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PROMISEANG

Alternative PROteins from MIcrobial fermentation of non-conventional SEA sources for Next-Generation food, feed and non-food bio-based applications

Project number: 101112378

D8.1 – Communication and Dissemination plan

Due date of deliverable: 29/02/2024
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Technical References

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Actual submission date	**27/02/2024**

1 PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

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Document history

V	Date	Modifications	Author
V1	20/02/2024	Fist version	Ángela Carretero

Abstract of Deliverable

The communication and dissemination plan clarifies the messages, strategies and channels that will be used throughout the **PROMISEANG** project.

This is a living document which may suffer slight modifications throughout the duration of the project, if necessary, to keep counting on a tailor-made strategy to achieve all the Key Performance Indicators (KPIs) set at the beginning of the project. The plan details how **PROMISEANG**'s communication and dissemination will be carried out by all members of the consortium with specific actions.

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1. Introduction

What is PROMISEANG? This project aspires to develop alternative proteins derived from microbial fermentations. It aims to transform the way we produce food, feed and other bio-based products, fostering collaboration among academia, industry, food system stakeholders and public authorities.

With the world's population projected to exceed 9 billion by 2050, a staggering 70% increase in food production is required to satiate the surging demand for proteins. Current protein sources are predominantly farm animals, resulting in significant environmental impacts. At current consumption levels, 1.25 billion tons/year of meat and dairy would be needed to meet global demand by 2050. Fish and other marine foods are also an essential source of proteins and marine foods have seen a threefold increase in per capita consumption over the last six decades. Certain regions, like Iceland, Norway and Southeast Asia, already rely heavily on marine foods as main protein sources. However, the overexploitation of marine stocks, with over 35% being wasted each year, demands a sustainable solution.

PROMISEANG project seeks to redefine the future of protein production, aligning with the Europeans Commission's Green Deal and the Farm2Fork strategies. While the last two decades have witnessed some progress in alternative protein development, including plant-based proteins, new animal sources (i.e., insects) and biotechnological innovations (e.g., cultured meat), biomass fermentation is emerging as the promising avenue.

Biomass fermentations draw inspiration from natural processes, resembling centuries-old methods used for food processing, such as bread and cheese production. This method offers numerous advantages, including independence from seasonal constraints, minimal land usage, reduced water consumption and significantly lower greenhouse gas emissions. Fermentation stands out as one of the fastest-growing technologies for alternative proteins, as 80% of alternative protein fermentation companies have emerged in the last five years.

Current fermentation-based protein technologies mainly use edible crops and freshwater to produce proteins and other valuable compounds. However, **the use of food waste streams and by-products to produce microbial protein is an emerging area and a more sustainable approach**.

PROMISEANG seeks to capitalize on this trend by **introducing zero-waste procedures for alternative protein production through microbial fermentation, involving fungi, yeast and bacteria**. The consortium will explore **underutilized marine side-streams, such as marine invertebrate and macroalgae discards**, and **industrial biowastes**, as raw materials for fermentation. Besides, research on novel microorganisms with the capacity of performing fermentation in new conditions (e.g., high salt medium) will be investigated. This innovative approach will generate protein-enriched microbial biomass, known as single cell proteins (SCP). Additionally, this project will extract other seven biocompounds, including lipids, chitosan, carrageenan, polyphenols, among others, from marine and microbial biomass side-streams.

The primary objective of PROMISEANG is to leverage these ingredients to develop a wide range of sustainable products tailored to meet market demands. This includes nutritious, high-value foods and feeds, as well as non-food applications like biomedicine and cosmetics. **PROMISEANG will formulate and validate four food products, two feed end-applications and two pharmacological and cosmetic purposes using the proteins**. Simultaneously, non-protein biocompounds will find their way into four

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food and two biomedical and cosmetic applications. Rigorous testing, including sensory assessments, in vitro and in vivo assays, will ensure the quality and effectiveness of these products.

