milestones and it establishes clear guidelines for a range of D&C activities that will take place throughout the project, considering the D&C elements illustrated

<sup>1</sup> Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. Boosting the impact of your project through effective communication, dissemination and exploitation, European IP Helpdesk. Available here (Accessed: 27 February 2024). & Joint Research Centre. (2020). Science for policy handbook. European Commission. Retrieved March 13, 2024, available here.

<sup>2</sup> EU Science & Innovation, (2021, June 9). Dissemination & Exploitation in Horizon Europe [Video]. [YouTube](#).

<sup>3</sup> European Research Executive Agency. (n.d.). Dissemination and exploitation. European Commission. Retrieved March 13, 2024, available [here](#)

<sup>4</sup> Sotiriou et al. (2024). Dissemination and communication plan. First version (Deliverable 8.1). Brussels: DE-CONSPIRATOR project 101132671– HEurope

in Figure 1. To ensure an effective implementation of the communication and dissemination strategy, the key elements are reviewed every six months.



**Figure 1. Overview of the TealHelix D&C strategy**

The D&C strategy of TealHelix emphasises the operational details of the elements illustrated in Figure 1, incorporating the relevant tools and channels to engage with the different stakeholder groups. Key aspects, such as **what** is communicated (concepts, outcomes, and assets), **why** it is important, to **whom** (target groups), how (using which tools and channels), and **when** are thoroughly described in the next sections of the DCP.

To ensure the effective D&C of the project's results, the DCP serves as a guiding document, outlining the tools, channels and actions that enable consortium partners to successfully engage the targeted stakeholders. It is essential to view the DCP as a dynamic and flexible strategy, subject to review and revisions as required throughout the project's duration.

## 4.2 Objectives

*What do we aim to achieve?*

### 4.2.1 Horizon Research Objectives

The first step in designing a successful D&C strategy for a Horizon research project is to grasp the core concepts of D&C as outlined in the European Commission's guidelines<sup>5</sup>. It is particularly

<sup>5</sup> Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. Boosting the impact of your project through effective communication, dissemination and exploitation, European IP Helpdesk. Available here (Accessed: 27 February 2024)

important to clarify the distinction and rationale behind these interconnected concepts, as they frequently overlap. This clarification ensures that everyone understands the objectives of the D&C activities.

**Communication** in a Horizon project is an ongoing process focused on engaging the wider community by highlighting the project's relevance and benefits, as well as the role of EU funding in addressing societal challenges. **Dissemination**, by contrast, involves sharing project results and technical findings, such as scientific publications, using the relevant tools and channels. Specifically, dissemination seeks to transfer and circulate knowledge to potential stakeholders, thereby enhancing the research's impact<sup>6</sup>.

Effective dissemination of research findings is essential for engaging diverse target groups of TealHelix, including the scientific community, policymakers, media representatives, the public, and others. Incorporating these activities throughout the project's implementation and beyond can significantly boost the project's impact. Additionally, D&C activities can be applied at different phases of a project: communication begins early, while dissemination typically starts once the initial scientific results are available. Table 1 outlines the objectives of D&C activities.

**Table 1. Horizon Europe Dissemination and Communication activities<sup>7</sup>.**

|                        | Dissemination                                                                                                                                    | Communication                                                                                                                                                                                                                   |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objectives</b>      | Transfer knowledge and results with the aim to enable others to use or reuse and take up the results, thus maximising the impact of the research | Convey the purpose and significance of the project to society, emphasising why it is impactful and meaningful                                                                                                                   |
| <b>Focus</b>           | Describe and ensure results are available for others to use or reuse                                                                             | Informing and promoting the project's results/milestones in a non-technical manner through strategically planned actions                                                                                                        |
| <b>Target Audience</b> | Audiences that may have an interest in the potential use or reuse of the results                                                                 | Multiple audiences including media and communication professionals, consumers, policymakers, civil society and the general public, EU initiatives, technology providers, academia and research, and food industry stakeholders. |

<sup>6</sup> Ibid

<sup>7</sup> Adapted from Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. Boosting the impact of your project through effective communication, dissemination and exploitation, European IP Helpdesk, p.21. Available here (Accessed: 27 February 2024).

## 4.2.2 TealHelix D&C Objectives *(Updated)*

Building on the points above, the TealHelix strategy has been carefully designed and tailored to fit the project's unique approach, focusing on maximising impact by transferring knowledge and results to key stakeholders while conveying its concept to broader audiences. To accomplish this, the project focuses on communicating its objectives, activities, and events to diverse audiences, while translating scientific and technical results into accessible messages to drive public awareness, inspire measurable actions, and support the sustainability of the project's outcomes. The main objectives of communication activities are presented in Table 2.

**Table 2. Main goal and objectives of communication activities**

| <b>Proactively demonstrate the value and benefits and communicate the project's aim, vision, activities, and events to a wider audience.</b> |                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>#1</b>                                                                                                                                    | Increase awareness and understanding of the project's focus and the key challenges it aims to address                                                                                           |
| <b>#2</b>                                                                                                                                    | Develop and implement targeted communication campaigns tailored to key stakeholder groups, translating research findings and tools into accessible, audience-appropriate formats.               |
| <b>#3</b>                                                                                                                                    | Strengthen the project's public presence through coordinated branding and multi-channel outreach                                                                                                |
| <b>#4</b>                                                                                                                                    | Support structured stakeholder engagement by providing consistent, clear communication through digital and offline channels                                                                     |
| <b>#5</b>                                                                                                                                    | Contribute evidence-based insights to EU policy discussions related to sustainable food labelling, consumer rights, and the promotion of transparency and integrity in sustainability standards |

TealHelix's D&C strategy is designed to keep stakeholders well informed about its activities, value propositions, and project outcomes. The goal is to promote the adoption and reuse of the project's key findings and tools. To achieve this, we employ a variety of dissemination activities, including publishing scientific papers, participating in conferences and scientific events, and developing synergies with similar EU initiatives and related projects. By doing so, the project aims to foster meaningful engagement with stakeholders, creating a mutually beneficial exchange of knowledge and driving the project's impact beyond its immediate scope. The core objectives of dissemination activities are listed in Table 3.

**Table 3. Main goals and objectives of dissemination activities**

| Share and transfer knowledge and results and promote the project's actions and value propositions. |                                                                                                                    |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| #1                                                                                                 | Provide relevant stakeholders with transparent, up-to-date information on the project's research goals and results |
| #2                                                                                                 | Demonstrate the added value of the project's research findings.                                                    |
| #3                                                                                                 | Establish synergies and foster cooperation with similar research initiatives.                                      |
| #4                                                                                                 | Encourage the uptake of project results by relevant stakeholders.                                                  |

## 5. Roles and responsibilities *(Updated)*

### Whose?

All partners are expected to engage actively and contribute to the activities outlined in the D&C strategy. WR monitors the actions described in this document closely and provide essential support to the consortium partners. However, the active involvement of partners in both online and offline activities is essential for raising awareness and promoting TealHelix.

The contributions from partners arise naturally from the project's development, as most activities, results, milestones, and progress involve engaging with stakeholders or creating content that needs to be shared and widely promoted. Furthermore, **partners must consistently report their D&C activities to the dissemination manager, WR, prior to any such activities taking place.**

In summary, the contributions of consortium partners can be categorised into two types activities:

### Digital/Online Activities:

- Provide content for online D&C efforts, including opinion articles, comments, and other news items, to maintain a steady flow of content and a robust online presence;
- Promote the project's online D&C initiatives;
- Report any relevant and interesting events or news to the dissemination manager.

### Traditional/Offline Activities:

- Organise events to increase awareness of the project as planned in the Description of Action (DoA);
- Participate in external events, conferences, and outreach activities to promote the project;
- Distribute the project's promotional materials (e.g., printed leaflets);
- Contribute to the publication of the project's research findings;
- Facilitate engagement with relevant stakeholders.

To achieve the greatest possible exposure for the project, partners are committed to participating in relevant events/conferences and publishing online/offline sources of information external to TealHelix's communication channels (e.g., websites, newspapers, journals, magazines,

conferences, etc.). Partners may also contribute to these goals through the organisation of a project event. The specific responsibilities of each partner are outlined in Table 4.

**Table 4. Partners' responsibilities per type of dissemination activity**

| Type of dissemination activity | Dissemination channels       | Partners' Responsibilities                                                                                                                                                                                                                                                                          |
|--------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Online                         | Social Media Accounts (SMAs) | <ul style="list-style-type: none"> <li>➤ Follow the project's SMAs and invite people from their network to follow, as well</li> <li>➤ Like, repost and promote posts published through the project's SMAs</li> </ul>                                                                                |
|                                | TealHelix's newsletter       | <ul style="list-style-type: none"> <li>➤ Occasionally provide content for the newsletter</li> <li>➤ Promote the newsletter through their network</li> <li>➤ Identify and engage potential subscribers (e.g., individuals participating in activities organised by other related project)</li> </ul> |
|                                | Project's website            | <ul style="list-style-type: none"> <li>➤ Provide content for the website's news section</li> <li>➤ Promote the website throughout their network</li> </ul>                                                                                                                                          |
| Offline                        | Events                       | <ul style="list-style-type: none"> <li>➤ Organise events and raise awareness about the project</li> <li>➤ Distribute the promotional material of the project (leaflet, poster, etc.)</li> <li>➤ Participate in external events and conferences</li> </ul>                                           |

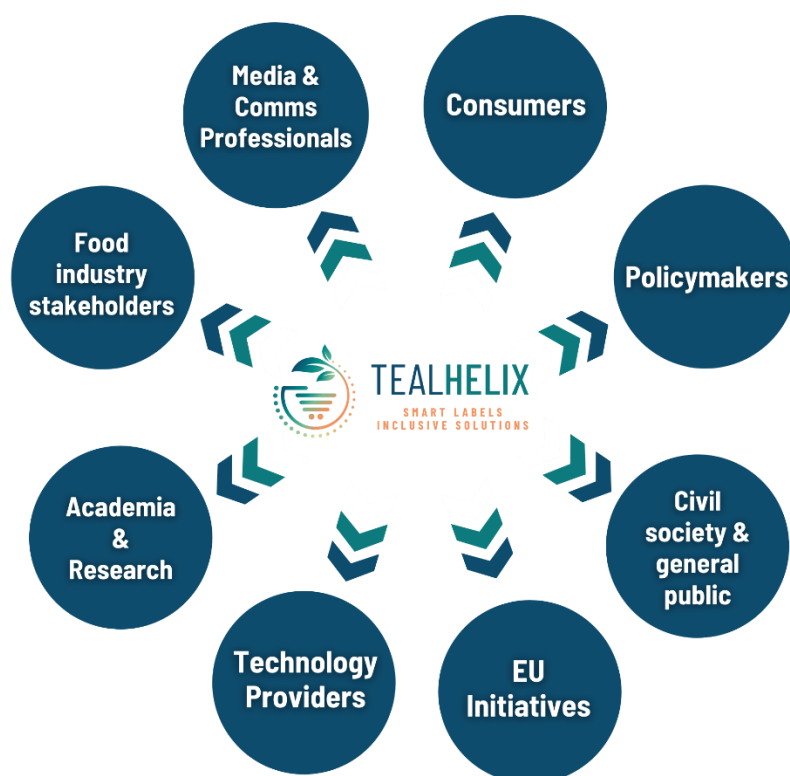
## 6. Target audiences and Key Messages

### 6.1 Target audience *(Updated)*

#### *Whom are we addressing?*

Identifying and understanding the target audiences in a project is essential for developing an effective D&C strategy. Analysing target audiences brings clear benefits, ensuring that TealHelix key messages are relevant and engaging, which in turn leads to stronger D&C outcomes. In this section, TealHelix identifies and analyses its target audiences to effectively convey its messages and results throughout the engagement implementation.

As outlined in the first DCP, WR conducted an analysis to identify **eight (8) key target audience groups** based on their field of expertise and relevance to the project's theme and topic:



**Figure 2. TealHelix target audiences**

Following that, a brief description of each target group is provided in Table 5, so that the recipients of the D&C material can be clearly represented.

**Table 5. TealHelix target audiences description**

| Target Audiences                          | Description                                                                                                                                                                                                                                                                               |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Consumers</b>                          | Individuals who make purchasing and consumption decisions for food products, with particular attention to consumers in vulnerable situations and resilient consumers; their needs, preferences, interests and concerns about the impact of their food choices are central to the project. |
| <b>Policymakers</b>                       | Government officials and regulators responsible for setting policies and regulations regarding food safety, sustainability, and labelling standards. They ensure that the project aligns with legislative requirements and public health goals.                                           |
| <b>Civil Society &amp; General Public</b> | Non-governmental organisations (NGOs), advocacy groups, and the broader public, which includes diverse groups focused on the sustainability, environmental impact, and transparency of food production and labelling practices.                                                           |
| <b>EU Initiatives</b>                     | EU-funded programs and projects centred on sustainable food systems, labelling and consumer awareness.                                                                                                                                                                                    |

|                                              |                                                                                                                                                                                            |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Technology Providers</b>                  | Organisations or companies that develop and supply digital tools, software, or technical solutions to support projects and industries with innovative technology.                          |
| <b>Academia &amp; Research</b>               | Universities, research institutions, and experts in the fields of food science, sustainability, consumer behaviour and technology.                                                         |
| <b>Food Industry Stakeholders</b>            | Representatives from various sectors of the food industry, including producers, manufacturers, retailers, and distributors.                                                                |
| <b>Media and Communication Professionals</b> | Professionals who create and communicate messages across diverse platforms to raise awareness, engage the public and shape understanding around food choices and sustainability labelling. |

To analyse the target audiences effectively, the TealHelix project has divided its target audiences into smaller segments. This classification is important as it helps prioritise and refine the project's engagement efforts. Specifically, Table 6 provides a detailed overview of the key target groups.

Additionally, using the Stakeholders Classification Model<sup>8</sup>, each target audience and stakeholder group is defined according to the following parameters:

- The level of the stakeholder's **power/authority**;
- The stakeholder's **interest** in the project outcomes;
- The extent of the stakeholder's active **involvement** in the project;
- The degree of the stakeholder's **influence** over the project planning and outcomes.

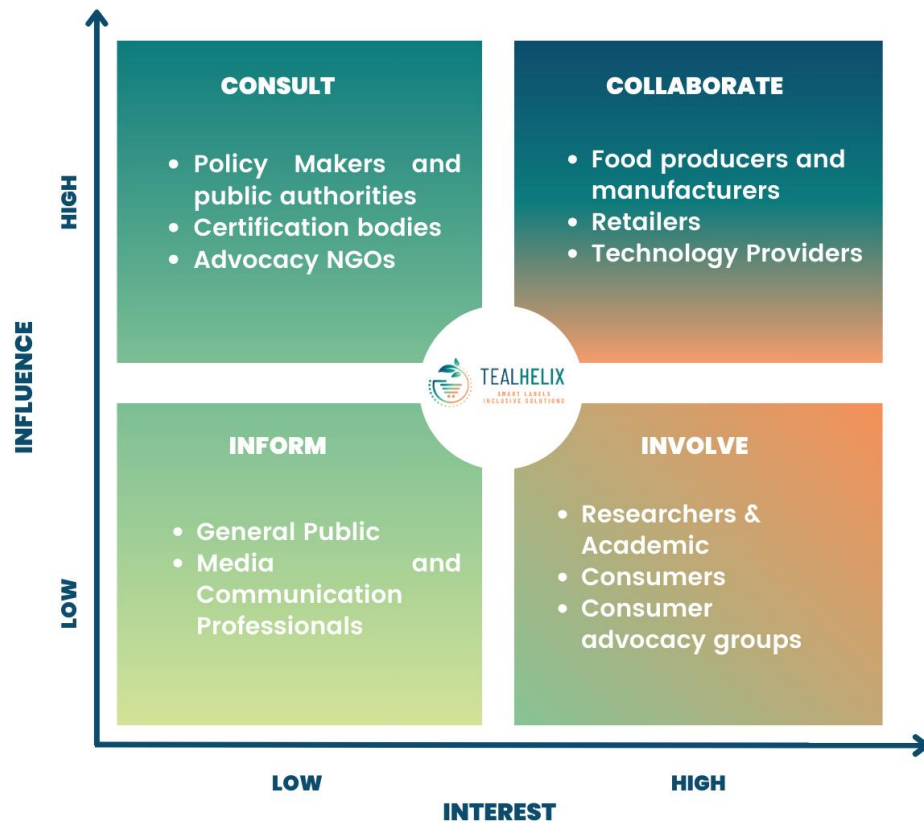
These parameters help tailor the communication messages and select the best tools and channels for each group, ensuring that the level of engagement aligns with the stakeholders' influence, interest, and how the project or decisions impact them. The level of engagement is based on the following listed activities:

- **Inform:** Providing stakeholders with regular updates on decisions, progress, and outcomes. This is the minimum level of engagement.
- **Consult:** Gathering feedback from stakeholders on analysis, potential options, and decisions, acknowledging their input as valuable, but without assurance it will change the final decision.
- **Involve:** Engaging with stakeholders actively throughout the process to incorporate their considerations, concerns, and feedback.
- **Collaborate:** Engaging stakeholders as partners in all phases of decision-making, including developing alternatives and identifying the preferred solution.

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<sup>8</sup> Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1861-1879.

Figure 3 illustrates the methodological framework of an interest/influence matrix based on this approach. As actual stakeholder engagement activities began in the early months of the project, the TealHelix partners have used this framework to further categorise each core target audience into the four different quadrants.



**Figure 3. Interest-Influence Stakeholders Matrix**

**Table 6. Target Audiences and Needs/Interests**

| Cluster             | Target Audience                    | Segmentation (Demographics)                                                                                                                            | Assumed Needs / Interest                                                                                                                                                                                     |
|---------------------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Consumers</b>    | General consumers                  | Individuals who make purchasing and consumption decisions for food products                                                                            | Clear, accessible information on sustainability labelling, guidance/tips for sustainable food choices, and personalised recommendations to align with their preferences and values.                          |
|                     | Consumers in vulnerable situations | Individuals facing financial, social, or physical barriers to accessing sustainable food products                                                      | Accessible and affordable sustainable food options, clear labelling, and support for making informed food choices                                                                                            |
|                     | Resistant Consumers                | Individuals resistant to adopting sustainable or health-conscious consumption behaviours                                                               | Social media campaigns addressing misconceptions, evidence-based benefits of sustainable food choices, and tailored communication strategies                                                                 |
|                     | Health-conscious consumers         | Individuals focused on nutrition and the health impacts of food choices                                                                                | Information on the health benefits of sustainable food options and how to identify them through sustainability labelling.                                                                                    |
|                     | Millennial and Gen Z consumers     | Younger generations increasingly concerned about sustainability issues.                                                                                | Engaging digital content, interactive tools for understanding labelling, and community-driven sustainability initiatives.                                                                                    |
| <b>Policymakers</b> | EU and national policymakers       | Members of the European Commission, national ministries, local government officials                                                                    | Evidence-based insights on the effectiveness of sustainability labelling for food products, guidelines for policy implementation, and case studies demonstrating success in promoting sustainable practices. |
|                     | Regional authorities               | Local government officials responsible for policies related to environmental sustainability, nutrition, socio-economic development, and animal welfare | Data and recommendations tailored to regional needs and conditions, with strategies for integrating sustainability labelling into local food systems.                                                        |

|                                           |                                                   |                                                                                                                                                                |                                                                                                                                                                                                   |
|-------------------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                           | Policy networks                                   | Networks of organisations and individuals focused on EU policy development                                                                                     | Access to collaborative forums for discussion and collaboration on sustainability labelling and food policies.                                                                                    |
| <b>Civil Society &amp; General Public</b> | Public                                            | Citizens interested in environmental, nutritional, socio-economic and animal welfare issues, community organisations, local farmers, consumer rights activists | Accessible information on the benefits of sustainability food labelling for communities, opportunities for involvement in sustainability initiatives, and success stories from other communities. |
|                                           | Advocacy NGOs                                     | Organisations advocating for environmental and social sustainability, nutrition, socio-economic equity, and animal welfare                                     | Research data and evidence supporting sustainability food labelling to aid advocacy efforts and policy recommendations.                                                                           |
| <b>EU Initiatives</b>                     | EU projects                                       | Horizon Europe projects, Interreg Europe, and relevant transnational programs                                                                                  | Collaboration opportunities, access to shared resources, and strategies to prevent duplication of efforts and exchange lessons learned.                                                           |
| <b>Technology Providers</b>               | Tech companies                                    | Providers of labelling technologies, digital solutions, and AI tools                                                                                           | Insights into consumer behaviour related to sustainability, opportunities for collaboration on new labelling solutions, and data analytics to improve service offerings.                          |
| <b>Academia &amp; Research</b>            | Universities, Think Tanks and research institutes | Academics, researchers, and students in fields related to sustainability, consumer behaviour, and environmental sciences                                       | Access to empirical data and research findings, opportunities for collaboration, and invitations to participate in studies and experiments related to food sustainability labelling.              |
| <b>Food Industry Stakeholders</b>         | Food producers and distributors                   | Stakeholders in the food supply chain, including manufacturers and retailers                                                                                   | Guidance on implementing food sustainability labelling, best practices for engaging consumers, and case studies showcasing the benefits of sustainable practices in food production/distribution. |

|                                              |                               |                                                                                                                                                                                        |                                                                                                                                                                                                                                           |
|----------------------------------------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | Retailers and supermarkets    | Grocery stores and food retailers aiming to promote sustainability                                                                                                                     | Strategies for integrating food sustainability labelling solutions into their offerings and marketing efforts.                                                                                                                            |
| <b>Media and Communication Professionals</b> | Journalists and media outlets | Business media, and other communication professionals interested in sustainable food labelling solutions, market trends, and the competitive advantages of sustainability investments. | Clear messaging on food sustainability labelling, stories highlighting the impact of sustainable food practices, insights on market trends and consumer engagement, and data on the competitive advantages of sustainability investments. |
|                                              | Communication companies       | Firms specialising in promoting sustainability initiatives for clients                                                                                                                 | Firms specialising in promoting sustainability initiatives for clients, motivated by the opportunity to showcase impactful campaigns, enhance client success, and align with growing consumer and market demand for sustainability.       |

## 6.1.1 Gender issues

Gender neutrality is a core element of TealHelix's communication and materials used throughout its implementation. The D&C strategy ensures an equal focus on engaging both men and women, while actively tracking female participation in events and project activities to monitor progress in gender equality. Additionally, the promotion of the project's activities is designed to encourage the involvement of women, fostering balanced representation.

## 6.2 Key messages

### *Why is it important?*

A crucial step in establishing an effective D&C strategy is identifying the key messages to convey to each target audience through the appropriate channels. TealHelix must ensure that these messages are carefully adapted to meet the needs and expectations of its diverse stakeholders. Since each group has varying levels of knowledge, interests, and concerns related to the project, it is essential to create messages that communicate clearly in simple terms and resonate with each audience.

The main goal of crafting tailored key messages is to highlight the added value of TealHelix's research initiatives relevant to its different audiences. In simple terms, it explains **why the project matters** and **what benefits it offers to each target audience**, resulting in more **engaging and impactful outreach**.