Besides, PROMISEANG sets a multi-actor line, engaging a wide range of stakeholders from the protein-related systems, all collaborating to drive research and innovation in a demand-driven, reliable and socially relevant manner. These include fisheries, aquaculture producers, fermentation developers, food and feed industries, biocarrier developers and governmental bodies. PROMISEANG is committed to raising awareness about food waste upcycling and microbial fermentation for protein production through scientific-based guidelines and workshops, involving numerous actors and partners across Europe.

2. Objectives

The main objective of this plan is the diffusion of the concept that "sustainable and zero-waste production for alternative protein production is possible" to the largest number of targets, by using all the necessary communication tools and building a strong network of partners. In order to accomplish new strategic actions in this field, gathering data on alternative protein and sharing good practices among partners are essentials. The communication activities of the project are understood as a crucial key point for the success of the different results.

The communication strategy is oriented in two main axes:

- Target groups: who we need to reach in order to get the maximum coverage for the project.
- Communication channels: how the target groups are going to be reached.

A successful idea must be popular with the public. The more we are be able to promote the opportunities created by a circular economy and waste reduction attitude among associations, single citizens and stakeholders, the easier it will be the involvement of the institutions and policy makers. The general effectiveness of the project communication can be improved by promoting the program and informing people.

In general terms, the main objectives of the communication actions are:

- To raise awareness about the project (general communication activities)
- To raise awareness about the importance of alternative proteins and sustainable zero-waste production methods
- To exchange experiences and best practices among partners
- To share technological and scientific results (dissemination activities as scientific publications and conferences, training materials and open data sharing)
- To make Public Institutions aware of the necessity of zero-waste procedures for alternative protein production
- To promote Horizon Europe program and to strengthen its visibility. The general effectiveness of the project communication can improve by promoting the program and informing people
- To contribute to a corporate image of the exploitable results for their future commercialization

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3. Target audiences

The first thing to take into account is the **audience** that PROMISEANG project will be addressing its materials and messages to. **Different audiences need different messages presented in different channels**, so it is key to identify them in the first place. The following criteria guide the selection of target audiences:

- Interest in the project topics, knowledge shared and development of the different working lines.
- Ability to share any information piece PROMISEANG produces.
- Involvement in the project.
- Influence over the project and/or the rest of target audiences.
- Ability to maximize any communication and dissemination action.
- Capacity to create synergies and networking.
- Interest in the potential advances of PROMISEANG to the bio-based industries.
- Potential beneficiaries of PROMISEANG's advances.
- Other interested audiences.

With these criteria available, it is easier to determine the exact groups that the project wants to reach throughout its duration. PROMISEANG audiences are these:

- General public, citizens
- End users of circular bio-based industries
- Protein end users (i.e., food and feed producers, pharma/cosmetic companies)
- Scientific community
- Biowaste providers (i.e., fishermen, aquaculturists, macroalgae biorefineries)
- Bio-based industries and platforms
- Governmental bodies (food/feed regulatory authorities: FAO (WW), EFSA (EU), AECOSAN (ES), INSA (PT), IZZ (PL), COR (HU), BVL (DE)
- Institutions and policy makers.
- EU Comission and EU platforms (European Food Information Council, EU Food for Life, EU Platform on Food Losses and Food Waste)

Depending on the public that PROMISEANG wants to address or the information and content the project produces, there will be **two approaches**:

- **Communication:** it involves everything related to the project, news about all sectors participating in PROMISEANG and any piece of information that doesn't contain specific non-public data. Disclosure of some data or information about the project and its work packages is desirable in order to show transparency and expand knowledge, but for scientific and technical data, the dissemination tools are available. The main objective of the project communication is

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for any piece of information to spread as much as possible and to make the project known for as many people as possible.

Also, PROMISEANG wants to become **a reliable source of curated and informative content about alternative proteins and the sectors from the project** (food science, nutrition, biochemistry, microbiology, protein bioprocesses, food and feed technology, business, and sustainability assessment). This means that, in order to be perceived as such, news and content created by others about these topics will be spread through all project channels. And, also, informative content produced in different ways (visual materials, information pieces, etc) will be posted periodically in order to increase PROMISEANG's community and reinforce this image of a reliable source of sustainability information.

- **Dissemination:** the dissemination of the project involves the **public disclosure of project-generated results**. It is normally addressed to: researchers, academia, researchers, professionals of different sectors, stakeholders, etc. But dissemination actions with other specific audiences can be performed too, like science weeks for students and general public, who may be interested in PROMISEANG's results and progress. Open access in scientific publications will be actively pursued, so any audience can download these results from any specific audience.

4. Key messages and key words

Once the audience has been identified, it is key to search for **tailor-made messages**. With so many different audiences to reach, it is important to **distribute the project's core values** among different messages and communicate them **through different channels** with specific communicative goals.

These messages must reflect:

- Main values of the project
- The project's evolution
- The project's goals
- The project's results and impact
- PROMISEANG's contributions to the SDGs of the United Nations, specifically SDG2 (zero hunger), SDG3 (good health & well-being), SD8 (decent work & economic growth), SD9 (industry, innovation and infrastructure), SDG12 (responsible consumption & production), SDG13 (climate action) & SDG14 (life below water).

It is key to **follow these topics when communicating about the project in all dedicated channels**.

These are the selected basic messages for the PROMISEANG communication strategy:

Table 1. Key messages of the communication strategy

For the general public:
▪ PROMISEANG is dedicated to turning marine waste, often overlooked and discarded, into valuable resources. ▪ PROMISEANG is supporting a greener future by embracing innovative solutions that reduce environmental impact.

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▪ PROMISEANG is contributing to a more diverse and nutritious food and product market, **offering** eco-friendly alternatives for a conscious consumer.
For industry and scientific community:
▪ PROMISEANG is at the forefront of sustainable biorefinery, pioneering solid-state and submerged fermentation processes. ▪ PROMISEANG is a translational, multidisciplinary collaboration initiative, incorporating biotechnology, biochemistry, microbial fermentations, and digital tools. ▪ PROMISEANG is revolutionizing protein production, demonstrating a technically and economically viable biorefinery for microbial-based protein production.
For institutions, EU Commission, and policy makers:
▪ PROMISEANG is a flagship project aligning with EU goals for a bio-based Europe, showcasing innovation, sustainability, and circular economy principles. ▪ PROMISEANG commitment to innovation, sustainability, and a zero-waste approach aligns with EU goals. ▪ PROMISEANG supports our collaborative approach between industries and academia to increase protein self-sufficiency, reduce imports, and foster a resilient bioeconomy. ▪ PROMISEANG can shape policies that promote a resilient and self-sustainable bioeconomy for the EU.

In addition, **keywords are helpful in our communication strategy in various contexts**. In academic and professional writing, keywords help convey the main themes and topics of a document. Including appropriate keywords makes it easier for readers, researchers, or stakeholders to quickly understand the key concepts and find information relevant to their interests. When creating content for PROMISEANG's channels, keywords guide content creation by providing a focus so the consortium can ensure that their material aligns with what users are searching for. This improves the chances of the content being discovered by the target audience. And also, on social media platforms, the use of relevant keywords can enhance the visibility of posts. Users often search for content using keywords or hashtags, and incorporating these effectively can increase the reach of social media posts.

These are some of the main PROMISEANG's keywords:

- Food biotechnology
- Food sciences
- Sustainable innovation
- Bio-based products
- Bio-based materials
- Bio-based plastics
- Biofuels
- Alternative proteins
- Biomass fermentation, biorefinery
- Sustainable bio-based products
- Zero-waste approach
- Upcycling of biowastes
- Environmental performance assessment

5. Channels and strategy

To address the targeted audiences with the proper messages, **dedicated channels** are needed, as well as **specific actions** throughout the duration of the project. In this chart some of the main communication and dissemination channels and actions are displayed:

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Table 2. Channels of the communication strategy