Since communication is a two-way process, the project considers the needs and feedback of each audience to refine and enhance its messaging. These key messages have been further developed since the first version of the DCP. Based on feedback, more detailed messages may be incorporated in the final DCP edition. Table 7 outlines the project's key messages per target group:

**Table 7. Target audiences and key messages**

| Target Audience | Key Messages                                                                                                                                                        |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumers       | "TealHelix empowers you with personalised, transparent labelling solutions for informed food choices."                                                              |
|                 | "We design labels together with consumers to match their actual needs and values.."                                                                                 |
|                 | "Get personalised, trustworthy guidance on sustainable food choices with TealHelix tools."                                                                          |
|                 | "HowiBuy and LabelGuide apps empower you to make informed, sustainable food choices, by tracking your personal impact and verifying sustainability claims."         |
|                 | "We show how sustainability can work for you by connecting what matters in your daily life with the real sustainability impact of the food you buy."                |
| Policymakers    | "TealHelix supports policy goals by advancing a tailored, data-driven approach to food sustainability labelling that meets both consumer and sustainability needs." |
|                 | "Our project develops new industry standards and integrity guidelines that align with EU sustainability and climate targets, ensuring impactful, long-term change." |

|                                |  |                                                                                                                                                                                                  |
|--------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                |  | "We provide you valuable insights into how consumer attitudes toward sustainability can be shaped to support policies promoting sustainable food consumption."                                   |
|                                |  | "We translate behavioural science into practical, scalable tools that support evidence-based policymaking and accelerate progress towards EU sustainability and climate objectives."             |
| Civil Society & General Public |  | "We create inclusive food environments, ensuring all consumer needs are considered, especially those of the vulnerable ones."                                                                    |
|                                |  | "Join us in shaping sustainable food solutions through citizen science and co-creation."                                                                                                         |
|                                |  | "TealHelix helps you spot real sustainability efforts and avoid misleading claims through clearer, more trustworthy food labels"                                                                 |
|                                |  | "We turn sustainability from an abstract idea into a shared practice by integrating it into real food environments and everyday decision-making"                                                 |
| EU Projects and Initiatives    |  | "TealHelix aligns with EU goals on sustainability and climate action, providing data-driven approaches that meet consumers' and stakeholders' diverse needs."                                    |
|                                |  | "TealHelix sets standards for EU-wide food sustainability labelling, benefiting your related initiatives."                                                                                       |
|                                |  | "Our multi-country pilot tests offer valuable data and practical insights across the EU."                                                                                                        |
|                                |  | "We leverage AI and big data to bring new insights into sustainable consumer behaviour."                                                                                                         |
|                                |  | "We contribute actionable insights, harmonised approaches, and scalable solutions that strengthen collaboration and maximise impact across the European food sustainability research landscape." |
| Technology Providers           |  | "TealHelix is integrating the latest digital and AI-driven solutions to create smart food sustainability labelling approaches."                                                                  |
|                                |  | "TealHelix's open-source tools enable ongoing innovation in food sustainability tech."                                                                                                           |
|                                |  | "We set ethical AI standards, integrating tech with consumer trust in mind."                                                                                                                     |
|                                |  | "TealHelix is seeking technological solutions that can scale to industry needs, supporting a new standard in food sustainability transparency."                                                  |
|                                |  | "We turn promising AI and digital labelling concepts into deployable solutions by stress-testing them in real food markets, with real consumers and real constraints."                           |
| Academia & Research            |  | "TealHelix provides the research community with novel empirical evidence on sustainability labelling and behaviour change."                                                                      |
|                                |  | "The project integrates psychology, behavioural science, and sustainability research to generate robust, interdisciplinary findings."                                                            |
|                                |  | "Our methodological approach advances current research practices by combining experience sampling and big data analytics to deliver real-time insights."                                         |

|                            |                                                                                                                                                                                       |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | "We open up new ground for sustainability research by generating behavioural evidence that cannot be produced in labs, surveys, or single-country studies."                           |
| Food Industry Stakeholders | "TealHelix sets new standards for transparent, trustworthy food sustainability information."                                                                                          |
|                            | "We provide strategies to help align industry practices with consumer sustainability needs."                                                                                          |
|                            | "TealHelix's tools integrate with retail systems for scalable sustainable solutions."                                                                                                 |
|                            | "Our data drive responsible labelling practices, minimising greenwashing."                                                                                                            |
|                            | "Learn how to identify reliable and transparent sustainability information through our dedicated training programme on the integrity of sustainability labelling."                    |
|                            | "We offer solutions tailored to diverse consumer segments, including vulnerable consumers and resistant to sustainable food choices."                                                 |
|                            | "We help the food industry navigate the credibility gap by showing how trustworthy sustainability communication can drive consumer engagement without increasing complexity or risk." |

### 6.2.1 Key assets *(Updated)*

The TealHelix project has specific assets that can be of interest to different stakeholder categories. The following table provides a detailed description of the project's Key Assets, identified as Key Exploitable Results in the first Innovation Management Plan (D8.8):

**Table 8. TealHelix Key Assets**

| Asset# | Asset Name                                  | Target stakeholder(s)                                             | Main stakeholder needs                                                                                                    | Value proposition offered by the Asset: how does it cover and deliver the identified needs                                          |
|--------|---------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 1      | <b>Branding and Social Media Guidelines</b> | Project partners, communication teams, branding/marketing experts | Guidance on creating cohesive branding and effective social media strategies                                              | Provides structured, actionable guidelines to ensure consistent project visibility and engagement across communication channels     |
| 2      | <b>The Sustainable Food Compass</b>         | Consumers, researchers, app developers, policymakers              | A tool to assess individual sustainability priorities, understand consumer decision-making, and promote informed choices. | Provides a psychometric tool integrated into the HowiBuy app, enabling consumers to evaluate the importance they place on different |

|   |                                                                                                    |                                                  |                                                                                                                          |                                                                                                                                                                 |
|---|----------------------------------------------------------------------------------------------------|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                                                                                    |                                                  |                                                                                                                          | sustainability dimensions and guiding product choices.                                                                                                          |
| 3 | <b>Beliefs, norms, social tipping points, social influence, vulnerable consumers interventions</b> | Academics, policymakers, NGOs                    | Insights into societal influences and strategies to drive behavioural change                                             | Delivers evidence-based recommendations to design interventions that shift norms and support vulnerable consumers.                                              |
| 4 | <b>Integration guidelines</b>                                                                      | Industry stakeholders, project partners          | Guidance on effectively incorporating findings from sustainability interventions and labelling into existing frameworks. | Provides a comprehensive report with actionable guidelines for integrating sustainability interventions and labelling practices to enhance their effectiveness. |
| 5 | <b>HowiBuy App</b>                                                                                 | Consumers, developers                            | Personalised tools for tracking and improving individual sustainability choices                                          | Provides an intuitive app to help users make informed decisions about their consumption behaviours in line with sustainability goals.                           |
| 6 | <b>LabelGuide App</b>                                                                              | Consumers, industry                              | Reliable evaluation of sustainability claims                                                                             | Offers a user-friendly app to verify and clarify sustainability claims, enhancing trust and transparency.                                                       |
| 7 | <b>The report “Prototype field testing of means of presentation”</b>                               | Researchers, policymakers, industry stakeholders | Evidence on effective ways to present sustainability information                                                         | Provides data-driven insights to refine how sustainability information is visually and contextually delivered                                                   |
| 8 | <b>The report “Prototype field testing of means of transmission”</b>                               | Researchers, policymakers, industry stakeholders | Evidence on effective methods for transmitting sustainability information                                                | Offers practical findings to optimise channels and methods for conveying sustainability                                                                         |

|    |                                                                                      |                                                                     |                                                                                                                                                                                                |                                                                                                                                                                                                                                                             |
|----|--------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                                      |                                                                     |                                                                                                                                                                                                | messages effectively.                                                                                                                                                                                                                                       |
| 9  | <b>Integrity decision-making tool for the industry and policymakers</b>              | Industry, policymakers                                              | A tool to evaluate and ensure that decisions align with ethical standards and integrity in sustainability practices.                                                                           | Offers a structured decision-making tool to help organisations assess and align their actions with ethical and moral expectations, ensuring integrity in sustainability policies and processes.                                                             |
| 10 | <b>Integrity guidelines and/or standards on communicating sustainability of food</b> | Industry, policymakers                                              | Clear guidelines and new sustainability information provision standards to ensure ethical communication practices, including limits for micro-targeting and addressing unconscious persuasion. | Develops integrity boundaries for companies and governments to ethically communicate sustainability, including guidance on micro-targeting, emotional persuasion, and unconscious influence. It also includes a training program to address these concerns. |
| 11 | <b>The report “Communication capacity building and outcomes”</b>                     | Producers, retailers, public officials, communication professionals | Enhanced capabilities to effectively promote sustainable food, utilising state-of-the-art communication strategies and behavioural interventions.                                              | A report on the communication training program, outlining best practices, lessons learned, and the outcomes of the training to help stakeholders promote sustainability more effectively.                                                                   |
| 12 | <b>Consumer guidelines</b>                                                           | Consumers, NGOs, Advocacy groups                                    | Clear and practical guidelines empowering consumers to make informed and sustainable food choices.                                                                                             | Provides actionable steps and advice to help consumers navigate sustainability issues and make responsible food choices aligned with environmental and health goals.                                                                                        |

|    |                                                                                                         |                                                                                                           |                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                 |
|----|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13 | <b>Scalability and Replication Guide</b>                                                                | Industry stakeholders, policymakers, retailers, producers, advertisers, national and regional authorities | Practical guidance and solutions for addressing challenges in labelling and behavioural interventions. | Provides a detailed guide with practical steps, case studies, and recommendations to replicate the project's approach across different regions. It includes tailored interventions for various consumer groups and advice on overcoming challenges, ensuring scalability through open-source tools and stakeholder engagement.                                                  |
| 14 | <b>Validated Framework for Food-Related Sustainability Information Needs and Decision Influences</b>    | Industry stakeholders, policymakers, retailers, producers, advertisers, national and regional authorities | Practical guidance and solutions for addressing challenges in labeling and behavioral interventions.   | Provides practical, evidence-based guidance for designing effective sustainability labeling and behavioral interventions by linking food-related information needs to conscious and unconscious decision mechanisms. It enables stakeholders to select and implement context-appropriate interventions, reducing trial-and-error and supporting evidence-based decision-making. |
| 15 | <b>Comparative Megastudy Evidence on Alpha and Omega Strategies for Sustainable Food Product Uptake</b> | Industry stakeholders, policymakers, retailers, producers, advertisers, national and regional authorities | Practical guidance and solutions for addressing challenges in labeling and behavioral interventions.   | Delivers robust, large-scale evidence on the relative and combined effectiveness of Alpha strategies that strengthen approach motivation and Omega strategies that reduce avoidance and hesitation across sustainability labeling                                                                                                                                               |

|  |  |  |  |                                                                                                                                                                           |
|--|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  |  | contexts. It supports stakeholders in selecting evidence-based interventions that maximize sustainable food uptake while minimizing implementation uncertainty and costs. |
|--|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### 6.2.2 Motto/Slogan

A motto or slogan is essential for branding and communication, especially in large projects like TealHelix. It captures the project’s essence in a few memorable words, making its goals clear and relatable. A strong motto helps people remember the project, builds identity, inspires involvement, and communicates its core purpose. TealHelix’s motto is: “**Smart labels, inclusive solutions**”.

## 7. Dissemination and Communication Tools and Channels *(Updated)*

### 7.1 Overall strategy

#### How?

TealHelix's hybrid approach utilises various methods to enhance its D&C efforts through both digital and traditional media. The choice of these channels is informed by the identified target audiences, key messages, and campaign goals outlined in the preceding sections. In the coming period, WR will maintain its use of a diverse array of channels tailored to each communication opportunity.

The TealHelix project has created campaigns to raise awareness, encourage measurable actions, and promote the uptake of our results. Key communication tools include:

- **Graphical identity:** The creation of a graphical identity including a logo (M1) and a presentation (.pptx) and report (.docx) template (M2).
- **Promotional material, newsletters and video:** Promotional materials, including leaflets, posters, and infographics, were created in M4 to highlight the project's benefits. A promotional video is planned for release by M18, and a newsletter will be published at least every six months to keep stakeholders informed.
- **TealHelix events:** A series of events will be organised to align TealHelix’s sustainable labelling initiatives with the needs of stakeholders, foster co-creation for sustainable food labelling practices, facilitate connections among industry partners, enable knowledge exchange, discuss policy implications, and share the project’s final outcomes. An International Sustainable Labelling Forum will be organised in Brussels towards the end of the project, where we will share our policy recommendations, as well as tools and guidelines for scalability and replication with relevant actors. The scientific dissemination is carried out

by participating in scientific conferences and events as well as in developing and publishing papers in high-impact, peer-reviewed journals.

- **External events:** Participation in external events relevant to target stakeholders to exchange knowledge and communicate project value propositions and results.
- **Website:** The website, launched in M6 (February 2025), serves as the main online platform for public engagement and consortium communication. It provides information about the project and acts as a repository for TealHelix's results, ensuring continued access even after the project concludes.
- **Social media:** The TealHelix project established a presence on social media platforms (Facebook, X (formerly Twitter), LinkedIn, Instagram, BlueSky and YouTube) in M2 and is augmenting this presence with promotional material produced throughout the project.
- **Synergies with other projects and initiatives:** The project continuously identifies and establishes synergies with relevant EU projects and regional, national, and international initiatives.

## 7.2 Dissemination and communication channels and activities *(Updated)*

The TealHelix DCP uses a selection of channels and activities to ensure that the project's activities and outcomes are effectively promoted to a range of stakeholders. The following table provides a summary of the different D&C channels and activities:

**Table 9. TealHelix's dissemination and communication channels and activities**

| Channel                                                 | Description                                                                                                                                                      |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Consortium networks</b>                              | Project's outcomes are disseminated via networks and initiatives, to which our partners have access, as well as in networking events, in which they participate. |
| <b>Synergies with relevant projects and initiatives</b> | TealHelix has developed synergies with EU projects in the food labelling and sustainability domain in order to exchange knowledge and communicate outcomes.      |
| <b>Scientific conferences &amp; journals</b>            | Project's results will be used to produce scientific literature and will be presented in the corresponding scientific conferences.                               |
| <b>External events</b>                                  | TealHelix's partners retain access and will attend major food sustainability events, such as The World Food Summit, European Food Summit, etc.                   |
| <b>Project events and workshops</b>                     | Several events, such as co-creation workshops, policy workshops, and a final event, will facilitate dissemination during TealHelix.                              |

|                         |                                                                                                                                                |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>D&amp;C channels</b> | TealHelix 's D&C channels (website, social media, synergies with other EU projects, scientific publications etc.) promote key project results. |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|

Furthermore, the following figure provides a comprehensive overview of the various tools, channels, and planned dissemination activities, illustrating how the DCP is implemented.



**Figure 4. TealHelix's communication activities**

The TealHelix promotional material and graphical identity include:

- Project's logo;
- Project's visual identity;
- Trifold leaflet;
- Poster;
- Presentation template;
- Report template;
- Promotional video;
- Ad hoc promotional material (tailored to the project's activities and needs – if needed).

The TealHelix online presence includes:

- Website;
- Bi-annual Newsletter;
- Press-releases;
- Social Media (Facebook, X, LinkedIn, YouTube);
- AI Tools (HowiBuy app, LabelGuide app).

The TealHelix engagement and promotional events include:

- **Co-creation hubs:** These will bring together stakeholders, including consumers, policymakers, and industry representatives. The goal is to collectively design and refine

sustainable food labelling solutions that meet the needs of diverse groups, ensuring inclusivity and engagement throughout the project. Participation in external events and conferences as TealHelix representatives

- **Final dissemination event:** At the conclusion of the project, a major event will be held to showcase the outcomes and tools developed during TealHelix. This event will bring together all stakeholders, providing a comprehensive overview of the project's achievements, its potential for scalability, and opportunities for future collaboration.
- **Co-organisation and participation in events** with EU projects with which we have established synergies.

The TealHelix publications include:

- Project's deliverables (e.g. public reports);
- Other publications in different media (e.g., scientific publications, grey literature, policy literature, press releases, newsletters, etc.).

Table 10 summarises the D&C tools and channels used to reach each of the target groups.

**Table 10. Tools and channels used for the identified target groups**

| Main Target Group          | Target Group Subcategories                     | Targeted Channels and Tools                                                                                                               |
|----------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Policymakers & Authorities | European Commission Directorate-Generals (DGs) | Workshops, Events, Conferences, Go Green co-creation hubs, Closing event, Website, Press releases, Newsletters, HowiBuy& LabelGuide apps. |
|                            | Joint Research Centre (JRC)                    |                                                                                                                                           |
|                            | Members of the European Parliament (MEPs)      |                                                                                                                                           |
|                            | European Environment Agency (EEA)              |                                                                                                                                           |
|                            | Municipalities, ministries in Member States    |                                                                                                                                           |
|                            | Food labelling authorities                     |                                                                                                                                           |
| Food Industry Stakeholders | Advertisers                                    | Industry conferences, Professional networks, Industry publications, Social media, Newsletters, Website, HowiBuy& LabelGuide apps          |
|                            | Media planners                                 |                                                                                                                                           |
|                            | Digital media experts                          |                                                                                                                                           |
|                            | Retailers, producers                           |                                                                                                                                           |
|                            | Technology providers (IT, AI experts)          |                                                                                                                                           |
|                            | Industry associations                          |                                                                                                                                           |
|                            | Standardisation bodies                         |                                                                                                                                           |

|                                 |   |                                                                                                                             |                                                                                                                                                  |
|---------------------------------|---|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Academia<br>Research            | & | Marketing researchers                                                                                                       | Academic conferences, Peer-reviewed journals, Academic networks, Online research repositories, Website, Newsletter, HowiBuy & LabelGuide apps    |
|                                 |   | Consumer behaviour experts                                                                                                  |                                                                                                                                                  |
|                                 |   | Environmental scientists                                                                                                    |                                                                                                                                                  |
|                                 |   | Nutritionists                                                                                                               |                                                                                                                                                  |
|                                 |   | Social innovators, planners                                                                                                 |                                                                                                                                                  |
|                                 |   | Social psychologists                                                                                                        |                                                                                                                                                  |
| Civil Society<br>General Public | & | NGOs and advocacy groups                                                                                                    | Press releases, Social media, Website, Go Green co-creation hubs, Newsletters, Awareness Campaigns, HowiBuy & LabelGuide apps                    |
|                                 |   | Citizens, consumers (including consumers in vulnerable situations and consumers resistant to change)                        |                                                                                                                                                  |
|                                 |   | Organisations focused on consumer health and rights for access to accurate information, wellbeing, sustainability           |                                                                                                                                                  |
| EU Projects<br>Initiatives      | & | Projects focusing on sustainable food systems, consumer behaviour, circular economy, technology, and innovation initiatives | Collaboration networks/platforms, Joint workshops and conferences, Project-specific communication channels, website, social media groups, forums |

## 7.3 Promotional material *(Updated)*

During the initial stages of the TealHelix project, WR completed the development of the project's promotional material, overseeing both the graphic design and content creation. Consortium partners contributed with their feedback throughout the process to ensure alignment with project goals. The produced promotional materials are accessible to the public via the project's website, while social media channels are used to enhance visibility and raise awareness. In addition, the materials are distributed at in-person events, to engage key stakeholders and provide further insight into the project's mission and objectives. Each partner is responsible for printing and utilising the materials as needed.

### 7.3.1 Project logo and visual identity

The project logo and visual identity were developed during the first month of the project to ensure consistent and professional presence across all D&C material, including leaflets, posters, templates, websites, and publications.

The logo was finalised through a two-stage voting process where representatives from all consortium partners participated. In the first e-voting round, partners were invited to participate in an online Mentimeter poll where they were presented with five different design options, from which they selected their preferred design. Feedback from this first voting round was collected and used to refine the initial drafts.

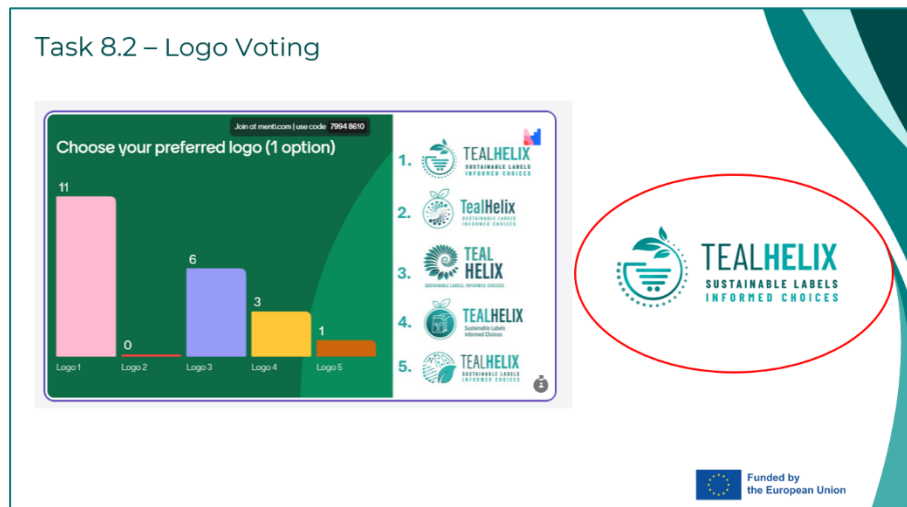


Figure 5. Logo voting

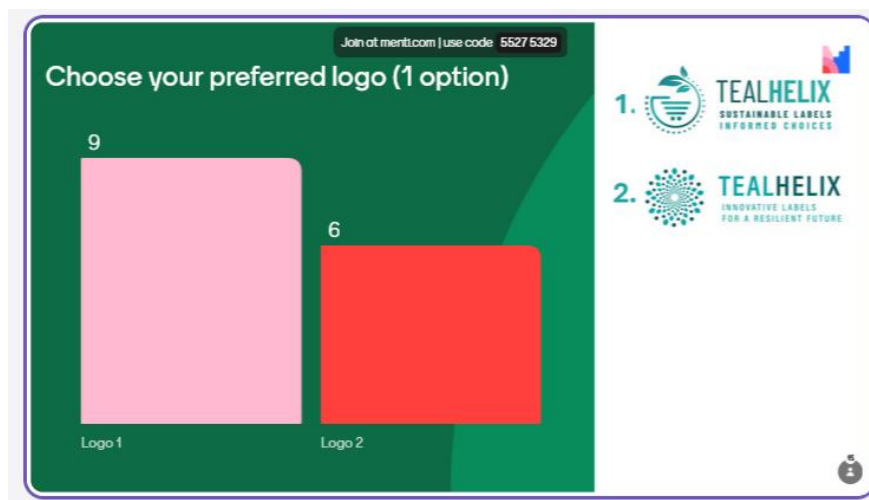
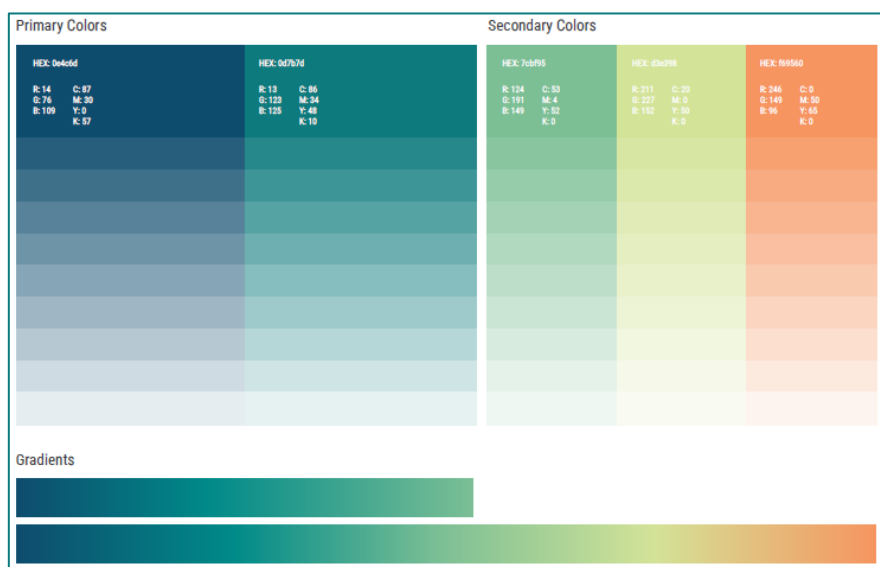


Figure 6. Logo voting - 2nd round results

The second voting took place on September 25, 2024, during the project's kick-off meeting, specifically as part of the presentation of Task 8.2. This round introduced the updated logo, incorporating the consortium's suggestions, along with an alternative option. By engaging the consortium at both stages, we were able to foster a strong sense of collaboration, leading to a logo that accurately reflects both the collective vision and objectives of the project. The final logo is depicted in Figure 7.



**Figure 7. TealHelix logo without tagline on the left and with tagline on the right**



**Figure 8. The colour palette of TealHelix logo**

The TealHelix logo and its associated colour palette convey the core principles of the project - sustainability, personalisation, and empowerment. The primary colours of deep blue and teal in the logo represent stability, trust, and innovation, aligning with the project's focus on creating reliable and innovative labelling solutions. Teal is also associated with the environment and sustainability, emphasising the project's commitment to sustainability. The gradients and complementary colours, including soft greens and oranges, introduce warmth and approachability, symbolising the inclusivity and personalisation that the TealHelix project aims to achieve for diverse consumer needs. The circular, flowing design of the logo suggests a harmonious connection between individual and planetary health, the shopping cart featured in the logo represents the consumer's role at the heart of the project, highlighting the everyday choices people make when purchasing food. The leaves extending from the cart symbolise sustainability, emphasising the project's commitment to promoting environmentally conscious decisions in food consumption. This combination reflects the core mission of TealHelix: to empower consumers by guiding them towards more sustainable choices while ensuring that environmental considerations are integrated into every step of the decision-making process.

## 7.3.2 Leaflet and Poster (Updated)

Leaflets and posters are effective tools for communicating information about the TealHelix project. A trifold 2-page leaflet and poster were finalised in M4. They are designed to draw the attention of stakeholders and provide brief information about the project. Partners have printed and distributed these materials when attending physical events and activities, while these also remain available on the project's website.

In terms of content, the leaflet provides readers with an overview of the project's objectives, methodology and expected outcomes, along with the project's contact information (including the project's e-mail, social media, and website link). On the other hand, the poster features visual elements designed to draw the attention of stakeholders, while also providing basic information about the project and its key stakeholder groups. Both materials include the logos of the consortium partners and acknowledge the EU flag and funding statement.



Figure 9. Trifold 2-page Leaflet



Figure 10. Poster

### 7.3.3 Project Bookmark

An additional communication tool in the form of a project bookmark (Figure 11) was produced. The bookmark complements the existing materials by providing a concise and easily distributable overview of the project's main objective, while also redirecting interested stakeholders to the project's website for more detailed information. It is intended to further enhance project visibility and recognition among relevant stakeholders, particularly in the context of conferences, workshops, and networking events, where compact promotional materials are especially effective.



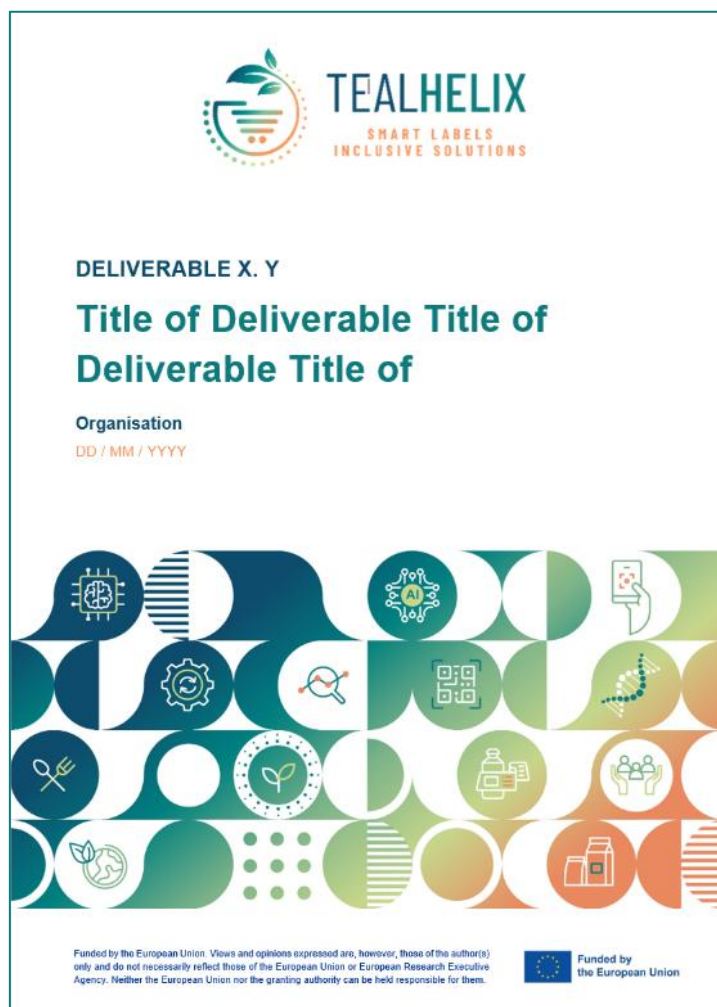
Figure 11. Project Bookmark

### 7.3.4 Templates

In addition to the previously presented materials, templates have been created for the project that adhere to the graphical identity and aesthetic characteristics of the TealHelix logo. These templates include a presentation template to be used by consortium partners during events and meetings, a report template for project deliverables and other publications, and a Microsoft Teams background to be used in meetings for calls related to the EU Cluster for Food Traceability and Trust, which TealHelix joined as partner project.

**It is essential for all partners to always use these official project templates when preparing any presentations or reports within the project's scope.**

The following figures display some of the templates developed by White Research. Particularly, Figure 12 displays the TealHelix report template, Figure 13 the TealHelix Powerpoint Presentation Template, and Figure 14 the Microsoft Teams background image to be used in online meetings for the EU Cluster for Food Traceability and Trust, where TealHelix is a member.



**Figure 12. Report template**



Figure 13. Presentation template



Figure 14. Microsoft Teams background to be used in Cluster calls

### 7.3.5 Concept Presentation (New)

As part of the communication materials package, White Research also developed a Concept Presentation that consortium partners can use for external communications and events, when presenting the TealHelix project. The Presentation includes the main information and pillars of the project, including an overview of the consortium, the pilot regions, as well as the project's concept, methodology, objectives, work plan and expected outcomes. The following figures display some of the key slides from the Concept Presentation.



Figure 15. Concept Presentation - Project's concept



**Figure 16. Concept Presentation - Pilot regions**

### 7.3.6 Promotional video *(Updated)*

As part of the Dissemination and Communication Plan (DCP), a promotional video was produced to increase public awareness of the project's objectives, activities, and expected impact. Released in M18, the video aims to reach a broad audience and has been disseminated through the project's YouTube channel, website, and social media platforms. Its primary objective is to provide a clear, accessible, and engaging overview of TealHelix, highlighting both the challenges it addresses and the practical solutions it develops, while encouraging stakeholders to connect with and actively engage in the project.

The video has a duration of approximately 2 minutes and 30 seconds and is based on animated visuals combined with narrative storytelling. The video follows a structured narrative that progresses from identifying the core problem, to presenting the project's proposed solutions, and ultimately to outlining its expected impact. In detail, the video unfolds through the following key thematic blocks:

- **The challenge of sustainable food choices:** the video opens by highlighting how unclear labels and vague sustainability claims create confusion and weaken consumer trust, establishing the need for intervention.
- **Introducing the TealHelix concept:** building on this challenge, TealHelix is presented as a collaborative European initiative designed to make sustainable food choices clearer, more inclusive, and personalised.
- **From concept to tools:** the narrative then explains how the project translates research into action by combining behavioural science and AI to develop practical digital solutions, including LabelGuide, HowiBuy, and the Sustainable Food Compass.
- **From tools to real-world validation:** the video demonstrates how these solutions are tested and refined in real retail and digital environments across six EU countries, ensuring practical relevance and measurable impact.

- **From validation to systemic change:** finally, the focus shifts to co-creation and long-term impact, highlighting citizen engagement through Go Green Hubs and reinforcing the project's contribution to a more transparent, inclusive, and trustworthy food system.

The video can be accessed and viewed [here](#).

For the production of the video, White Research consulted with the Project Coordinator, KU Leuven, ensuring scientific accuracy, alignment with project objectives, and coherence with the overall dissemination strategy. The following figure displays some excerpts from the promotional video.

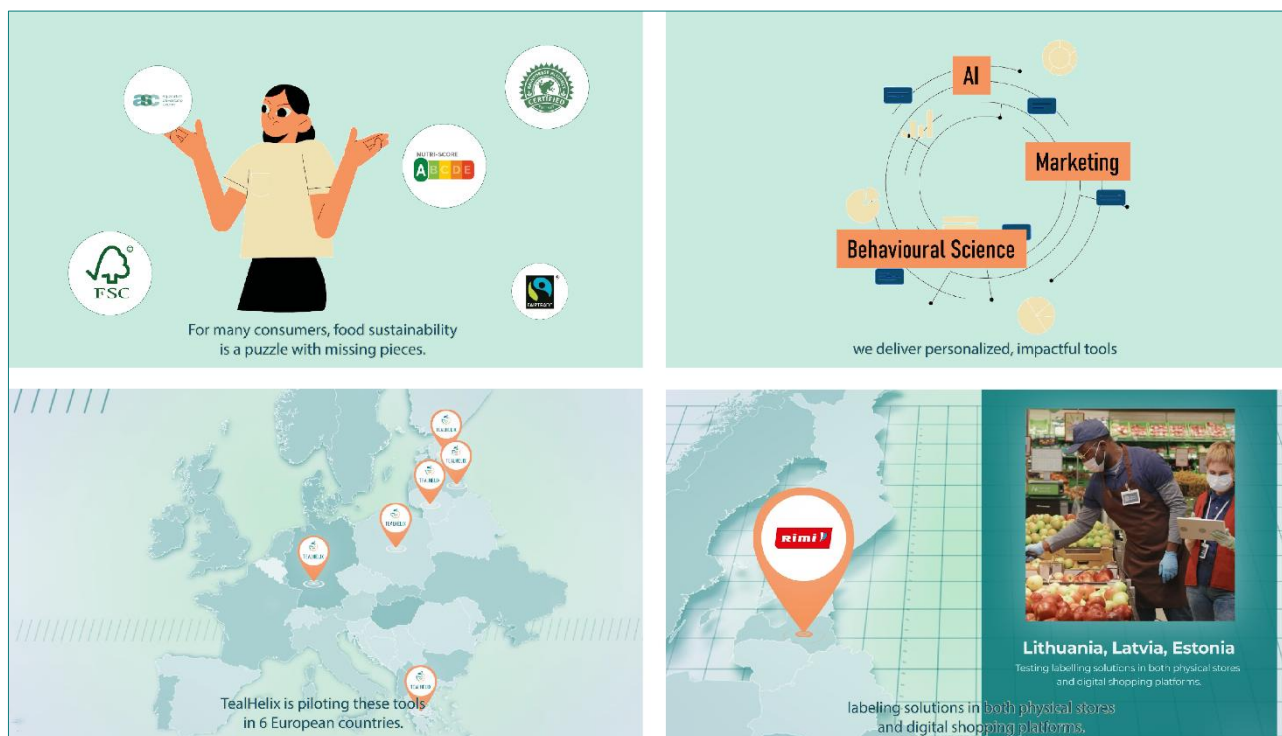


Figure 17. TealHelix promotional video

## 7.4 Digital presence *(Updated)*

### 7.4.1 TealHelix Website *(Updated)*

The project's domain and official email address were secured in M1, and the TealHelix website was launched in M6 (February 2025). The website serves as the primary digital tool for disseminating project results to a wider audience. Designed to be user-friendly and engaging for stakeholders, the website provides key information about the project's approach and objectives, along with details about the consortium and the advisory board members.

**The website can be accessed through the following link: <https://tealhelix.eu/>**

The figures below display some of the key pages within the TealHelix website. These pages include the homepage (Figure 18), the webpage presenting our Pilot regions (Figure 19), as well as the one presenting our Synergy projects (Figure 20), and an image from the website's section presenting TealHelix's latest news and events (Figure 21).

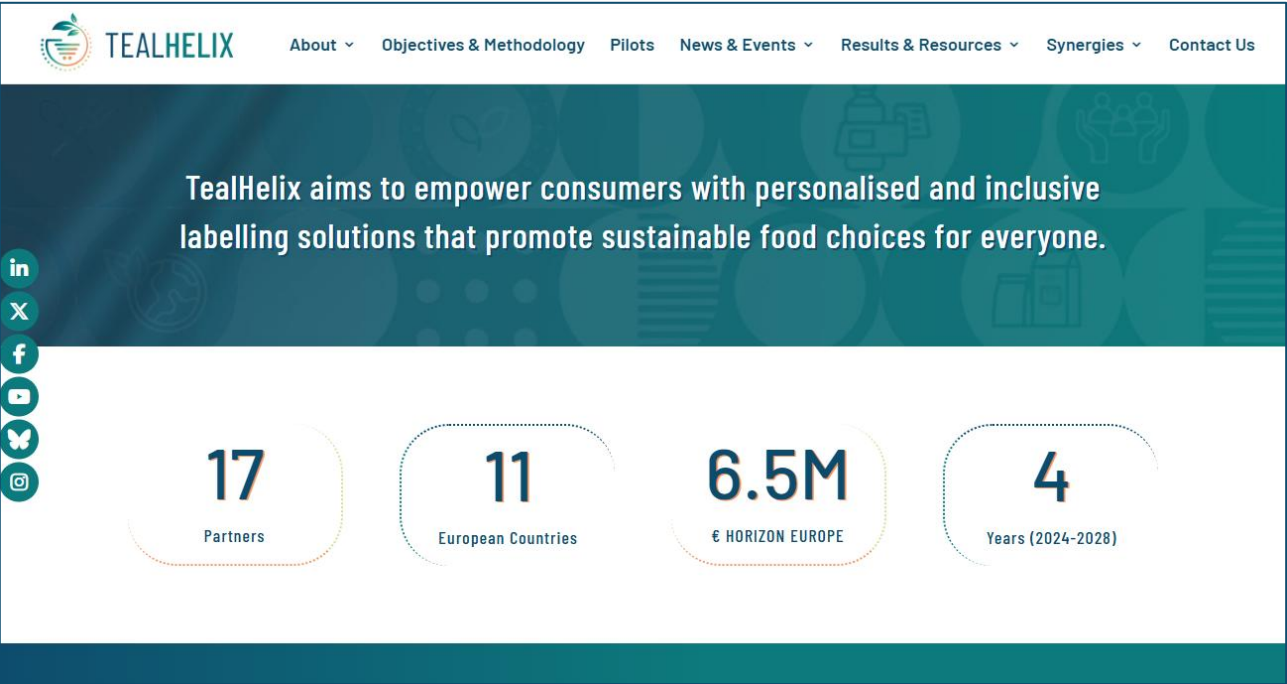


Figure 18. TealHelix’s Website - Homepage



Figure 19. TealHelix's website - Pilot Regions section

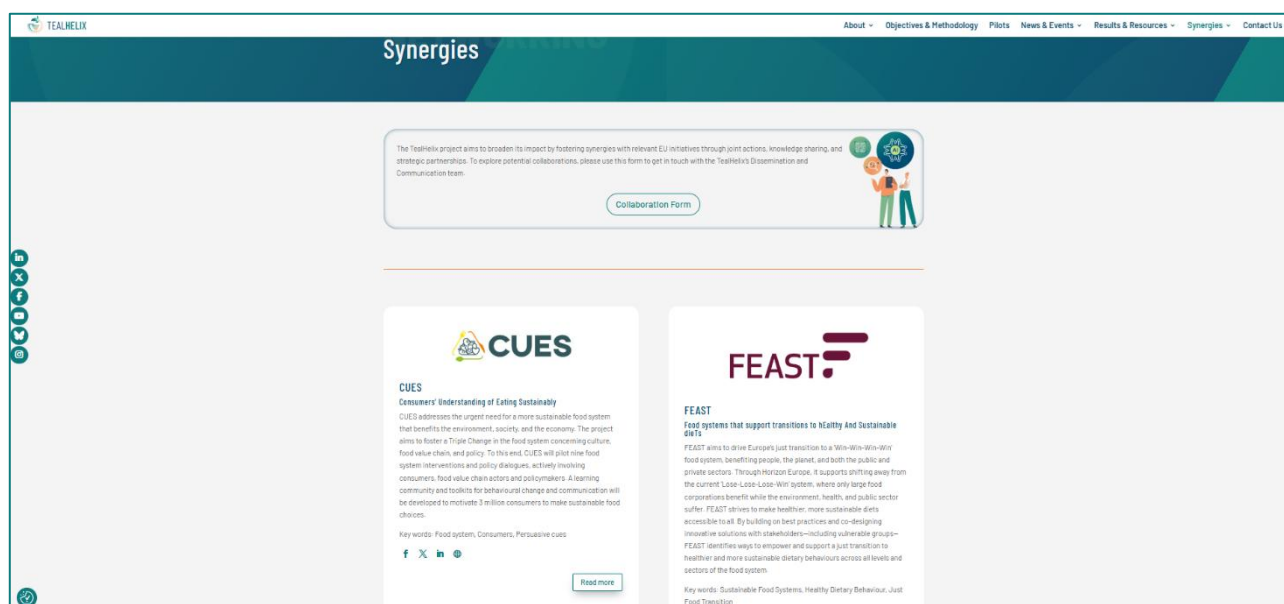


Figure 20. TealHelix's website - Synergy projects section

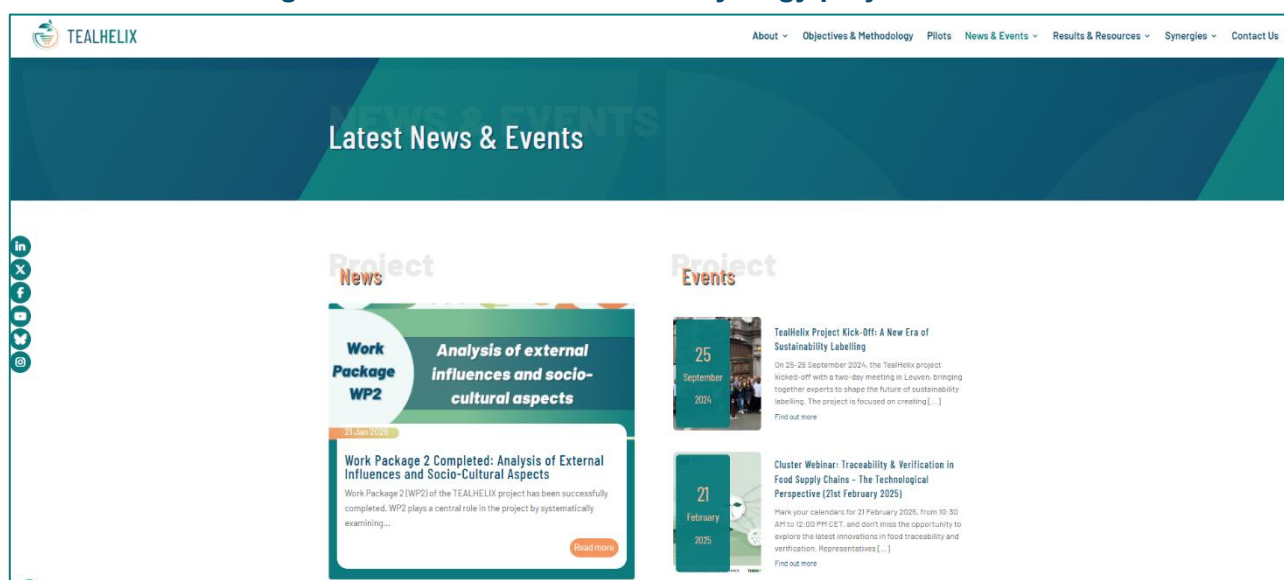


Figure 21. TealHelix's website - Latest News and Events

All public deliverables, promotional materials, and newsletters are available for free download on the website. Additionally, the project website acts as a central hub, providing users with seamless access to all related resources, including social media profiles, Go-Green hubs (when set up), and other project platforms. Among others, the website also provides detailed information on the project's Pilot regions, the Consortium, and Synergy projects and Clusters joined by Tealhelix.

Partners contribute by providing relevant content for the website's development, maintenance, and updates, ensuring that visitors are kept up to date on the project's actions and results. WR, as the D&C manager, is overall responsible for website management and content uploading. The website will remain active throughout the duration of the project and for at least five years after its completion, and will keep including regular updates on the project's progress, internal and external events, relevant projects and initiatives, reports, and project results, as well as news from the industry.

In order to increase visibility and engagement with the project, White Research has also developed a dedicated signature to be used by partners when reaching out to external stakeholders on behalf of the project. The signature also includes a direct link to the project's website, and it is displayed in Figure 22.



**Figure 22. Email Signature**

WR proactively and regularly encourages partners to provide fresh content for website updates to actively contribute to the news section. Additionally, WR should be informed in advance about any events organised or attended by partners so that these can be featured in the dedicated events section of the website.

As of February 2026, at the time of writing this deliverable, the project website has received over 1,134 unique visitors worldwide, generating a total of 7,216 page views. These numbers demonstrate solid visibility and engagement. The figures below, taken from our monitoring tools Google Analytics and Metricool, display the number of current unique visitors, as well as page views and total visitors.

This performance is attributed to several key factors, including the continuous updating of the website with project news, such as developments within TealHelix and updates from related food-system initiatives and synergy projects; the high quality and relevance of the information provided on food-system topics; and the strong integration between the website and the project's social media accounts, through which website content is actively promoted.