CHANNEL	WHAT
Website www.promiseang-project.eu	Information and news about the project, its progress and results; project articles and own project events (or with **PROMISEANG** presence).
Twitter @PromiseangEU	Information and news about the project, its progress and results; articles related to the **PROMISEANG** subject; factsheets and infographics; projects and websites of interest to the stakeholders.
LinkedIn www.linkedin.com/company/promiseang-project	Information regarding the project and its development and results: consortium meetings; results; presence at external events, informative content.
Communication materials	Newsletters, brochures, factsheets, infographics. Designed during all the project to raise awareness on important facts, data and/or project progress.
Communication Campaigns	Sending press releases about the project and promoting the project in mass media is vital to achieve the maximum visibility. Also, online campaigns in social media are key to reinforce **PROMISEANG**'s online presence.
Scientific publications	Published in open access to spread technical knowledge about the most specialized audiences.
Workshops and trainings	Organised or co-organised by project partners and inviting experts on specific fields.
Events	Conferences, round table discussions, EU events, networking… These tools may raise awareness of the project and also enrich it.
Partners' existing channels	Partners' websites, social media accounts or platforms can help promote the project activity.
EU initiatives and platforms	Like European Technology Platforms (ETPs) in food (i.e., Food for Life), feed (ETPGAH) and non-food research (Nanomedicine) and innovation in microbiology (such as Microbiome Support) and proteins (Horizon4Proteins)

5.1. Project's website

PROMISEANG project website (www.promiseang-project.eu) was designed as a **visual and user-friendly channel** in order for it to **host the project brand and to provide non-confidential project information**. The navigation through the site is easy and the language used for many of the articles should remain comprehensible and casual to attract as many people from general public as possible. Pieces of information such as project context, core objectives, project structure, impacts and expected outcomes, partners, links to news and events, informative content will be shared periodically in the website. **A private area for partners** has been designed in order to ensure an efficient internal communication and store information and deliverables.

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5.2. Social Media

Social media are a key part of the communication plan. On the one hand, they are **the brand and image of the project** towards people who don't participate in the project. On the other hand, they are **the main communication window to reach general public as well as other stakeholders and targeted audiences.** They are also useful to:

- Redirect traffic to the PROMISEANG website and to raise visitors and page views.
- Create a coherent brand for the project.
- Spread all contents, events, project activities.
- Serve as the visual channel for the project.

PROMISEANG will use **Twitter** and **LinkedIn**, unless a different agreement is set or other social networks are proposed. If other channels end up being useful for the projects' objectives, they will be created.

In terms of users, as they are slightly predominantly male-user social networks (The Global State of Digital 2022, Hootsuite) so there is gender disparity present in these social networks. In order to mitigate this issue, and based on the project statistics, other channels will be considered.

Also, there is an **age bias**, as a high percentage of many social media users are aged 24-34 years old average, with changes from one channel to another (The Global State of Digital 2022, Hootsuite). The communication of the project will take these facts into account and **will pursue other ways to be able to communicate with all possible audiences**, regardless their age or gender, such as the mentioned science weeks or meetings and workshops designed for younger audiences.

Networking and joint actions will be performed **with other sister EU funded projects** through social media in order to grow all projects' visibility and generate more impact. Also**, the help of the partners' channels** is key to maximize the visibility of PROMISEANG in each and every step of the project.

Some of these sister projects have already been identified:

Project name	Topic	End date
ALEHOOP	Biorefineries for the valorisation of macroalgal residual biomass and legume processing by-products to obtain new protein value chains for high-value food and feed applications	May-24
LIKE-A-PRO	From niche to mainstream - alternative proteins for everybody and everywhere	Oct-26
InnoProtein	New sustainable proteins for food, feed and non-food bio-based applications	May-27
UP4HEALTH	Sustainable and cost-effective production process for the upcycling of olive, grape and nut by-products into 4 natural and healthy ingredients for nutraceutical and cosmetic uses.	Jun-24

5.3. Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary and sometimes to be used as engagement tools for targeted audiences. **CTA, as leader of WP8 is responsible for the creation of all communication material, but all partners are allowed to**

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produce their own, always respecting the branding, visual identity and core project values, and always informing CTA.