Looking ahead, website traffic is expected to increase further as the project progresses and begins to deliver concrete results. This growth supports the project's objective of reaching 5,000 unique visitors by M48. Additional drivers of engagement include the launch of the Go Green Hubs and their integration into the website, as well as the development of two personalised apps, both of which can significantly increase external interaction with the project. Continuous content updates and dissemination through social media further reinforce these efforts, supporting the achievement of the project's final website performance targets.

| ↓ | Active users | New users | Engaged sessions | Engagement rate | Engaged sessions per active user |
|---|--------------|-----------|------------------|-----------------|----------------------------------|
|   | 1,126        | 1,134     | 757              | 46.53%          | 0.67                             |

Figure 23 Google Analytics Data

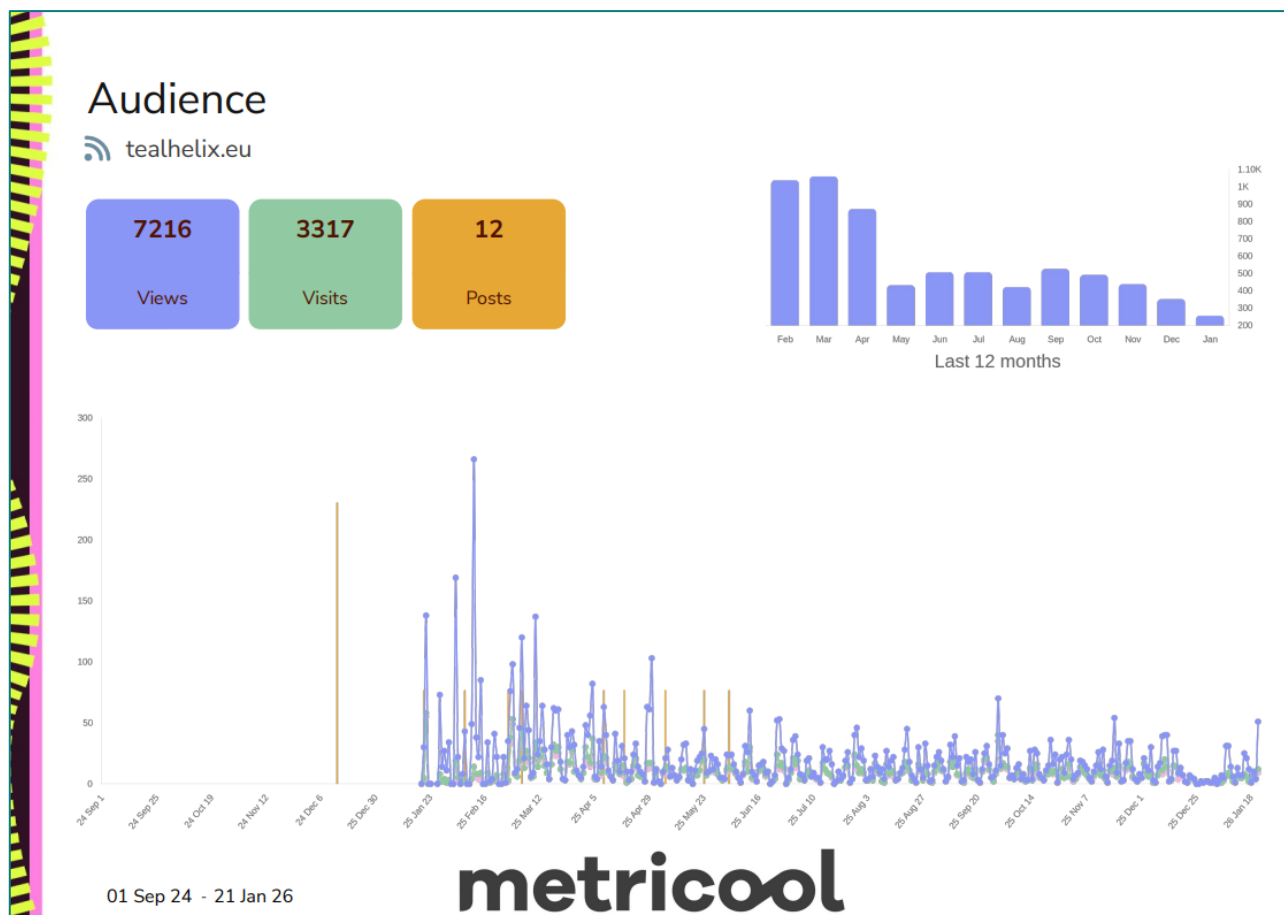


Figure 24. Metricool analytics

### 7.4.2 Newsletter *(Updated)*

A bi-annual newsletter is published to keep both potential and current followers, along with key stakeholders, informed about TealHelix's ongoing progress. These newsletters are shared with the project's target audience and made available on the project's website. The primary aim of the newsletter is to provide an overview of the project's latest developments and activities. Acknowledging the varied preferences of the audience, through the newsletter we seek to engage individuals who may be less active on social media or have shown limited initial interest, and gradually increase engagement, fostering stronger connections with the audience as the project evolves.

WR coordinates the preparation of the newsletters, requesting input from all partners on specific content at least one month prior to the scheduled publication. This ensures sufficient time for gathering and integrating relevant materials into each issue.

Mailchimp is used to create and distribute the newsletters, ensuring GDPR compliance. While the content is developed collaboratively, each newsletter edition typically follows a consistent format, featuring the following key sections:

- **Introduction to TealHelix:** A brief overview of the TealHelix project to introduce new readers or provide a recap of existing followers.
- **Progress Updates:** A summary of key achievements and milestones since the last newsletter edition.
- **News Section:** Coverage of the main activities and events from the past six months, offering insights into the project's ongoing work.
- **Upcoming Highlights:** Information on future events, upcoming publications, or other notable developments to look out for.
- **Industry Events:** A compilation of key events in the related field, helping readers stay informed about the broader industry context.
- **Feature Articles:** Various other articles, such as project research results, success stories or interviews with key stakeholders, providing a deeper narrative on the project's impact and vision.

Lastly, to boost reader engagement, the newsletter may include interactive elements such as surveys, quizzes, or calls to action, encouraging direct participation and feedback from the audience. This approach not only enriches the reader's experience but may also offer valuable insights for the project team, fostering two-way communication that can shape future project directions and dissemination strategies.

**The consortium partners are expected to actively support efforts to increase the number of newsletter subscribers. Additionally, they should provide input and relevant content for each issue, as requested by WR.**

At the time of writing this Deliverable, 2 newsletters have been published:

- The 1<sup>st</sup> newsletter, released during M6 in February 2025,
- The 2<sup>nd</sup> newsletter, released during M12 in August 2025,
- The 3<sup>rd</sup> newsletter, is scheduled for March 2026

Released newsletters are available on the project website, here: <https://tealhelix.eu/newsletters/>. Figures 25 and 26 display, respectively, parts of the 1<sup>st</sup> and of the 2<sup>nd</sup> newsletter. The newsletter promotion strategy includes running subscription campaigns on or social media accounts highlighting its added value, cross-promoting with synergy projects, promoting subscriptions at events to encourage post-event engagement, and including the newsletter on our website.



Figure 25. TealHelix's 1st Newsletter

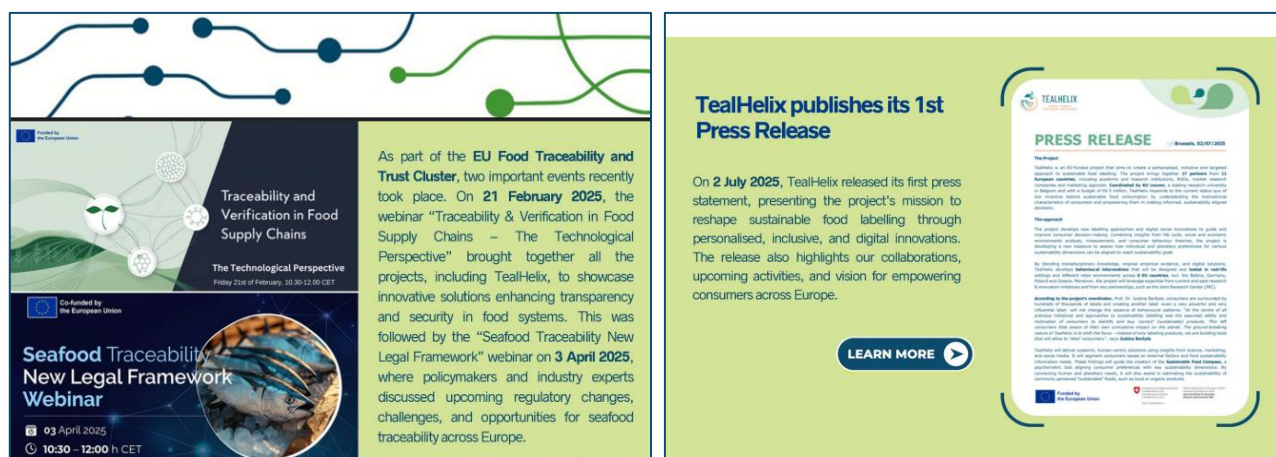


Figure 26. TealHelix's 2nd Newsletter

### 7.4.3 Social Media Accounts (SMAs) (Updated)

TealHelix utilises social media platforms as a core component of its D&C strategy to maximise outreach, engage diverse audiences, and ensure widespread visibility of its objectives and activities. Social media were developed in M2 by WR, who also oversees the overall management of TealHelix's social media accounts throughout the project's duration, enabling the project to communicate in real time, offering a dynamic way to share updates, milestones, and results, while also facilitating interaction with stakeholders. The platforms on which TealHelix has established accounts, and through which it communicates and disseminates project updates, include LinkedIn, Facebook, X (formerly Twitter), Bluesky, Instagram, and YouTube. The online communication strategy aims to cultivate an engaged community focused on TealHelix's objectives of promoting sustainable and personalised food labelling solutions, ensuring that the project remains accessible to a wide range of audiences, including consumers, the general public, policymakers, industry professionals, and researchers.

**Table 11. Social media target audiences and main communication objectives**

| Social Network       | TealHelix Target Audience                                                                                                                                                                                                                                                                                        | Objectives                                                                                                                                                                                                                                                                                                                       |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Facebook             | <ul style="list-style-type: none"> <li>➤ Consumers</li> <li>➤ Civil Society &amp; General Public</li> <li>➤ Food Industry Stakeholders</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> <li>➤ NGOs</li> </ul>                                       | <ul style="list-style-type: none"> <li>➤ Raise awareness and build a community around sustainable food labelling and consumer empowerment</li> <li>➤ Share accessible content on TealHelix initiatives, updates, and events</li> <li>➤ Inspire sustainably conscious behaviour through engaging posts and discussions</li> </ul> |
| X (formerly Twitter) | <ul style="list-style-type: none"> <li>➤ Policymakers</li> <li>➤ EU Initiatives</li> <li>➤ Food Industry Stakeholders</li> <li>➤ Technology Providers</li> <li>➤ Researchers</li> <li>➤ NGOs</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> </ul> | <ul style="list-style-type: none"> <li>➤ Provide timely updates on project progress, milestones, and findings</li> <li>➤ Amplify key messages and campaign activities across European networks</li> <li>➤ Share insights from other related Horizon Europe and sustainable development initiatives</li> </ul>                    |
| Bluesky              | <ul style="list-style-type: none"> <li>➤ Policymakers</li> <li>➤ EU Initiatives</li> <li>➤ Food Industry Stakeholders</li> <li>➤ Technology Providers</li> <li>➤ Researchers</li> <li>➤ NGOs</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> </ul> | <ul style="list-style-type: none"> <li>➤ Provide timely updates on project progress, milestones, and findings</li> <li>➤ Amplify key messages and campaign activities across European networks</li> <li>➤ Share insights from other related Horizon Europe and sustainable development initiatives</li> </ul>                    |

|           |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                          |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Instagram | <ul style="list-style-type: none"> <li>➤ Consumers</li> <li>➤ Civil Society &amp; General Public</li> <li>➤ Food Industry Stakeholders</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> <li>➤ NGOs</li> </ul>                                                   | <ul style="list-style-type: none"> <li>➤ Raise awareness and build a community around sustainable food labelling and consumer empowerment</li> <li>➤ Share accessible content on TealHelix initiatives, updates, and events</li> <li>➤ Inspire sustainably conscious behaviour through engaging posts and discussions</li> </ul>                         |
| LinkedIn  | <ul style="list-style-type: none"> <li>➤ Food industry stakeholders</li> <li>➤ Technology providers</li> <li>➤ Academia &amp; research</li> <li>➤ Policymakers</li> <li>➤ EU initiatives</li> <li>➤ NGOs</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> </ul> | <ul style="list-style-type: none"> <li>➤ Build relationships with industry and research professionals in food, sustainability, and tech</li> <li>➤ Share research findings and sustainable practices with professional communities</li> <li>➤ Encourage collaboration and thought leadership through knowledge sharing and project milestones</li> </ul> |
| YouTube   | <ul style="list-style-type: none"> <li>➤ Consumers</li> <li>➤ Civil Society &amp; General Public</li> <li>➤ Academia &amp; Research</li> <li>➤ Food Industry Stakeholders</li> <li>➤ NGOs</li> <li>➤ Organisations addressing environmental, nutritional, socio-economic and animal welfare issues</li> </ul>                | <ul style="list-style-type: none"> <li>➤ Publish educational and promotional videos showcasing project innovations</li> <li>➤ Increase project visibility with informative content on sustainable labelling solutions and consumer empowerment</li> <li>➤ Provide accessible, engaging content for all audience levels</li> </ul>                        |

All partners are expected to support the social media strategy by actively engaging with the project's SMAs. This includes following the TealHelix pages and/or profiles and promoting them within their networks to extend the project's reach. Partners are also encouraged to suggest relevant pages/profiles for TealHelix to connect with, fostering valuable collaborations. Additionally, they should share interesting articles and news related to the project and its key themes. Moreover, promoting TealHelix posts and news through their own organisations' SMAs will further enhance the project's visibility and impact.

Facebook (Updated)

Facebook serves as a platform to connect with a broader audience, particularly the public and consumers interested in sustainability and food labelling. TealHelix is using Facebook to share engaging content, such as project news or industry news, events, and infographics, designed to raise awareness and foster a better understanding of the project’s goals and activities. By encouraging interactions through comments and sharing, the platform aims to create a community-driven space for discussions, increasing public involvement.

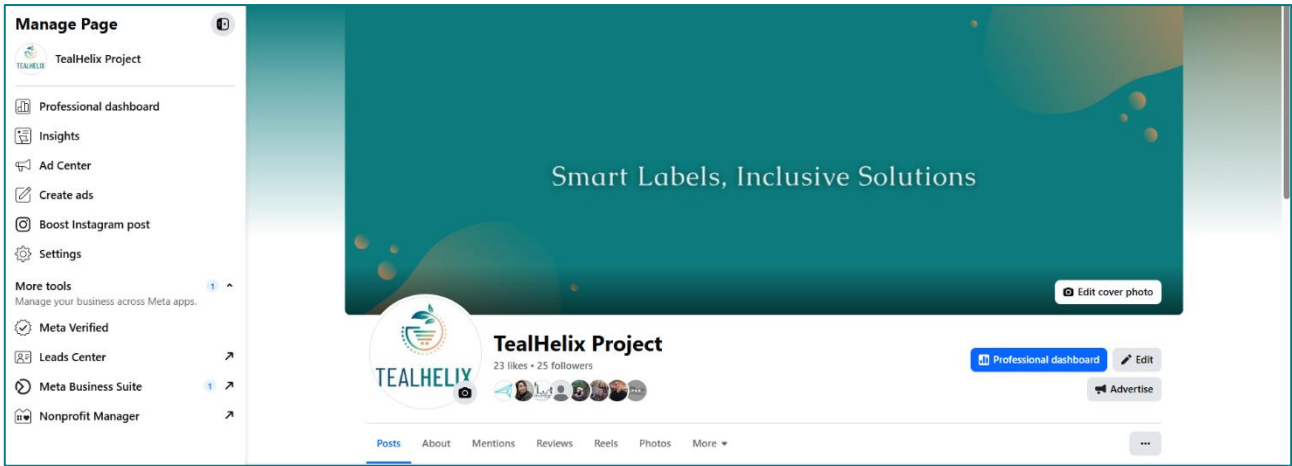


Figure 27. TealHelix’s Facebook profile

| List of posts                                                                       |                                                                     | Date                     |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------|
|  | We are pleased to announce the completion of <b>Work ...</b>        | Jan 21, 2026<br>12:41 PM |
|  | Join our Synergy Project Vision4Food project EU for their ...       | Jan 14, 2026<br>11:36 AM |
|  | We are delighted to share that TealHelix Project will participat... | Jan 8, 2026 12:06<br>PM  |

Figure 28. Facebook posts overview

TealHelix’s presence on Facebook has been an important communication medium for the project. The profile currently has 25 followers, and its effectiveness in disseminating project news and updates is shown by the engagement metrics of 1900 views and 458 visits so far. Similarly to other project media channels, we expect the engagement numbers to increase once main project results come in and outreach and dissemination of co-creation activities begins.

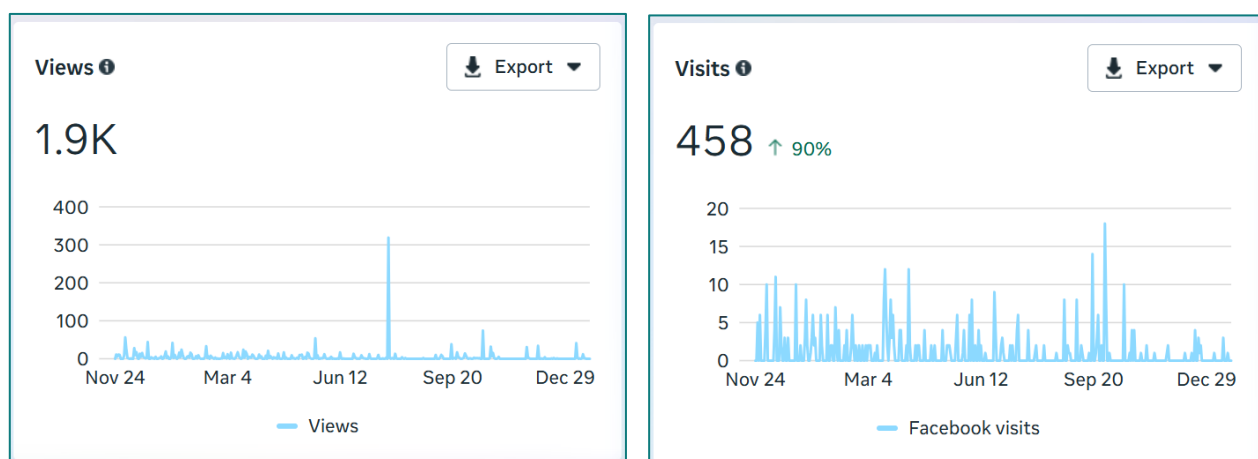


Figure 29. Facebook analytics

### X (formerly Twitter) (Updated)

On X (formerly Twitter), TealHelix focuses on concise, impactful messages to spark interest and shortly disseminate updates about the project's results. The platform's fast-paced environment is well-suited for communicating news on project goals, milestones, and event announcements. Through the use of hashtags, TealHelix aims to reach a wider audience, engaging in broader conversations about sustainability, food labelling, and innovation.

Ongoing changes to the X platform have led to a noticeable decline in people utilising and subscribing to the platform<sup>9</sup>. This is also reflected in the decline of followers we have experienced on the project's X account, as shown in the decrease from 48 to 22 followers since the time of writing the DCP 1. Consequently, we have decided to expand our social media presence to the BlueSky platform, where many new members have moved after the development on X. This is covered in more detail in a dedicated section on the DCP. Figure 30 shows the heading of the project's profile on the X platform.

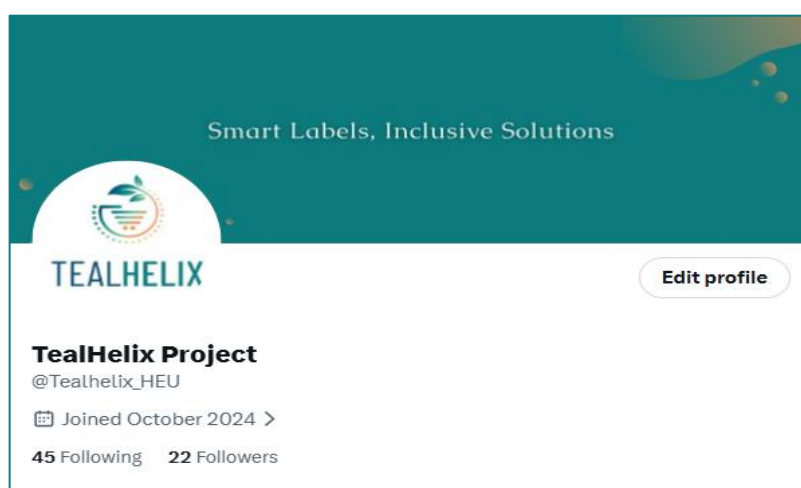


Figure 30. TealHelix's X account (formerly Twitter)

<sup>9</sup> Politico (2023). *Elon Musk's X takes a hit in Europe*. Available at: <https://www.politico.eu/article/elon-musk-x-europe-social-media-twitter-takes-hit/> (Accessed: 15 February 2026).

## LinkedIn (Updated)

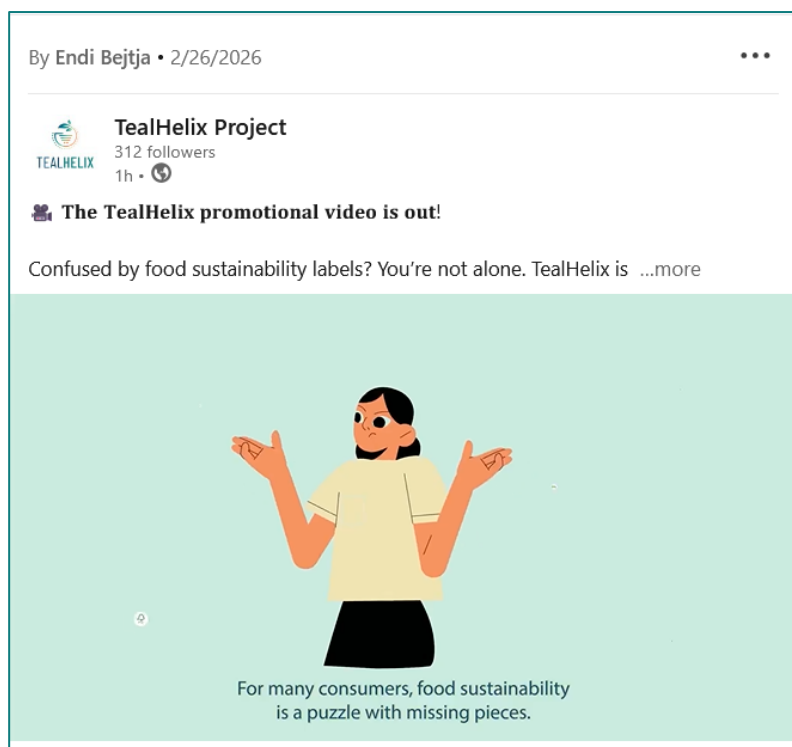
LinkedIn serves as the primary platform to engage with professionals, academics, industry experts, and policymakers with an interest in sustainability, food labelling, and social innovation. Through regular updates, articles, and project highlights, TealHelix leverages LinkedIn's professional network to raise awareness about its activities, build connections with relevant organisations, and facilitate knowledge exchange. The platform also helps in driving visibility for the project's events, such as conferences and workshops, while promoting collaboration across industries.



**Figure 31. TealHelix's LinkedIn account**

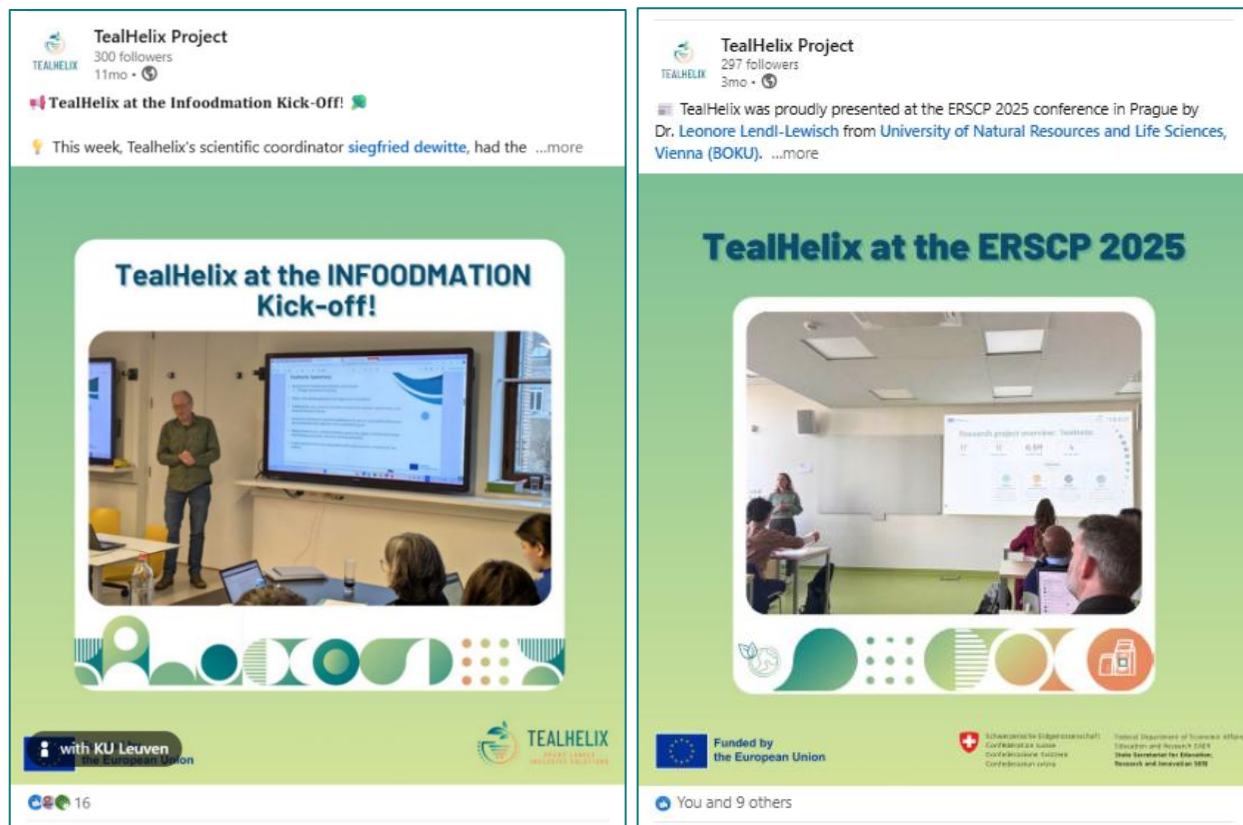
Currently, our LinkedIn account has 300 followers, making it our most successful social media account to date. LinkedIn has proven to be a valuable tool in the communication of the project, allowing for the sharing of project updates, policy updates, and news related to the food-system and other projects. Additionally, it facilitates **community management**, enabling seamless collaboration and engagement among stakeholders. Moreover, the platform has proven useful for highlighting our partners' participation in food-system related events and for promoting upcoming initiatives across the food system.

In M18 of the project, a promotional video was also produced and uploaded to our LinkedIn account.



**Figure 32. TealHelix's LinkedIn post for the project's promotional video**

Additionally, in the first 18 months of the projects we initiated two social media series to be shared with our audience, namely the “Meet Our Partners” series and the “Did you know?”. These two series are briefly described and displayed in two following subsections. The Figures below display the dissemination on LinkedIn of our partners’ participation in food-system related events.



**Figure 33. LinkedIn event posts**

## “Meet our partners”

In the initial stages of the project, when there were limited significant results or updates to communicate, a series of “Meet our Partner” posts was launched to introduce each member of the consortium. These posts aimed to present the diverse expertise represented within the partnership, outlining each partner’s core competencies, roles, and expected contributions to the project. This approach helped establish the project’s identity, showcase its multidisciplinary nature, and lay the groundwork for future communication activities as project results began to emerge.



Figure 34. “Meet our partners” series

## “Did you know”

In M5 (January 2025), we also launched the “Did you know” series, which shares relevant research insights on food labelling and consumer behaviour in food systems, highlighting their relevance to the work carried out within the project. They address key themes such as sustainability and food labelling, consumer trust and information overload, behavioural drivers of food choices, social norms, food environments, and the effectiveness of different communication and intervention strategies. Across the posts, there is a strong focus on how consumers perceive, process, and act on sustainability information, highlighting gaps between awareness and behaviour. These series helps our audience to acquainted with important notions and facts in relation to sustainability in food systems, and lays the ground for the dissemination of related project results.



Figure 35. "Did you know" series

The following figures illustrate, respectively, the progress of LinkedIn account followers, and the audience interactions with our content. Analytics on our account followers show steady growth, influenced by the regular posting and efforts by consortium members to amplify the account's visibility through their networks. Data related to impressions, reactions and post clicks, also shows regular and substantial engagement with our posts, solidifying LinkedIn as the most effective social media channel for the project.

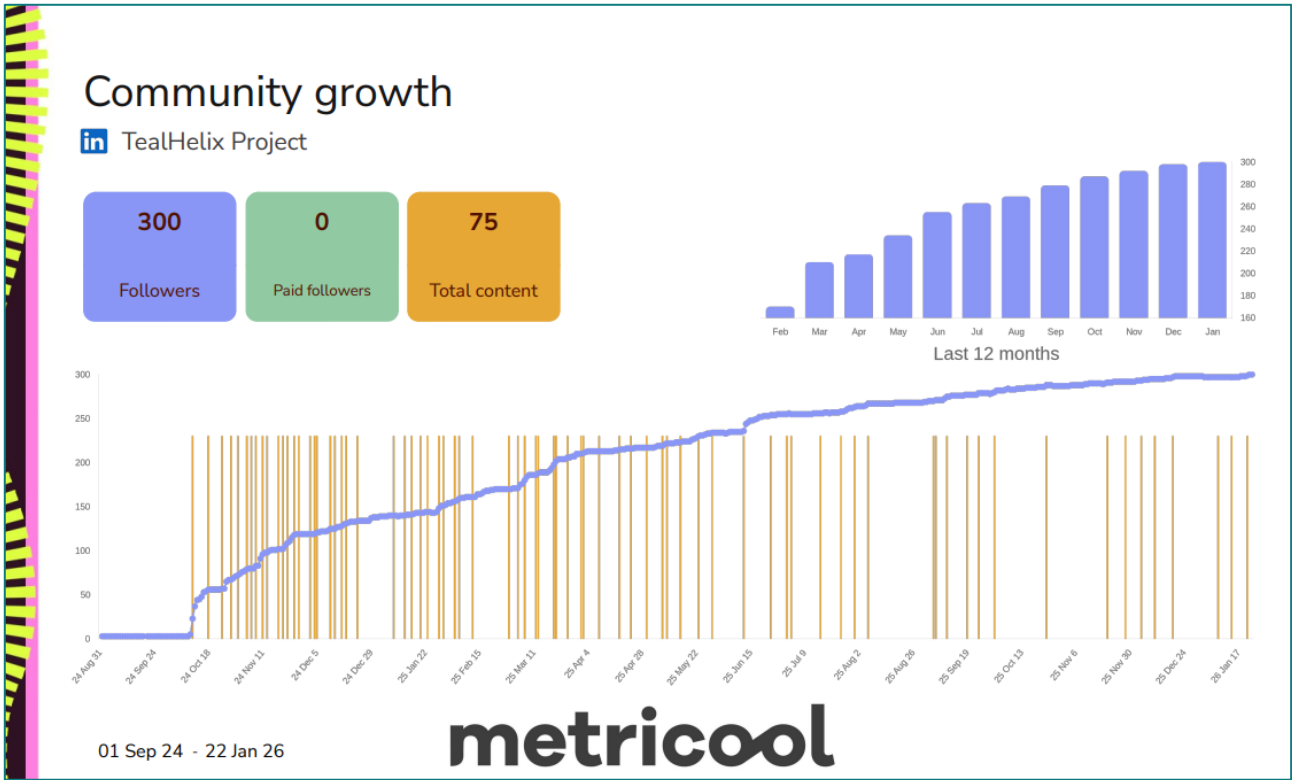


Figure 36. LinkedIn Followers

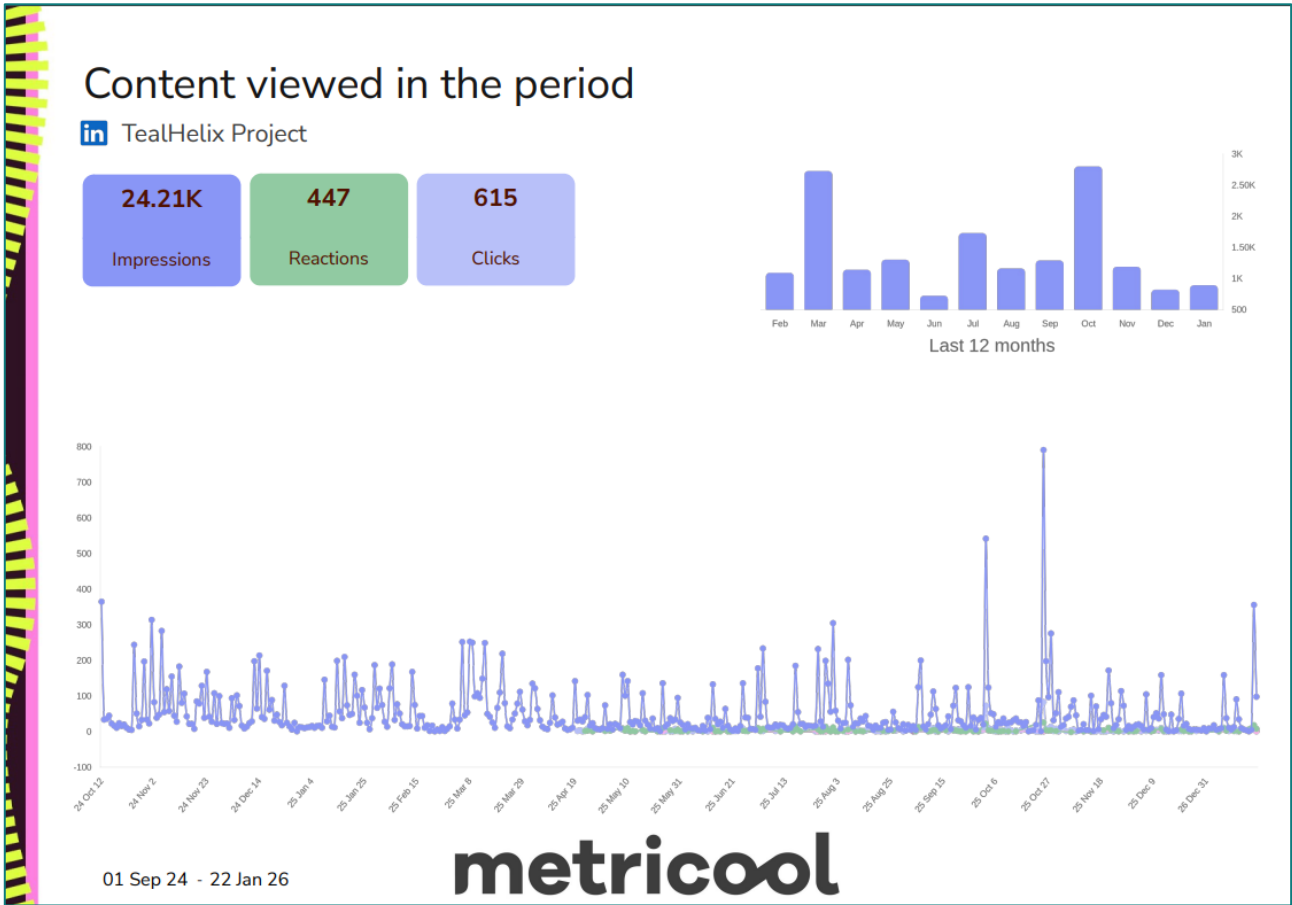


Figure 37. LinkedIn Engagement Analytics

## Bluesky (New)

As part of its efforts to enhance outreach and engagement, **TealHelix** has established a presence on Bluesky, an emerging social media platform that emphasises decentralisation and transparency in online communication. This step reflects the project's commitment to **explore new channels of communication that can assure** integrity and trustworthiness. Bluesky is seen as a valuable channel to reach new audiences, encourage collaboration, and raise awareness around sustainability in food systems. Figure 38 shows the heading of TealHelix's profile on BlueSky, with a current number of 18 followers.

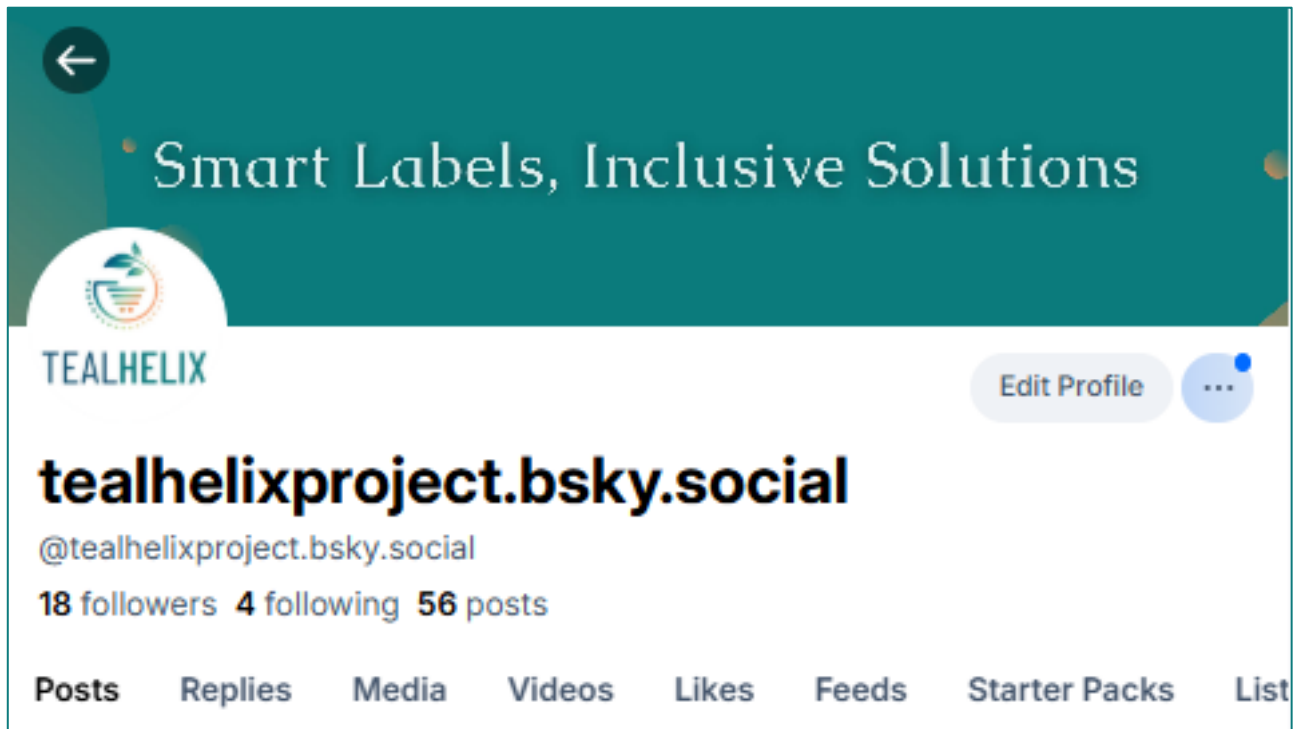


Figure 38. TealHelix's Bluesky profile

## Instagram (New)

In addition to other communication channels, the project established in M4 an active presence on Instagram, a highly visual platform with a large and diverse user base. Instagram allows the project to communicate key messages through visual storytelling, short-form content, and interactive formats such as stories, making the topic more accessible and engaging. By leveraging visuals, the platform supports wider visibility, encourages audience interaction, and helps reach users who may not engage with more text-heavy communication channels. Figure 39 shows TealHelix's profile on *Instagram*, with a current number of 49 followers.

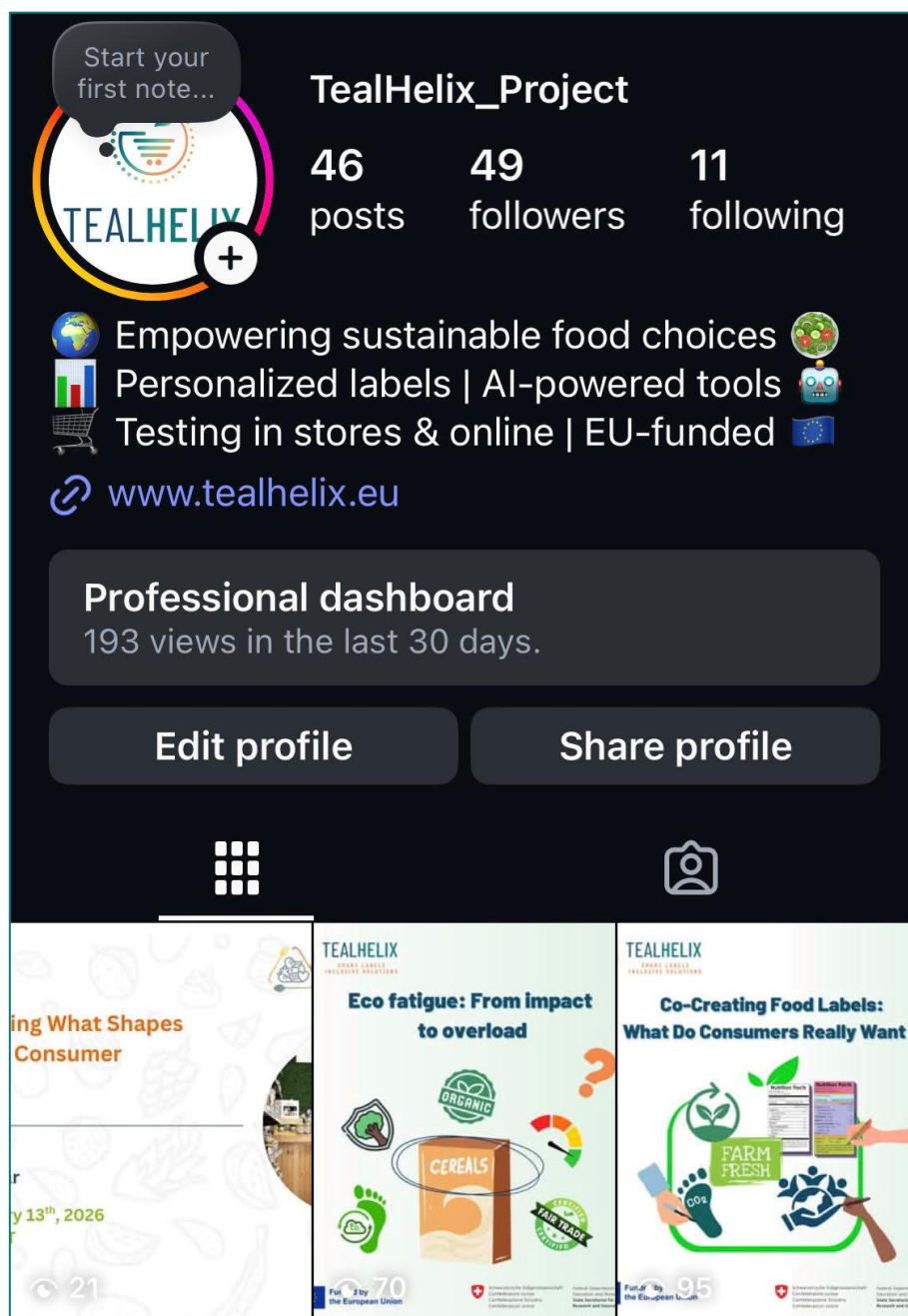


Figure 39. TealHelix's Instagram profile

YouTube (Updated)

The project’s YouTube channel, established in M2, serves as a key tool for enhancing visibility through video content. The project’s promotional video produced in M18 will also be featured on the channel to raise awareness of the project’s objectives and activities. Beyond sharing the promotional video, the channel aims to build a strong online community by connecting with the channels of other EU-funded projects, fostering collaboration and broader engagement.

Engagement on the channel is expected to increase significantly as the project’s promotional video gains visibility and as new content emerges from the upcoming operational Work Packages. The following figure displays the homepage of the TealHelix Youtube channel.

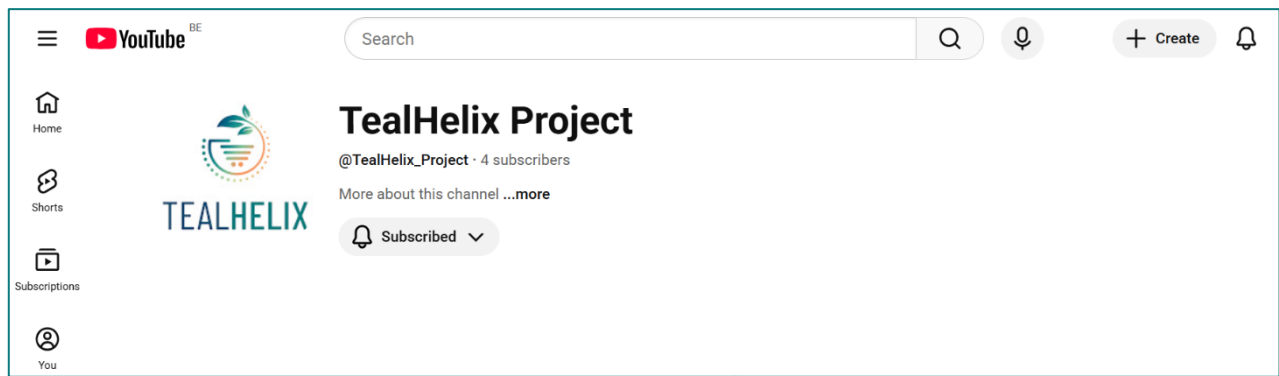


Figure 40. TealHelix's YouTube channel

7.5 Traditional channels (Updated)

7.5.1 TealHelix events

A diverse range of events has been scheduled within the framework of the TealHelix project to effectively support its objectives, promote its innovative solutions, and raise awareness about its outcomes across multiple sectors. These events serve as crucial opportunities for engaging stakeholders in dialogue, fostering collaboration, and promoting the co-creation of sustainable labelling solutions. They also provide platforms for knowledge exchange, allowing participants to explore key sustainability issues and discuss the project’s interventions in various contexts. The goal is to build a broad coalition of engaged stakeholders who can contribute to and benefit from the project’s results. The following table provides a detailed overview of the key events planned for the TealHelix project.

**Table 12. TealHelix's events**

| Event                                      | Description                                                                                                                                   | WP | Task | Partner                 | Location        | Frequency                           |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----|------|-------------------------|-----------------|-------------------------------------|
| Warm-up Events                             | Local engagement events to discuss relevant issues and assist in selecting interventions.                                                     | 5  | 5.1  | KU LEUVEN, all partners | Pilot countries | At least 3 events per pilot country |
| Policy Workshops                           | European policymakers and government bodies will be engaged through policy workshops, providing opportunities for dialogue and collaboration. | 8  | 8.2  | WR, all partners        | Pilot countries | 1 per pilot country                 |
| International Sustainable Labelling Forum: | To share policy recommendations, tools, and guidelines for scalability and replication with relevant actors.                                  | 8  | 8.2  | WR, all partners        | Brussels        | End of project                      |

**It's important to highlight that the events listed in Table 12 play a crucial role in the framework of the DCP. All consortium partners organising these events must complete the Internal Events Reporting Template, detailing the key D&C activities that took place.**

### 7.5.2 External events *(Updated)*

In addition to organising events within the project, consortium partners participate in external events and conferences to reach a wider audience relevant to the sector. During these events, partners carry the following activities:

- Present the project's concept, objectives, approach;
- Share and promote the project's findings;
- Highlight TealHelix's actions and upcoming events;
- Expand the project's synergies and contacts network with relevant projects and initiatives;
- Engage relevant stakeholders in the project's activities;
- Promote the project's dissemination channels, including the website and social media accounts.

When attending external events, partners are required to adhere to the project's visual identity guidelines and use the official promotional materials provided by WR. These include leaflets, posters, and the standard project presentation, ensuring consistent and recognisable branding for the project.