The main communication materials are:

- **Brochure**: for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- **Posters**: to increase visibility of both the project and its partners.
- **Audio-visual and graphic materials:** to help the comprehension of the project.
- **PowerPoint presentation:** updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.
- **Roll-up:** for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- **Videos:** explanatory videos will be made, showing the achievements of the project and lessons learnt. The target audience will be end-users and policymakers. The video will be promoted via social media and events (e.g., workshops).

When possible, the communication materials and documents will be adapted in terms of accessibility to be read by voice assistants. This will be pursued by titles and sections in documents, in order to be user friendly for these kind of voice assistants, as well as in social media.

5.4. Online communication campaigns

With the main aim of attracting and establishing PROMISEANG's community around our stakeholders and the general public, an online communication strategy has been established with three main pillars:

- The PROMISEANG **website will be permanently updated** through the section of news and events.
- **Social media and newsletters will be used to share the advances** about the project included in the website, and attract visitors and users. Specific calls to action will be published in order to measure engagement and to achieve all communication objectives.
- **Search Engine Optimization (SEO) techniques will be used** to obtain a good positioning of the website on Internet browsers.

5.5. Scientific publications

It is expected that the project develops several results from some of the work packages and they will be addressed to different key scientific communities. The publications will be made freely and openly available via an online repository. Prior to publishing any scientific publication, the PROMISEANG partner involved will contact the whole consortium for revision and validation of the publication 45 days in advance. More information for this is presented in Section

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Dissemination: Open Access.

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Dissemination: Open Access.

5.6. Workshops

These **sessions will be organized with local stakeholders and different targeted audiences** depending on the specific topic. As the project evolves, different workshops and actions will be organized with various groups of interesting audiences.

Different lines have been identified in order to organise workshops:

- To contribute to change the way actors and people look at microorganisms and fermentation processes to obtain proteins, and showing alternative sustainable protein-based products
- To advise stakeholders in microbiology and sustainable food/feed system practices
- To raise awareness on food waste upcycling and microbial fermentation for protein production
- To promote application of best practices derived from the project on seafood producers and food developers

5.7. Events

The events are **one of the most important parts of the dissemination and communication strategy** because they allow the project members and the project to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. **Events also feed of content the communication channels** and tools (website, social media, press releases) generating great impacts on different audiences. They can be in-person events, hybrid, webinars, conferences or other kinds of happenings that the consortium considers.

The participation of partners in events will be made visible through the PROMISEANG website and social media channels contributing to increasing the community of stakeholders and public interested in the project.

General and technical presentations of PROMISEANG will be showcased in face-to-face interactions with stakeholders when possible. **CTA will actively look for events, conferences and opportunities** for all members to attend in order to network, enrich the project and spread knowledge about it but, if any member finds interesting events to attend to, it would be useful to communicate it beforehand, so CTA can promote it in all dedicated channels. **Specific actions and joint activities will be organized with sister projects**. This can enable synergies as well as spread the project messages further and generate more visibility for the project's channels.

6. Management of Communication and Dissemination

CTA is the leader of the WP8 and **coordinates the actions and processes with the inputs of the rest of the members of the consortium**. Additionally, some specific procedures will be designed to organize, in an effective way, the external communication, the generation of content in the website, the social media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

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It is also CTA's duty to **collect all project communication impacts**, **readjust** the communication plan when needed **and report** to the rest of the consortium. This task, though, is also a collaborative one and all project members are requested to share information of interest to CTA.

6.1. Website

CTA is responsible for the management of the website and will **update regularly** (at least once a month) the PROMISEANG website with news and events. CTA **will request information from the partners** to prepare the news.

The **events** to which PROMISEANG's partners are attending to **have to be promoted** through the website and also from social media. To do it so, partners need to inform CTA beforehand so news can be published. **Members of the consortium are requested to promote** press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, social media profiles, newsletters, etc.