Partners are also required to notify WR in advance to their participation in any external event, so it can be promoted through the project's dissemination channels. After the event, partners must complete the reporting template in Annex II – [B. Events Participation Reporting Sheet](#) and submit it to WR for documentation and evaluation (e.g., stakeholders reached, materials used).

In accordance with GDPR, partners must obtain consent when collecting, using, or storing personal data during events. Photos that make individuals identifiable are also considered personal data, and partners are responsible for securing participants' consent for any such activities.

### 7.5.3 Attended Events and Conferences (New)

During the first 18 months of the project, TealHelix partners actively engaged in external events at national and international levels. These activities provided valuable occasions to connect with stakeholders from diverse sectors and to showcase the project's progress and key achievements through presentations, posters, and informal exchanges. Participation in online events further supported networking and outreach, enabling TealHelix to reach broader audiences across different backgrounds while strengthening visibility and engagement.

To date, TealHelix partners have taken part in 7 external events, bringing us very close to the final target of 10 or more external event/conferences attended. This strong engagement has played a key role in increasing the project's visibility. Overall, participation in external events has proven to be one of the most effective dissemination channels, and partners will continue to engage in similar activities in the future.

The following table provides an overview of the events and conferences attended up to February 2026.

**Table 13. List of events and conferences attended by M18**

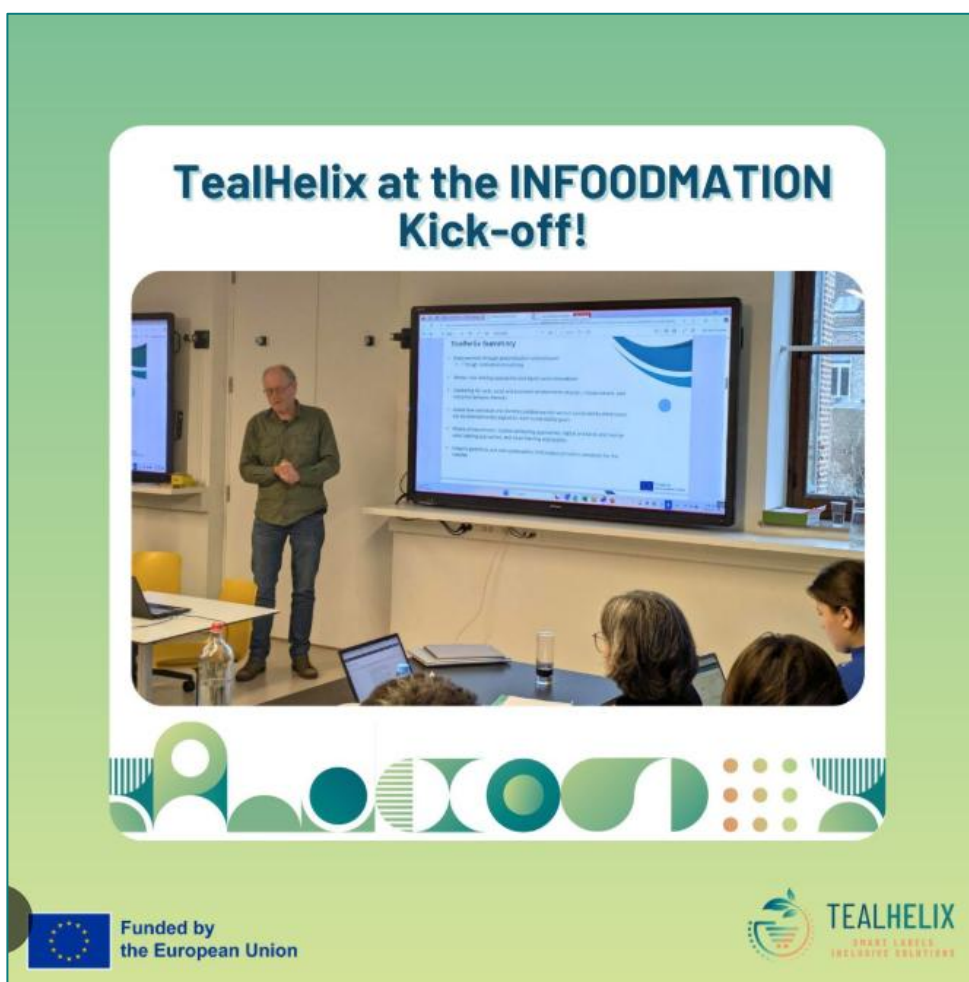
|   | Event                                                                                             | Date               | Location               | Partner | Thematic Focus                                         | Scope of Participation                                                                                                                                                         |
|---|---------------------------------------------------------------------------------------------------|--------------------|------------------------|---------|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <a href="#"><u>INFOODMATION Kick off meeting</u></a>                                              | 28/01/2025         | Leuven, Belgium        | KUL     | Nutritional science, Behavioral science                | Participation in a Synergy Project meeting. KUL presented TealHelix's perspective on empowering consumers in making sustainable choices                                        |
| 2 | <a href="#"><u>Traceability &amp; Verification in Food Supply Chains - Webinar</u></a>            | 21/02/2025         | Online                 | GS1     | Traceability, Verification in Food Supply Chains       | Cluster Webinar; presentation by GS1 on TealHelix's approach to personalised food labelling and event-driven food traceability using GS1 EPCIS standards.                      |
| 3 | <a href="#"><u>National Meeting of Behavioural Scientists</u></a>                                 | 07/05/2025         | Odense, Denmark        | CBS     | Behavioral sciences                                    | Oral Presentation by CBS on TealHelix's approach. Scope of participation included networking with other institutions active in the field (SDU, Aarhus University)              |
| 4 | <a href="#"><u>ICEP 2025, International Conference on Environmental Psychology</u></a>            | 15/06 – 18/06 2025 | Vilnius, Lithuania     | CBS.    | Environmental Psychoogy                                | Presentation by CBS on the FINDS Framework ("Framework for Information Needs in Dietary Sustainability"), developed as part of TealHelix.                                      |
| 5 | <a href="#"><u>SPUDM 2025</u></a>                                                                 | 31/08 – 04/09 2025 | Lucca, Italy           | CBS     | Economics, Psychology, Neuroscience, Political Science | Presentation by CBS on the FINDS Framework ("Framework for Information Needs in Dietary Sustainability"), developed as part of TealHelix.                                      |
| 6 | <a href="#"><u>ERSCP (22nd European Roundtable on Sustainable Consumption and Production)</u></a> | 15/09 – 18/09 2025 | Prague, Czech Republic | BOKU    | Sustainability, Circular Economy, Resilience           | BOKU presentation of TealHelix. The conference brought together diverse scientific audiences to discuss the circular economy from both production and consumption perspectives |

|   |                                                                                                       |            |                  |     |                         |                                                                                                                                                                                                                  |
|---|-------------------------------------------------------------------------------------------------------|------------|------------------|-----|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7 | <a href="#"><u>Anuga 2025</u></a>                                                                     | 07/10/2025 | Cologne, Germany | GS1 | Role of Standards       | Presentation by GS1 on the project's approach, and food traceability using GS1 EPCIS standards.<br>The event allowed networking and project promotion, including through promotional materials such as Leaflets. |
| 8 | <a href="#"><u>CUES Joint Webinar: "Understanding What Shapes Sustainable Consumer Behaviour"</u></a> | 13/01/2026 | Online           | HSG | Sustainable Consumption | Joint Webinar with 8 other food-system related projects. Presentation by HSG of Task 2.4 results, on how external drivers, personal motivations, and existing labelling systems shape consumer behaviour online. |

The following figures display the participation of TealHelix's partners in External Events, as disseminated on the project's Social Media Profiles. In particular, Figure 41 shows the participation of CBS at the ICEP 2025 (International Conference on Environmental Psychology), while Figure 42 shows KU Leuven's participation during the INFOODMATION Kick Off Meeting.



Figure 41. TealHelix at the ICEP 2025



**Figure 42. TealHelix at the INFOODMATION Kick Off Meeting**

### 7.5.4 Scientific Publications *(Updated)*

Scientific publications are essential for disseminating the findings of the TealHelix project to the academic and scientific community. These publications are anticipated to significantly contribute to the body of knowledge and enable others to leverage the results in their own research and initiatives. The project aims to produce nine to fourteen scientific publications and has compiled an initial list of target journals to steer its publication efforts in alignment with its strategic goals. Such publications will help raise awareness and garner constructive feedback from the scientific community and other relevant stakeholders.

To facilitate the dissemination of scientific outcomes, the project will explore open-access publications, ensuring broader accessibility and engagement with its research findings. Presenting preliminary results at conferences and symposiums can stimulate peer feedback and create opportunities for collaboration. Engaging with academic and social networks such as ResearchGate or Academia.edu will also extend the reach of publications and foster discussions with researchers worldwide. Furthermore, summarising key findings in accessible language on the project's website, through blog posts, dedicated visuals (e.g., infographics, posters), and newsletters can enhance the project's impact beyond the academic sphere.

WR will oversee the project's academic initiatives specifically from a D&C standpoint and has developed, in collaboration with the coordination team, a monitoring tool for TealHelix scientific publications, which is available in [Annex II](#). At the time of writing this Deliverable, no scientific publications have yet been released by the TealHelix consortium. This is due to the fact that the first major project results were only recently achieved (M15), following the completion of WP2. Scientific

publications will therefore be reported in the final version of this document, “Dissemination and Communication 3” due M48.

An indicative list of journals for the dissemination of scientific outputs is presented in Table 14:

**Table 14. Indicative journals for dissemination**

| Journal                                          | Focus Area                                                                                                                                   | Key Themes                                                                                                                                |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Journal of Business Ethics</b>                | Business ethics, corporate responsibility, and organisational behaviour                                                                      | Ethical practices, sustainability, CSR                                                                                                    |
| <b>Journal of Experimental Social Psychology</b> | Social psychology research and experimental studies                                                                                          | Social cognition, group dynamics, prejudice                                                                                               |
| <b>Food Quality and Preference</b>               | Sensory, consumer and behavioural research in food and non-food products                                                                     | Sensory and motivational studies, Consumer behaviour, Food choice studies of cultural, Sensory and environmental factors, Market research |
| <b>Appetite</b>                                  | Multidisciplinary research on food-related behaviour and preferences, Psychology and ethnography of dietary habits, History of food cultures | Eating behaviour, nutrition, food psychology                                                                                              |
| <b>Sustainability</b>                            | Environmental, social, and economic sustainability across diverse fields                                                                     | Sustainable development, environmental impact, policy                                                                                     |
| <b>PLOS One</b>                                  | Multidisciplinary research in science and medicine                                                                                           | Open-access, data transparency, reproducibility                                                                                           |
| <b>Psychology &amp; Health</b>                   | Health psychology and the relationship between psychological and physical health                                                             | Health behaviour, well-being, mental health                                                                                               |
| <b>Policy and Society</b>                        | Public policy analysis and social science research                                                                                           | Policy development, governance, society                                                                                                   |
| <b>Frontiers in Psychology</b>                   | Psychology research across multiple subfields, including cognitive and clinical psychology                                                   | Cognitive processes, health psychology, behaviour                                                                                         |
| <b>Journal of Consumer Psychology</b>            | Psychological aspects of consumer behaviour and decision-making                                                                              | Consumer behaviour, brand perception, marketing                                                                                           |
| <b>Journal of Marketing</b>                      | Marketing research and practices                                                                                                             | Marketing strategies, branding, consumer engagement                                                                                       |

|                                            |                                                                                                                                                                                        |                                                           |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <b>Journal of Consumer Research</b>        | Consumer behaviour and decision-making across various fields and contexts                                                                                                              | Consumer choice, purchasing behaviour, psychology         |
| <b>Journal of Consumer Behaviour</b>       | Theoretical and empirical research into consumer behaviour, consumer research and consumption, advancing the fields of advertising and marketing research                              | Behavioural aspects of consumption and decision-making    |
| <b>Psychology and Marketing</b>            | Psychological insights into marketing strategies, fosters the exploration of online and offline marketing phenomena revolving around the individual and collective psyche of consumers | Consumer decision-making, advertising, brand loyalty      |
| <b>Journal of Marketing Research</b>       | Advanced marketing theories and research methodologies                                                                                                                                 | Consumer insights, market trends, experimental marketing  |
| <b>Journal of Environmental Psychology</b> | Human interactions with the environment and ecological psychology                                                                                                                      | Environmental behaviour, sustainability, place attachment |
| Similar journals                           | Various fields of psychology, social sciences, and sustainability studies                                                                                                              | Varies by discipline                                      |

Academic partners are anticipated to lead the development of scientific articles, with support from other relevant members of the consortium. Task leaders and those responsible for deliverables must ensure that their contributions are prepared for public release according to the scheduled publication dates. Additionally, all partners are expected to keep the academic publications matrix up to date, notifying WR of any significant updates, such as when a submitted paper is accepted.

The TealHelix consortium is committed to ensuring **open access to scientific publications**. TealHelix will therefore take all necessary steps to provide free access to peer-reviewed articles resulting from the project, as outlined in the guidelines included in the GA 101136955 Annex 5 (p. 11):

- By the time of publication, a machine-readable electronic copy of the published version or the final, peer-reviewed manuscript accepted for publication will be deposited in a trusted scientific repository;
- Immediate open access will be granted to the deposited publication via the repository, using the latest version of the Creative Commons Attribution International Public License (CC BY) or an equivalent license. For monographs and long-form texts, licenses may allow for non-commercial use or exclude derivative works (e.g., CC BY-NC, CC BY-ND);

- Information will also be provided through the repository on any research outputs, tools, or instruments essential for validating the publication's conclusions;
- Beneficiaries (or authors) will retain sufficient intellectual property rights to ensure compliance with open access requirements.

### 7.5.5 Non-scientific publications *(Updated)*

Throughout the project, all partners are encouraged to develop and share non-scientific publications, including press releases and media articles, to boost TealHelix's visibility and engage a broader range of stakeholders. Press releases are produced as needed to highlight key milestones, project advancements, and forthcoming events, enabling timely and proactive outreach to the public. These releases target both local media -drawing attention to project meetings and events- as well as EU-level stakeholders, sharing insights on the project's initiatives and achievements, with opportunities to feature stories from specific pilot cases. The first press release of the project was published in July 2025, highlighting TealHelix's goals, presenting the project's transdisciplinary methodology, introducing key tools such as the Sustainable Food Compass and the Go Green Hubs, and emphasising the project's commitment to inclusivity, stakeholder co-creation, and real-world impact. As part of our communication strategy, and in line with the Grant Agreement, each partner country will issue a total of four press releases over the course of the project. This will provide consistent, widespread coverage, helping to showcase our accomplishments and engage diverse audiences across Europe. All partners are responsible for seeking out and exploiting publishing opportunities to promote the project's findings and impacts. Given the dynamic nature of such opportunities, no fixed quota for non-scientific publications is set; however, a record of all relevant activities is updated monthly via a D&C Reporting Tool, available in [Annex II](#). Each time relevant material is published, the responsible partner should report it in the individual dissemination activities reporting. This ongoing collective effort is essential for ensuring the project's achievements and insights are widely recognised and utilised, thereby amplifying its impact across various audiences.

### Practice Abstracts *(New)*

As outlined in the updated plan for dissemination and exploitation in the amended Grant Agreement, the first set of practice abstracts were developed in M17, summarising the results of the Deliverables 'Inventory of labelling approaches' (UoM) and 'Branding and Media Planning Guidelines' (ZENITH).

The Practice Abstracts have been uploaded into the EIP-AGRI (The agricultural European Innovation Partnership) website for broad dissemination to practitioners. These materials serve as summaries for practitioners in the EIP common format ("practice abstracts").

To present the Practice Abstracts in a clear, visually engaging, and easy to disseminate format, White Research developed a project-specific template for the EIP-AGRI practice abstracts, as displayed in Figure 43.



The image shows a vertical template for EIP-AGRI practice abstracts. On the left, there is a circular graphic with a fork and knife icon, containing the text 'Branding and Media Guidelines'. Above this is the TealHelix logo and 'SMART LABELS INCLUSIVE SOLUTIONS'. Below the circle, it says 'TealHelix Horizon EU Project' and 'EIP-AGRI Practice Abstract' in a dark green box. At the bottom left, there is a globe icon, the website 'www.tealhelix.eu', and logos for the European Union and the Swiss Confederation. On the right, there is a large white area with a dark green border. At the top right, it says 'AUTHOR:'. Below this, there are three sections: 'The Issue', 'Key outcomes', and 'Added value & Recommendations'. At the bottom right, there is a 'Contacts' section.

**Figure 43. TealHelix visual template for EIP-AGRI practice abstracts**

The next practice abstract(s) will be developed in M46, summarising the results of Sustainable Food Compass (BOKU) and/or Behavioural interventions of WP4 (VU Amsterdam) and/or AI tools (ICCS) and/or Consumer empowerment guidelines (SAFE).

### 7.5.6 Horizon Dissemination and Communication Channels

To enhance project impact, TealHelix partners are encouraged to use various Horizon channels based on project needs to boost visibility, including:

- **Horizon Results Platform**: A platform for presenting research results, identifying potential partners, and gaining inspiration. The platform's TV feature includes testimonials and interviews from successful entrepreneurs, enabling projects to gain visibility and inspire further innovation;
- **Booster (former Horizon Results Booster)**: A tailored support service for projects aiming for significant societal impact. Through professional guidance with results portfolios, exploitation plans, and business model development, it empowers projects to achieve a smooth research-to-market transition;
- **CORDIS**: A platform offering multilingual articles and publications on EU research project outcomes. It also provides access to open repository of EU projects information;
- **Horizon Dashboard**: An interactive tool that provides access to EU Research and Innovation data and statistics;

- **Innovation Radar**: A data-driven method focused on the identification of high potential innovations and the key innovators behind them in EU-funded Research and Innovation projects;
- **Horizon Magazine**: The latest news and features about thought-provoking science and innovative research projects funded by the EU;
- **Research and Innovation Success Stories**: A collection of the most recent success stories from EU-funded Research & Innovation projects;
- **EIP-AGRI**: Repository of practice abstracts for multi-actor projects.

## 8. Synergies with other projects and initiatives *(Updated)*

It is crucial to leverage networks and collaborate with other initiatives and scientific communities to enhance its dissemination efforts. By engaging with other projects and initiatives on similar topics at local, national, and EU levels, the consortium establishes collaborative relationships and benefits from their expertise and knowledge. This interaction helps in strengthening TealHelix's impact by expanding networking opportunities and identifying potential joint activities for mutual benefit, ultimately advancing TealHelix's broader goals alongside similar initiatives.

To support this, joint dissemination efforts are pursued, particularly with EU-funded projects, in various forms:

- Cross-referencing projects on respective websites;
- Mutual promotion through social media channels;
- Sharing updates, event invitations, press releases, and other communications;
- Attending events hosted by related projects;
- Inviting participation in events organised by the TealHelix consortium
- Exploring possibilities for co-organising an event.

TealHelix has already been able to enact most of the efforts listed above. Along with online cross-promotion and dissemination, the project has also notably participated in external events organized by Synergy projects, such as the participation by our coordinators KU Leuven in the INFOODMATION Kick Off Meeting (also reported in the previous External Events section of this DCP).

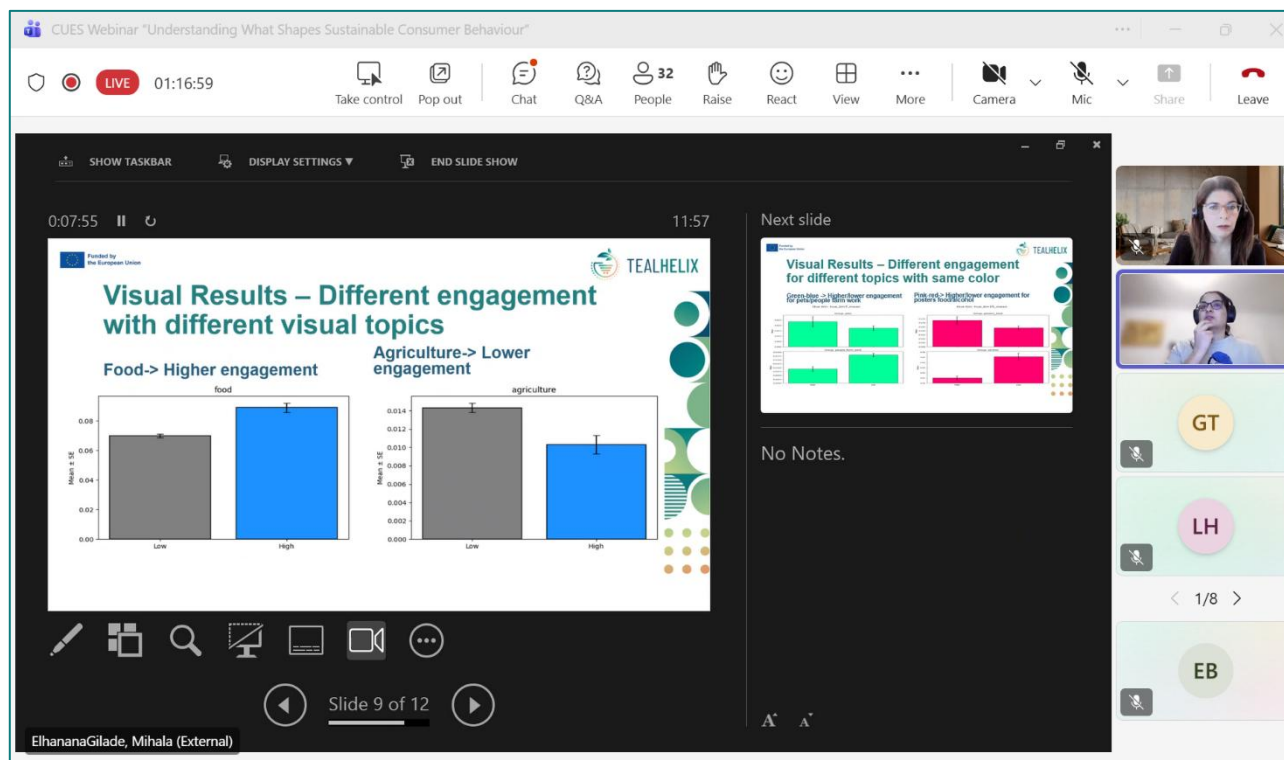
Moreover, we have co-organised events with Synergy projects and other projects related to the food system. This is exemplified by the project's participation in the CUES Joint Webinar: "Understanding What Shapes Sustainable Consumer Behaviour". The webinar was hosted by our Synergy project CUES, and it was co-held in collaboration with 8 other projects related to the food-system and working at the forefront of sustainable consumption. Each project shared key outcomes, insights, and practical lessons on what drives and enables consumers to make more sustainable choices. Through diverse perspectives, the session explored factors that shape consumer behaviour, enabling participants to gain a clearer understanding of how evidence-based outcomes can support Europe's transition towards more sustainable and responsible consumption patterns. TealHelix

contributed to this effort through the participation of its partner University of St. Gallen. In particular, our partner's presentation highlighted key findings from the project's large-scale social media data scraping task focused on sustainability in food and agriculture that was enacted within the scope of Task 2.4.

In relation to TealHelix's KPIs, holding this joint webinar with 8 other projects committed to supporting food-systems significantly contributes as 1 of the 2 project's Joint actions with major initiatives and networks.

The full recording of the webinar is available on the CUES project YouTube channel, at the following link: <https://www.youtube.com/watch?v=k2LBJrsI3w0>.

The following figure shows TealHelix's presentation during the Webinar.



**Figure 44. TealHelix in the CUES Joint Webinar “Understanding What Shapes Sustainable Consumer Behaviour”**

Table 15 provides the list of projects and initiatives with which TealHelix has established synergies so far. Synergy projects and initiatives are also featured in dedicated pages on the project's website (<https://tealhelix.eu/synergies/>; <https://tealhelix.eu/eu-cluster-for-food-traceability-and-trust/>). An upcoming subsection presents more in detail TealHelix's participation in the EU Cluster for Food Traceability and Trust, which is also reported in the Table below.

**Table 15. European projects and initiatives with which TealHelix has established synergies**

| Project/Initiative                                       | Brief description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Start           | Countries                                                                                |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------|
| <b><u>EU Cluster for Food Traceability and Trust</u></b> | The initiative brings together a cluster of European projects aimed at strengthening innovation, sustainability, and consumer trust in the EU food supply chains. Initially comprising THEROS, ALLIANCE, and WATSON, the cluster has since expanded to include FishEUtrust, SEA2SEE, CUES, TEALHELIX, TITAN, FOODGUARD, ROSETTA, INFOODMATION, DRG4FOOD, and EFF-CoP. Together, these projects contribute complementary expertise and solutions to enhance the security, transparency, and resilience of European food systems. | 1 February 2024 | EU-Wide                                                                                  |
| <b><u>INFOODMATION</u></b>                               | Infoodmation is an EU project that studies how media, marketing, and social media influence our food choices. It looks at how messages affect different groups, especially vulnerable ones like children, and aims to help shape healthier, more sustainable eating habits. The project will develop policy recommendations, best practices, and tools for food system actors, supported by a public Knowledge Hub.                                                                                                             | 1 January 2025  | Belgium, Austria, Denmark, Portugal, Slovenia, Spain, Netherlands, Germany               |
| <b><u>VISION4FOOD</u></b>                                | VISION4FOOD aims to build sustainable and resilient food systems by creating governance models that help local actors make better decisions. Based on co-creation, open science and RRI principles, the project produces acceleration agendas, builds networks for knowledge sharing and aims to create a guidebook for sustainable food systems across Europe.                                                                                                                                                                 | 1 January 2025  | Greece, Italy, Spain, Poland, Denmark, Belgium, Netherlands, Finland                     |
| <b><u>Excel4Pro</u></b>                                  | Excel4Pro aims to enhance the innovation capacity of Excellence Hubs in Türkiye, Greece, and Ukraine to support regional ecosystems focused on plant-protein-based novel foods. Excel4Pro addresses the nutritional, environmental, and technological challenges in current plant-based food products by advancing mild processing techniques, supporting cross-border knowledge exchange, and investing in research and upskilling.                                                                                            | 1 January 2025  | Ukraine, Greece, Turkey, Belgium                                                         |
| <b><u>CUES</u></b>                                       | CUES aims to make sustainable food choices more appealing by driving changes in culture, the food value chain, and policy. It will design tools and information to guide consumer behaviour towards sustainability.                                                                                                                                                                                                                                                                                                             | 1 March 2024    | Germany, Belgium, Netherlands, Spain, Hungary, Italy, Croatia, Iceland, Portugal, Greece |

|                     |                                                                                                                                                                                                                                                                                                                                                                               |                 |                                                                                                                            |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------|
| <b><u>3-CO</u></b>  | 3-CO project aims to enhance transparency in bio-based product value chains by assessing label and certification schemes (LCSs) and engaging consumers to understand their motivations for sustainable consumption. The project will co-develop digital solutions and create guidelines for BBP labels to support responsible consumer choices.                               | 1 February 2023 | Finland, Netherlands, Germany, Belgium, Spain, Poland                                                                      |
| <b><u>FEAST</u></b> | FEAST aims to support a fair EU transition to healthier diets from sustainable food systems. It will work with food stakeholders, including vulnerable groups, to co-design solutions that empower everyone to adopt and benefit from sustainable dietary choices. FEAST will also promote effective policy interventions, ensuring no one is left behind in this transition. | 1 July 2022     | Germany, Portugal, Greece, Belgium, Denmark, Norway, North Macedonia, Ireland, Austria, France, Netherlands, Italy, Poland |

In addition to the Synergies and networks above mentioned, it is worth noting TealHelix's effort to establish a specific cluster with the INFOODMATION, 3-CO and CUES projects. The rationale behind the formation of this cluster is given by the strong thematic affinity between our projects. Such joint collaboration has been already explored through calls, and a list of potential joint activities has been compiled, which includes mutual cross-promotion efforts, as well as the potential organization of joint events, such as webinars.

In addition to the projects' existing Synergies, White Research continuously maps potential collaborations with new projects and seeks to expand the number of initiatives with which it will hold joint activities. In this regard, Table 16 provides a basic overview of additional relevant European networks and initiatives. This list has been further expanded since the first version of the Dissemination and Communication plan, to include newly identified relevant projects with which TealHelix can establish collaborations.

**Table 16. An indicative list of relevant European initiatives**

| Project/Initiative        | Brief description                                                                                                                                                                                                                                                                                                                                                                                                                          | Start            | Partners' Countries                                                                                         |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------------------------------|
| <b><u>REDSIGN</u></b>     | REDESIGN (tRansformative fooD valUE Systems reshapInG resilient urban laNdsapes) works at the intersection of policy, innovation, and community engagement, creating knowledge-sharing platforms and co-creative environments where diverse stakeholders can experiment, learn, and implement sustainable solutions.                                                                                                                       | 1 February 2025  | Italy, UK, Germany, Greece, Hungary, Sweden, Belgium, Netherlands, Spain, New Zealand                       |
| <b><u>THEROS</u></b>      | The EU food quality policy protects product names tied to their origin and traditional methods, but misuse of these labels is a problem. THEROS project will address this by creating a cost-effective toolbox to verify organic and geographical labels. Using tech like Earth Observation, IoT, and AI, the toolbox will be tested in four countries to ensure it meets diverse needs.                                                   | 1 January 2023   | Greece, Slovenia, Spain, Cyprus, Serbia, Czechia                                                            |
| <b><u>ALLIANCE</u></b>    | Future-proofing food supply chains protects the environment and consumer health. Weak oversight can lead to food fraud and profit loss. ALLIANCE project will create a framework to improve product monitoring, data protection, and transparency, ensuring safer food and a lower environmental impact.                                                                                                                                   | 1 November 2022  | Luxembourg, Greece, Belgium, Türkiye, Croatia, France, Italy, Spain, Cyprus, Serbia, Germany                |
| <b><u>FOODCLIC</u></b>    | Everyone should have access to nutritious and affordable food, but many urban areas in Europe struggle to provide this for vulnerable groups. FoodCLIC project aims to improve urban food environments by creating food policy networks and testing new approaches in Living Labs across 8 city-regions. It focuses on sustainability, social inclusion, and collaboration, engaging various stakeholders, including deprived communities. | 1 September 2022 | Netherlands, Denmark, Spain, Hungary, Italy, Portugal, Germany, Belgium, South Africa, Romania, and France. |
| <b><u>Sea2See</u></b>     | Blockchain technologies enhance research methods and transparency in seafood traceability. Sea2See project develops a comprehensive blockchain model to address current traceability gaps. By improving data collection throughout the seafood value chain, Sea2See will foster trust and acceptance of sustainably sourced seafood.                                                                                                       | 1 July 2022      | France, Spain, Portugal, Greece, Netherlands, Bulgaria                                                      |
| <b><u>FishEUTrust</u></b> | Marine aquaculture is expanding to meet growing seafood demand, with consumers focusing on safety, quality, and traceability.                                                                                                                                                                                                                                                                                                              | 1 June 2022      | Slovenia, Portugal, Italy, Denmark, Romania, Germany,                                                       |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                                                                           |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------------|
|                         | However, research has addressed technical issues rather than microbiological safety. FishEUTrust project aims to create a sustainable, transparent seafood supply chain for high-quality European products. It will establish 5 Co-creation Living Labs in the Mediterranean, North Sea, and Atlantic Sea to develop tools that ensure seafood quality, safety, and traceability.                                                                                               |                  | Norway, Belgium, Malta, Serbia, Spain, Montenegro, Croatia                                |
| <u><b>3-CO</b></u>      | 3-CO project aims to enhance transparency in bio-based product value chains by assessing label and certification schemes (LCSs) and engaging consumers to understand their motivations for sustainable consumption. The project will co-develop digital solutions and create guidelines for BBP labels to support responsible consumer choices.                                                                                                                                 | 1 February 2023  | Finland, Netherlands, Germany, Belgium, Spain, Poland                                     |
| <u><b>VISIONARY</b></u> | The EU-funded VISIONARY project aims to improve the sustainability of agriculture by promoting practices in food production systems that are more environmentally friendly, economically viable and socio-culturally appropriate, investigating the different value chains taking into consideration the differing complexity, different environmental policy transitions pathways and existing agri-food system examples                                                       | 1 September 2022 | Denmark, Germany, Hungary, Italy, Poland, Romania, Spain, UK                              |
| <u><b>Eco-Ready</b></u> | ECO-READY project will ensure that European farmers and society's interests are reflected in future policymaking and monitoring with its real-time surveillance system, the Observatory, available as both an e-platform and a mobile app. The platform will include policy recommendations, contingency plans and resilience strategies developed by 10 Living Labs and provide real-time assessments for the food system, with forecasts updated frequently and consistently. | 1 December 2022  | Italy, Greece, Turkey, Belgium, Netherlands, UK, Germany, Hungary, Czech Republic, Sweden |
| <u><b>Switch</b></u>    | SWITCH will improve our understanding of dietary choices. Specifically, it will develop and demonstrate innovative solutions and tools to support a just transition to healthy and sustainable dietary behaviour at all levels of the EU multi-actor food system. Overall, the project will accelerate the behavioural shift of European citizens towards more sustainable and healthy patterns driven by research and innovation.                                              | 1 January 2023   | Spain, Sweden, France, Italy, Germany, Austria, Netherlands                               |

## EU Cluster for Food Traceability and Trust (New)

The EU Cluster for Food Traceability and Trust, an initiative aimed at enhancing innovation, sustainability, and consumer confidence in the European Union's food supply chains, was launched in February 2024. The initiative was initially formed around three flagship projects, THEROS, ALLIANCE, and WATSON, which focus on addressing major challenges related to food safety, traceability, and fraud prevention. Over time, the initiative expanded to incorporate additional projects providing complementary expertise and capabilities, including our TealHelix. The other projects participating in the cluster are the FishEUtrust, SEA2SEE, CUES, TITAN, FOODGUARD, ROSETTA, INFOODMATION, DRG4FOOD, and EFF-CoP projects. Together, these projects constitute a coordinated effort that integrates technological innovation, multidisciplinary knowledge, and policy-relevant approaches to strengthen the security, transparency, resilience, and sustainability of food supply chains within the European Union.

The Cluster represents a big effort from multiple important projects at the forefront of making food systems more sustainable to join forces and significantly amplify their impacts. The Cluster per se, along with all the joint activities co-organized within it, represents 1 of the 2 Joint actions with major initiatives and networks, significantly contributing to one of the project's KPIs.

Cluster information is also displayed on our project's website, at the following link: <https://tealhelix.eu/eu-cluster-for-food-traceability-and-trust/>

In addition, the Cluster has established a co-managed profile on LinkedIn, which can be accessed at the following link: <https://www.linkedin.com/company/eu-cluster-for-food-traceability-and-trust>. On this profile, partner projects can share relevant updates and project results, as well as promote any joint activity.

The Cluster has already held relevant joint activities, as exemplified by the 'Cluster Webinar: "Traceability & Verification in Food Supply Chains – The Technological Perspective"'. This was the Cluster's 1st Webinar, and an insightful session that delved into the latest innovations that are improving food traceability and verification across supply chains. Representatives from 8 of the Cluster's projects shared the technologies they're using to enhance the transparency and security of food systems.

TealHelix was represented by our partner GS1. Their presentation outlined the TealHelix approach to advancing food traceability and sustainability through inclusive and personalised labelling, combined with event-driven traceability based on GS1 EPCIS standards. It described the project's methodological framework, including the analysis of consumer needs and external information environments, the co-creation and pilot testing of behavioural interventions in real-life retail settings, and the development of digital social innovations such as the applications. In addition, the presentation highlighted the role of GS1 standards in enabling interoperable, event-based traceability systems that support transparency, data sharing, and verification across food supply chains.

The full recording of the webinar is available at the following link:

<https://www.youtube.com/watch?v=q8TtUleoR4I>

The following Figure displays GS1's presentation during the webinar.

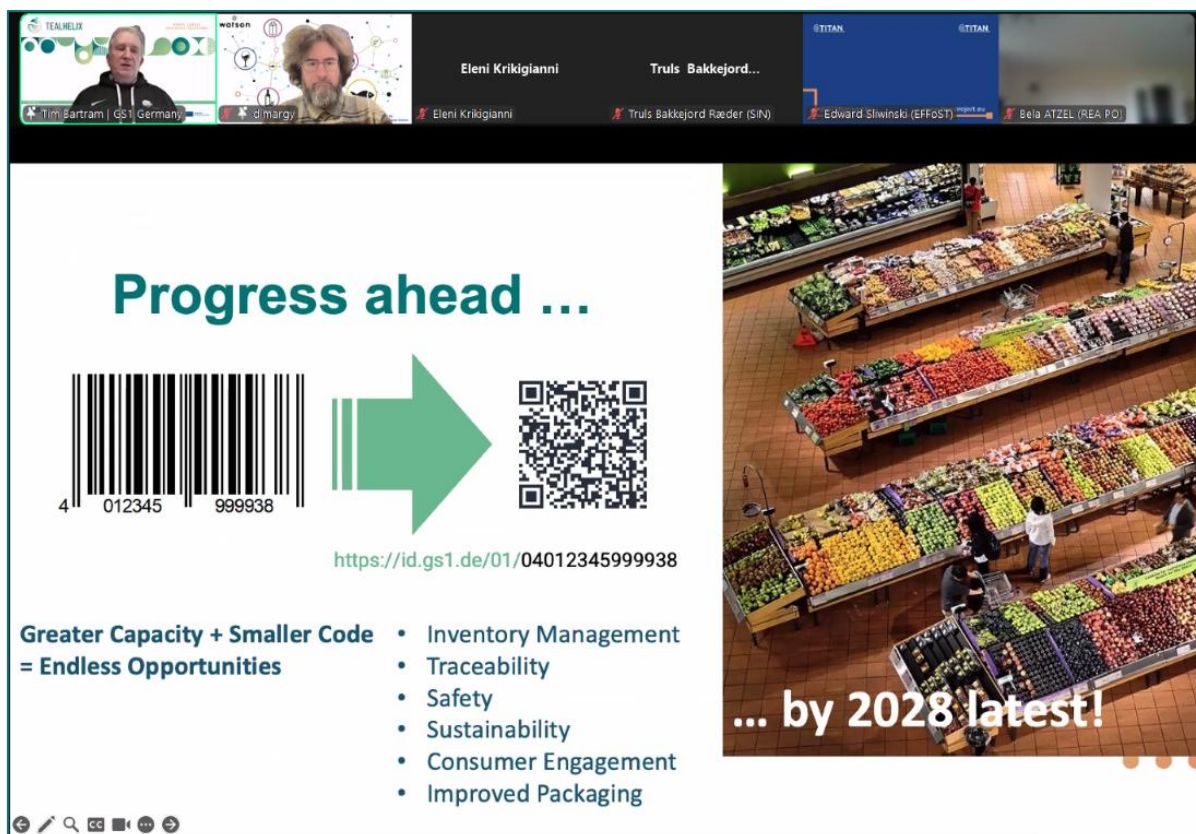


Figure 45. TealHelix at the "EU Cluster for Food Traceability and Trust" webinar

## 9. Monitoring, Evaluating and Reporting (Updated)

### 9.1 Monitoring and evaluation (Updated)

An ongoing monitoring process is essential for the successful implementation of the project's DCP. This process is vital for evaluating how effective the D&C strategy is in meeting its objectives. It includes reviewing the necessity of certain activities and identifying areas that may need adjustments, such as increasing engagement on more effective social media platforms or shifting focus away from less impactful dissemination channels.

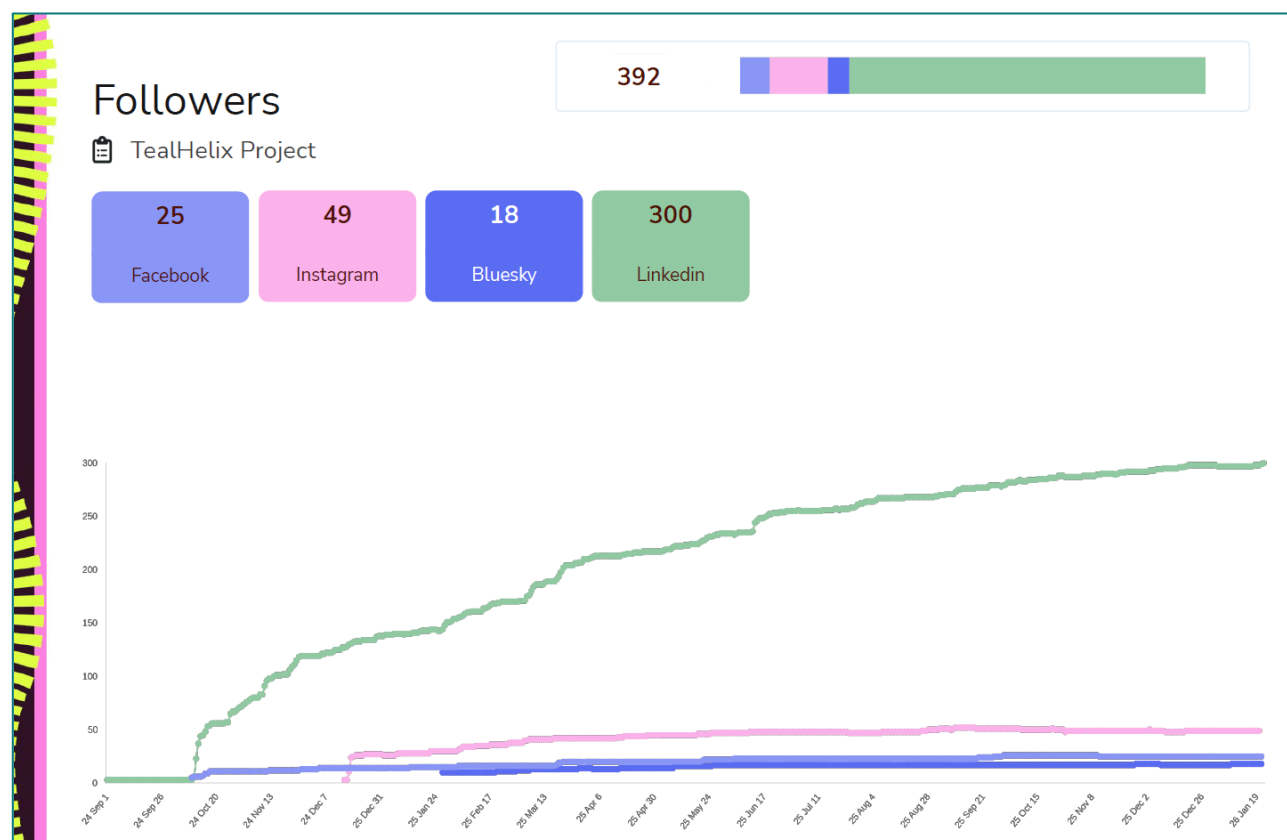
This section offers a concise overview of the project's monitoring process and outlines the Key Performance Indicators (KPIs) that are used to assess the project's progress and performance. A set of KPIs has been selected to measure the impact of the D&C activities. These KPIs, detailed in the accompanying table, act as benchmarks for success. All metrics, whether from digital or traditional activities, are taken into consideration and analysed using various methods and tools. Specifically, in the context of TealHelix, data collection methods such as web and social media analytics tools are utilised to provide an impact-driven assessment. It is important to note that these targets may need refinement as the project evolves and new insights are gained.

WR, as the D&C manager, oversees the monitoring and evaluation framework for TealHelix, but all consortium partners are expected to actively contribute to assessing the activities under the DCP.

This collaborative approach ensures that a range of perspectives are included, leading to a comprehensive evaluation.

TealHelix has demonstrated encouraging initial results during its first 18 Months, establishing a solid basis for achieving its long-term goals. As shown in Table 17, the project website has recorded 1,134 unique visitors so far, along with 7,216 page views, with its performance to date indicating a positive trend. To support continued growth, a structured strategy has been developed to work towards the M48 objective of 5,000 unique visitors. This strategy includes focused content development, strengthened dissemination activities, and enhanced engagement with stakeholders to drive sustained website traffic and maximise impact.

Efforts on social media profiles have been in line with the expectations, showing steady progress towards the final target of 1000 followers across social media platforms by M48. By sharing engaging content and timely updates on project activities, TealHelix has attracted interest from its audience. At the moment, the project amounts a total of 418 followers, as shown by the Metricool analytics in Figure 46, to which should be added the 22 followers on X and the 4 subscribers on Youtube. Going forward, these platforms will continue to be used strategically to support progress towards the M48 target.



**Figure 46. Total followers across projects (figure is missing 22 followers on X and 4 Youtube subscribers)**

The consortium has actively participated in 8 external events, being ahead of track towards the final target of 10 participations by M48, and allowing to foster connections with key stakeholders through joint actions and collaborations, in line with its network-building objectives. Looking ahead, the project aims to build on these achievements by further increasing website traffic, promoting the project through its media channels, and progressing towards other relevant targets such as those pertaining scientific publications. Overall, the indicators highlighted above demonstrate TealHelix's solid progress and strong potential for sustained impact.

Table 17 provides a detailed and comprehensive analysis of the D&C activities and their corresponding KPIs.

**Table 17. TealHelix Key Performance Indicators**

| Indicator                                                | Achieved M18       | Target M48                         |
|----------------------------------------------------------|--------------------|------------------------------------|
| Number of external events/conferences attended           | 6                  | ≥ 10                               |
| Number of warm-up activities, Go Green co-creation hubs  | Pending initiation | 1-2 per pilot country/year         |
| Number of policy workshops                               | Pending initiation | 1 per pilot country                |
| Project findings presentation for the general public     | Pending initiation | 1 per pilot country                |
| Number of scientific papers published                    | 0                  | 9-14                               |
| Project final event                                      | Pending initiation | 1                                  |
| Number of unique visits to the TealHelix web-portal      | 1,115              | ≥ 5,000                            |
| Number of followers (FB, LinkedIn, YouTube, and Twitter) | 340                | ≥ 1,000                            |
| Number of press releases                                 | 1                  | 4 (one per year) / partner country |
| Joint actions with major initiatives and networks        | 2                  | 2 <sup>10</sup>                    |
| Behavioural insights presentation                        | n/a                | 1 per pilot country                |

## 9.2 Reporting

To ensure the project's success, it is necessary to keep track of the dissemination, communication, and engagement activities carried out by all partners. Therefore, the reporting and documentation for the DCP is crucial. Throughout the project, all consortium partners should report their D&C activities on a monthly basis by completing the template provided by WR (available online in the project's repository).

All partners are requested to report on a monthly basis the D&C actions they carry out by completing the reporting template attached in [Annex II – A. DC Reporting Sheet](#). These actions may include

<sup>10</sup> This KPI has been fulfilled through two joint actions: (i) becoming part of and contributing to the formation of the EU Cluster for Food Traceability and Trust, and (ii) the co-organisation of a joint webinar with the CUES project.

organising events, participating in events, informal meetings, interviews, communication campaigns (such as sharing newsletters or promotional materials, social media posts, articles, etc.), and publications. In addition, partners may also be asked to complete the Event Reporting Template for any events they organised or participated in during the semester, detailing the main dissemination actions that took place. The dissemination monitoring tools and their specified reporting frequency are listed in the following table:

**Table 18. Reporting tools and frequency**

| Annex    | Dissemination tool                                   | Coverage                                                                                                                                                                                                                                                                                                                                                        | When                                                                                |
|----------|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Annex II | <a href="#">DC Reporting Sheet</a>                   | This sheet captures all of the project's D&C activities. All partners are required to update the document continuously, at least on a monthly basis. Tracking these activities helps to identify any issues or gaps early on, allowing for timely mitigation measures                                                                                           | Monthly                                                                             |
| Annex II | <a href="#">Events Participation Reporting Sheet</a> | This sheet is used to document and track participation in events. This sheet captures essential details such as event names, dates, participant roles, and objectives, enabling an organised overview of engagement activities. It helps record attendance, and key takeaways, supporting effective evaluation of the event's impact.                           | Every time a partner participates in an event that could be relevant to the project |
| Annex II | <a href="#">Relevant Events Reporting Sheet</a>      | A targeted tool for documenting and tracking significant events identified as relevant to the project's goals. By systematically recording identified events this sheet provides a clear mapping of the events deemed valuable for the project, enhancing focus on engagements that can maximise impact and fostering efficient planning for future involvement | Every time a partner identifies an event that could be relevant to the project      |
| Annex II | <a href="#">Internal Events Reporting Sheet</a>      | This template should be completed for internal TealHelix events and conferences. The template must be submitted to WR no later than 15 days after the event takes place. Additionally, all events should be communicated to WR in advance for promotional purposes                                                                                              | Within 30 days after the implementation of the event                                |

Each project partner should promptly notify WR if any risks are identified related to D&C or if any issues arise during the execution of publicity actions.

## 10. Timeline and Implementation Plan

The DCP for TealHelix follows a structured timeline, segmented into four distinct stages to ensure maximum outreach and engagement throughout the project lifecycle and beyond.

### **Early in the Project (M1 – M6)**

In the initial phase, the focus is on laying the foundation for effective dissemination. The primary aim is to ensure that the project addresses the diverse needs of target groups through a comprehensive range of dissemination and engagement activities. This phase includes defining the project's visual identity and engaging key stakeholder groups, such as vulnerable consumer groups, retailers, producers, policymakers, and decision-makers. Through various channels -both online and offline- the project begins raising awareness and initiating important conversations within these groups. The early-stage efforts also include leveraging local channels, networks, and media to establish a strong presence and generate interest.

### **During the Project (M7 – M41)**

Throughout the project's lifespan, multiple D&C actions are implemented to maximise its impact. These actions include engagement activities such as external events, workshops, and synergies with other initiatives. These engagements encourage broad participation from stakeholders, ensuring that the project's reach is extended. A strong online presence helps to disseminate information widely. Additionally, the project's overall D&C strategy, combined with the project's connections to regional, national, and EU networks, play a pivotal role in amplifying the project's results. This ensures effective outreach to target groups and prepares the ground for post-project uptake.

### **By the End of the Project (M42 – M48)**

As the project concludes, specific activities are organised to maintain engagement and focus on project results. The TealHelix closing event aims to gather key stakeholders to exchange ideas on the project's outputs and policy recommendations. These discussions also highlight the benefits of adopting the suggested policies and outputs, helping to drive the project's follow-up activities. These final D&C efforts focus on building a supportive network for the project, ensuring that the post-project phase is supported by evidence that drives the exploitation of the project's results.

### **Beyond the End of the Project**

Once the project has formally ended, partners are committed to continuing the promotion of TealHelix's vision and main assets through regular activities and ongoing communication. This long-term phase is crucial for ensuring the sustainability and impact of the project's outcomes. Tools developed during the project, such as the HowiBuy and LabelGuide apps, will serve as multipliers, helping to further disseminate project results and promote widespread adoption. Additionally, the team will work towards publishing scientific findings in high-impact journals, consolidating TealHelix's framework, methodologies, and overall approach. These continued efforts aim to demonstrate the lasting benefits and influence of the TealHelix initiative.

# 11. Potential risks and mitigation measures

To ensure the success of our dissemination and communication activities, it is crucial to identify potential risks and establish appropriate mitigation strategies. The table below outlines the identified indicative risks and their corresponding mitigation measures.

**Table 19. Key risks and mitigation measures for TealHelix D&C activities**

| Risk                                                                                                            | Mitigation measure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lower number of social media followers and overall low audience engagement                                      | Develop engaging, high-quality social media and website content tailored to the interests and preferences of our audiences, ensuring it captures their attention and delivers meaningful value. Promote this content through strategic social media campaigns, utilising platforms best suited to their demographics and behaviours.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Lower than expected number of visits to project's website                                                       | A coordinated strategy is implemented to widely share the website's URL. All partners are encouraged to leverage multiple channels, such as social media and newsletters, to drive traffic to the website. Additionally, partners are frequently reminded to actively promote the website at events they attend to maximise project's visibility. Also, the URL features prominently in promotional materials, including leaflets and posters. Social media also plays a key-role in directing attention to the website, with news items initially published on the site and then shared across social platforms. Finally, we have also developed a dedicated project email signature that all partners are expected to use when reaching out to external stakeholders, which includes a link to the website's URL. |
| Low number of participants attending project's activities and events (e.g. workshops, warm-up activities, etc.) | Activities organised by the partners are communicated and promoted to the target audience well in advance to ensure effective participant recruitment. Early promotion includes tailored messaging to highlight the value of participation and encourage participants' involvement. Partners are expected to coordinate with WR to streamline communication efforts and maximise the reach and impact of promotional campaigns.                                                                                                                                                                                                                                                                                                                                                                                     |

## 12. Conclusion

Developing a tailored D&C strategy is essential for effectively delivering the key messages and actions of the TealHelix project to its target audiences, while also boosting its overall visibility. The DCP outlines all the activities proposed and planned under Task 8.2 “Dissemination and Communication”, along with a set of guidelines to help project partners engage in and carry out the D&C activities for TealHelix.

The DCP is built on three core elements presented in Table 20:

**Table 20. Key Elements of the Dissemination and Communication Plan**

| DCP key elements                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Clear key-messages and target audiences                                                                                                                                                                                                                                      | Effective D&C tools and channels                                                                                                                                                                                                                                                                                                                                                              | Monitoring, dynamic planning and regular updates                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| The DCP focuses on three core objectives: i) increasing awareness of the TealHelix project, ii) fostering stakeholder engagement, and iii) creating synergies with related initiatives, while emphasising tailored communication for the project's various target audiences. | A range of D&C tools and channels supports our efforts, including the TealHelix website, social media platforms, newsletters, press releases, internal and external events, workshops, and scientific publications. These are strategically chosen to match the preferences and needs of the project's target groups, ensuring that the project's messages are both accessible and impactful. | The DCP is a dynamic document that is reviewed and updated periodically to remain aligned with project needs and stakeholder expectations. The present document represents update of the initial DCP (M3). A Final Update is planned for M48, and will incorporate additional feedback from both stakeholders and project partners. Updates focus on monitoring key performance indicators, refining dissemination strategies, enhancing stakeholder outreach, and optimising the plan's effectiveness in maximising the project's visibility and impact. |

In summary, the DCP provides a well-defined framework for guiding the project's engagement and outreach activities. By setting clear objectives and messages, employing a range of tools and channels, and incorporating regular updates informed by partners and stakeholders' input, the plan remains adaptable and relevant throughout the project's duration. Its success depends on the active participation of project partners and stakeholders, ensuring an effective approach to enhancing the project's visibility, fostering meaningful engagement, and maximising its overall impact. Finally, the DCP aims to comprehensively present the activities and progress achieved by the project at the time of its preparation. This is relevant for both the current version (M18) and the final version planned for M48. It seeks to describe the activities carried out in detail and to provide quantitative and qualitative assessments of their effectiveness.

## 13. References

Adapted from Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. Boosting the impact of your project through effective communication, dissemination and exploitation, European IP Helpdesk, p. 21. Available here (Accessed: 27 February 2024).

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Politico (2023) Elon Musk’s X takes a hit in Europe. Available at: <https://www.politico.eu/article/elon-musk-x-europe-social-media-twitter-takes-hit/> (Accessed: 15 February 2026).

# Annexes

## Annex I: Dissemination guidelines

### 1. Main guidelines

- Actively contribute to the dissemination of project results and key messages.
- For all your communications related to the project please include in your email signature the project logo, linked to the project's website.
- Do not forget to include the EU-emblem and the EU-funding disclaimer:



**Funded by  
the European Union**



**Funded by  
the European Union**

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

When displayed with another logo, the **EU emblem** must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link:  
[https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/).

For your convenience, you can also find them in the project's repository.

- Whenever possible, use the templates provided to you, i.e., presentation, report. A leaflet and a poster have been developed and provided to you for dissemination and communication purposes. Other communication materials (e.g., infographics) are prepared ad-hoc, if needed.
- Always inform WR and KUL regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This enables us to publicise it through the project's communication channels in a timely manner.
- All dissemination and communication activities, including participation in external events and identification of relevant upcoming external events (e.g., conferences, workshops, seminars etc.), should be reported in the “DC and Events Reporting.xlsx”. This information is compiled within Task 8.2 reports to ensure comprehensive tracking and assessment of relevant KPIs, as well as, opportunities for further dissemination of the project through participation in external events.

- **All partners are kindly requested to inform in advance WR and KUL** about their participation in relevant events in which TealHelix partners may be interested in participating to promote or present TealHelix.
- In compliance with GDPR requirements, always gather stakeholders' consent when collecting, using and storing personal data during events/conferences. Please consider that photos, which make individuals identifiable, are also considered personal data. Partners are responsible to gather and store participants' consent for the activities they undertake. You do not need to send these personal data and consent forms to us.

The points outlined above will be revised as needed to align with the project's evolving requirements and progress.

The TealHelix reports ***“Dissemination and communication 1,2 &3”*** (First version due in M3; Updated in M18; Final version M48) will include these guidelines and also outline the overall project's dissemination strategy and plan.

## 2. Dissemination and Communication Monitoring Tools

### 2.1 TealHelix's Dissemination and Communication Activities Reporting

TealHelix's DC Reporting sheet is available in the **“TH\_DC\_Events Reporting.xlsx”** available in the project's repository. All of the consortium partners are required to update this file on a monthly basis. The European Commission collects the information needed from the Dissemination Manager (WR), and therefore it is essential to report carefully the following data for each activity:

- Responsible Partner;
- Date of activity;
- Place of activity;
- Type of activity (Dissemination or Communication action);
- Category of activity (e.g. conference, workshop, etc.);
- Title of activity;
- Short description of the activity;
- Type of audience (e.g. academics, advertisers, etc.);
- Size of audience per type of stakeholder group;
- Countries addressed (e.g. Global or EU);
- Role and description of your organisation's involvement (e.g. facilitator, speaker, etc.);
- Type of project material used (e.g. leaflet, poster, etc.);
- Quantity of project material used (specific number required);

- Other TealHelix partners or external organisations responsible/involved;
- Status of the activity (cancelled-delivered-ongoing-postponed);
- Relevant link (if available);
- Additional comments (if any).

## 2.2 TealHelix Events Participation Reporting

The TealHelix's Events Participation Reporting sheet is also available in the “**TH\_DC\_Events Reporting.xlsx**”. Partners are kindly requested to inform in advance WR for participation in relevant events for dissemination purposes and to fill in the respective reporting sheet within 30 days after the event's completion date. The following information should be reported:

- Partner;
- Event's name;
- Event's organiser;
- Type of event (e.g. conference, workshop, etc.);
- Short minutes for dissemination purposes (a description of the activities and outcomes, max 500 characters);
- Date;
- Location;
- Role of participant (e.g. facilitator, speaker, etc.);
- Purpose of attending (e.g. networking, presenting findings, etc.);
- Registrations fees (if any);
- Website link;
- Specific requirements for participation (e.g. abstract submission, etc.);
- Deadline for submission;
- Additional comments (if any).

**Note:** For internal events, partners are be requested to complete an additional reporting template provided by WR.

## 2.3 Identification of relevant events

TealHelix's Relevant events reporting sheet is also available in the “**TH\_DC\_Events Reporting.xlsx**”. This template should be filled in for any identified events (e.g. conferences, workshops, seminars, etc.) that may be relevant to TealHelix and in which consortium partners may be interested in attending to promote/present the project. All partners are expected to contribute to the identification of such events.

## 2.4 Reporting Frequency

Table 21. Reporting frequency

| Reporting Sheet                                      | Reporting Frequency                                                              |
|------------------------------------------------------|----------------------------------------------------------------------------------|
| <a href="#">DC Reporting sheet</a>                   | Monthly Basis                                                                    |
| <a href="#">Internal Events Reporting Sheet</a>      | Within 30 days after the event takes place                                       |
| <a href="#">Events Participation Reporting Sheet</a> | Every time you identify/participate in an external event relevant to the project |
| <a href="#">Relevant Events Reporting Sheet</a>      |                                                                                  |

**Note:** For communication purposes, WR should be informed about your participation in an event at least 3-5 days before the event takes place, so we can further promote it through the project's website and social media.

## 3. Website and Social Media Use Guidelines

This section provides you with some key guidelines regarding your expected contribution and use of the TealHelix website and social media accounts (SMAs).

### 3.1 Website

- Collect photos and videos for all TealHelix activities and share them with WR to make them usable on the website and the TealHelix SMAs.
- Actively contribute to the news section of the website. Please send each news item to WR. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.
- Inform WR for any event you organise or participate in for the project (e.g., conferences, workshops, seminars etc.) at least 3-5 days in advance. Additionally, provide WR with a link to the event, allowing it to be posted in the designated section of the website.
- Inform WR about news articles (e.g., newspaper article, blogpost, TV interviews etc.) mentioning the TealHelix project and provide WR with a link/scan to give it more visibility online.

### 3.2 Social Media Accounts

- Connect with all TealHelix SMAs and use them accordingly: monitor announcements and posts, comment, like and repost.
- Make your own posts to foster discussion and maintain the accounts' activity and always make sure to tag the project's official account.

- If you would like WR to publish a post on one or more of TealHelix's SMAs (e.g., promote an event that is coming up in your city, announce the achievement of a milestone, etc.), please share with us the post using the dedicated Excel file ("**DC and Events Reporting.xlsx**") and also notify WR via email.
- Promote the TealHelix SMAs within your network of contacts.
- Inform WR about any relevant initiatives accounts you may detect during the project so that we can expand our network on SMAs.

If you create a short video, make any edits necessary to improve the project's identity (add the project's name, logo, and the funding disclaimer). WR is then accountable for uploading the video on TealHelix's YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

## 4. Dissemination of Scientific Publications

### 4.1 Open access

We are responsible for ensuring open access to peer-reviewed scientific publications arising from TealHelix results. Specifically, according to the GA 101136955 Annex 5 (p. 11):

- By the time of publication, a machine-readable electronic copy of the published version or the final, peer-reviewed manuscript accepted for publication should be deposited in a trusted scientific repository;
- Immediate open access should be granted to the deposited publication via the repository, using the latest version of the Creative Commons Attribution International Public License (CC BY) or an equivalent license. For monographs and long-form texts, licenses may allow for non-commercial use or exclude derivative works (e.g., CC BY-NC, CC BY-ND);
- Information must also be provided through the repository on any research outputs, tools, or instruments essential for validating the publication's conclusions;
- Beneficiaries (or authors) must retain sufficient intellectual property rights to ensure compliance with open access requirements.

### 4.2 Metadata and Funding Acknowledgement Requirements

Metadata for deposited publications should be open under a Creative Commons Public Domain Dedication (CC 0) or a similar option, following FAIR principles (particularly for machine-actionable data). At a minimum, metadata should include details such as publication author(s), title, date, venue, funding source (Horizon Europe), grant project name, acronym, number, licensing terms, and persistent identifiers for the publication, authors, and, where possible, associated organisations and

the grant. Where relevant, metadata should also include identifiers for any research outputs or tools needed to validate the publication's conclusions<sup>11</sup>.

**Acknowledgement of funding (should be included in the ACKNOWLEDGEMENTS section of the publication):**

*This research has been funded by the European Union under the framework of the Horizon Europe project TealHelix (GA No. 101136955). Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.*

In addition to including the required funding acknowledgement, authors should mention the project's name within the main text of the publication. Furthermore, authors might include a brief project summary in the notes section of the publication.

**Summary example:**

*TealHelix is a Horizon Europe project, running from 2024 – 2028, that aims to advance sustainable food choices by developing personalised, motivational labelling approaches and digital tools. Focusing on inclusivity, the project addresses diverse consumer needs, enabling more inclusive adoption of sustainable food choices.*

**Publication Notice Requirement**

As a specific requirement, beneficiaries must provide advanced notice of at least 45 days to other project partners before proceeding with any publication. This notice period allows partners to review the planned publication, ensuring alignment with project objectives and protecting both intellectual property and confidential information.

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<sup>11</sup> Information sourced from the Grant Agreement 101136955 Annex 5 (p. 11).

# Annex II: Dissemination and Communication Reporting sheets

## A. DC Reporting Sheet


**TEALHELIX DISSEMINATION AND COMMUNICATION ACTIVITIES REPORTING**

Use this sheet to log all Dissemination and Communication activities related to sharing and promoting TealHelix results. For each activity, include the required information.

**SEMESTER 1 (09.24 - 02.24)**

| # Number of action | RESPONSIBLE PARTNER | DATE OF ACTIVITY | PLACE OF ACTIVITY | TYPE OF ACTIVITY (Dissemination or Communication) | CATEGORY OF ACTIVITY (Choose one of the activity categories listed in the drop-down menu) | TITLE OF ACTIVITY (Title of conference, workshop, publication, website article, etc.) | SHORT DESCRIPTION | COMMENTS (IF ANY) | TYPE OF AUDIENCE (In case the action reached more than one type of stakeholders please describe this type in the line below. Use as many lines as necessary.) | SIZE OF AUDIENCE (No. of persons per stakeholder group. For a social media post please add the views of the post) |
|--------------------|---------------------|------------------|-------------------|---------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
|                    |                     |                  |                   |                                                   |                                                                                           |                                                                                       |                   |                   |                                                                                                                                                               |                                                                                                                   |
|                    |                     |                  |                   |                                                   |                                                                                           |                                                                                       |                   |                   |                                                                                                                                                               |                                                                                                                   |
|                    |                     |                  |                   |                                                   |                                                                                           |                                                                                       |                   |                   |                                                                                                                                                               |                                                                                                                   |
|                    |                     |                  |                   |                                                   |                                                                                           |                                                                                       |                   |                   |                                                                                                                                                               |                                                                                                                   |
|                    |                     |                  |                   |                                                   |                                                                                           |                                                                                       |                   |                   |                                                                                                                                                               |                                                                                                                   |

| COUNTRIES                                                                                                  | ROLE AND INVOLVEMENT                                                            | PROMOTIONAL MATERIAL                                | QUANTITY OF PROJECT MATERIAL                                                      | OTHER CONSORTIUM PARTNERS RESPONSIBLE / | STATUS OF THE ACTIVITY | RELEVANT LINK |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------|------------------------|---------------|
| Use "global" if the action covers the whole world, use "EU-wide" if the action covers all EU Member States | (e.g. facilitator, interviewer, speaker, discussant, author, participant, etc.) | (e.g. TH-leaflet, TH-poster, TH-presentation, etc.) | No. of copies distributed per type of project material; use N/A if not applicable | Use N/A if not applicable               |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |
|                                                                                                            |                                                                                 |                                                     |                                                                                   |                                         |                        |               |

## B. Events Participation Reporting Sheet


**TEALHELIX**

Reporting of participation in external events / conferences

**SEMESTER 1 (09.24 - 02.24)**

| # Number of event | Internal / External Event | Partner | Event's name | Event's organiser | Type of event | Thematic Focus | Short minutes for dissemination purposes (a description of the activities and outcomes, max 500 characters) | Date | Location (Country, Town, Venue) |
|-------------------|---------------------------|---------|--------------|-------------------|---------------|----------------|-------------------------------------------------------------------------------------------------------------|------|---------------------------------|
|                   |                           |         |              |                   |               |                |                                                                                                             |      |                                 |
|                   |                           |         |              |                   |               |                |                                                                                                             |      |                                 |
|                   |                           |         |              |                   |               |                |                                                                                                             |      |                                 |

This sheet is for tracking participation in internal / external events to promote TealHelix, like conferences or workshops. List the required information for each event you already have participated or you plan to. Note key takeaways and any valuable connections made.

| Role of participant | Purpose of attending | Promotional Material (e.g. TH-leaflet, TH-poster, TH-presentation, etc.) | Quantity of project material used (No. of copies distributed per type of project material; use N/A if not applicable) | Registration fees | Website link | Specific requirements for participation (e.g. abstract submission, ...) | Deadline for submission | Additional Comments |
|---------------------|----------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------|--------------|-------------------------------------------------------------------------|-------------------------|---------------------|
|                     |                      |                                                                          |                                                                                                                       |                   |              |                                                                         |                         |                     |
|                     |                      |                                                                          |                                                                                                                       |                   |              |                                                                         |                         |                     |
|                     |                      |                                                                          |                                                                                                                       |                   |              |                                                                         |                         |                     |

## C. Relevant Events Reporting Sheet

| TEALHELIX                  |         | Identification of relevant events / conferences |              | Use this sheet to identify upcoming events that might benefit the project. For each event, add the name, date, location, and relevance to project goals. Include deadlines for submissions or registration and note potential advantages of attending. |      |          |                   |                         |         |                                                                    |                     |
|----------------------------|---------|-------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----------|-------------------|-------------------------|---------|--------------------------------------------------------------------|---------------------|
| SEMESTER 1 (09.24 - 02.24) |         |                                                 |              |                                                                                                                                                                                                                                                        |      |          |                   |                         |         |                                                                    |                     |
| # Number of event          | Partner | Type of event                                   | Event's name | Thematic Focus                                                                                                                                                                                                                                         | Date | Location | Registration fees | Deadline for submission | Website | Specific requirements for participation (e.g. abstract submission) | Additional Comments |
|                            |         |                                                 |              |                                                                                                                                                                                                                                                        |      |          |                   |                         |         |                                                                    |                     |
|                            |         |                                                 |              |                                                                                                                                                                                                                                                        |      |          |                   |                         |         |                                                                    |                     |
|                            |         |                                                 |              |                                                                                                                                                                                                                                                        |      |          |                   |                         |         |                                                                    |                     |
|                            |         |                                                 |              |                                                                                                                                                                                                                                                        |      |          |                   |                         |         |                                                                    |                     |

## D. Internal Events Reporting Sheet

### Event's Aggregate Data

|                                       |  |
|---------------------------------------|--|
| <b>Title</b>                          |  |
| <b>Date</b>                           |  |
| <b>Venue</b>                          |  |
| <b>Organisers</b>                     |  |
| <b>Audience<br/>(number and type)</b> |  |
| <b>Duration</b>                       |  |

### Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

### Event's goals, objectives and relevance with TealHelix

What were the key objectives of this event/activity? (e.g. to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to TealHelix? To what extent?

### Organisation of the event

In the case of organising a project's event. For participation in external events do not complete this section.

How was the event/activity organised?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

### Dissemination and communication activities

How was the event/activity promoted? Was project material used for promotion? Was the TealHelix project promoted during the event?

### Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

### Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

### Evaluation of the event

What are your main impressions and observations?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

### ANNEX: Attachments

The list of participants (if consent to store and share data was given)

- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.



TEALHELIX Scientific Publications

[illegible][illegible]