And they are requested, too, to **provide CTA with photos to upload in every information piece** of the website. For the follow-up of the website, **analytic tools will be used**. These tools will give information regarding the number of visitors, countries, type of business and so on. Reports will be prepared and analysed yearly with the consortium.

6.2. Social media channels

CTA will mainly manage the social media accounts, **but all partners can prepare and send information** to CTA in order to share interesting information and posts. All contents will be published in English. However, retweets can come from tweets in other languages.

All partners should follow PROMISEANG social media accounts with their personal/institutional accounts and they **should share the project social media accounts with their contacts to create an online network** through different platforms. PROMISEANG website links to the social media accounts as well as the social media accounts link to the website.

Twitter

Twitter is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project. It is also a requirement from the EU, as all funded projects have a Twitter account.

In addition, it is a good opportunity to create a knowledge network, as all EU institutions and other groups of interest and stakeholders also own Twitter accounts**. CTA is responsible for the management of the Twitter account** of the project. **Partners must collaborate** by mentioning the PROMISEANG accounts, retweeting the messages about the project and sharing publications.

On Twitter, **third parties' content can be shared** if it might result interesting to followers, as it can attract these third parties to follow the account, raise engagement **and give image of a strong and reliable curated content source**, as stated before. It can be done through retweets or by giving credit to the owner (expressed by the formula "via @name of the original publisher"). Use of #hashtags and @mentions is highly recommended to increase the impact of the tweet. The language will be clear but technical or scientific terms can be used if needed.

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These hashtags have been created or considered relevant for **PROMISEANG** in Twitter:
#PROMISEANGProject #HorizonEU #PromiseangProteins

LinkedIn

LinkedIn is the most popular networking online site. It is used for **connecting with people that work in similar or related fields, as well as sharing knowledge**. CTA is responsible of the management of this channel, but any partner can be included as administrator of the page in order to upload information. Partners are free to ask for this access to CTA.

LinkedIn should be updated regularly, with **at least 1 post every week**. Posts that include multimedia elements are highly recommended. The language will be clear but technical or scientific terms can be used if necessary. This network can help the project reach a lot of interesting stakeholders from the different professional areas and to generate engagement and a good visibility for the project.

YouTube

This social media channel is **the most visited video network**, with millions of visitors. We are considering to open this network and upload project videos as well as videos of project members talking about their organization and work. As the topics addressed in the project can be hard to understand for the general public, **we can ease this task through easy and short project videos.**

This network will be updated regularly, or whenever the consortium members deliver content to CTA. All members can send videos or information to CTA. The content will be uploaded in English, but some content may be displayed in the other languages of the project members.

6.3. Communication materials

CTA is in charge of developing communication materials to promote the project. Partners must inform with enough time in advance if they need some of these materials for events participation or other requirements.

Press releases are and will be produced and sent to several interested parties to network with throughout the project. It will be uploaded to the website, where it can be downloaded, and translated into other languages and is available in English, Spanish, German and Italian. The **project brochure** has been designed and it will be printed and taken to any event or activity involving the project for its promotion and visibility. **Posters, factsheets, videos and other communication materials will be developed during the project**.

6.4. Communication campaigns

In some moments of the project, it is important to communicate PROMISEANG findings, evolution or milestones with a special emphasis. **That is when communication campaigns are necessary to spread the message further**. These campaigns may include:

- Press releases.
- Publications in online and printed media.
- Special social media campaigns.
- Promotion of events and workshops.

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These campaigns will be carried out in specific moments of the project and **will require specific tools and strategies to succeed** and reach as many people as possible or achieve specific campaign goals.

6.5. Reporting events

Partners of the consortium will **attend to relevant events**, **conferences** and **workshops**. They should be actively involved in seeking opportunities **to present and showcase the project in their own countries and at a European leve**l.

The participation in events must be **previously communicated to CTA** (to make visible activities through communication channels), and after the event, every partner must report about the activity: **sum-up**, **number of attendees**, **pictures**, **publications**, **presentations**, **press clipping**, etc.

If results are going to be shared in an event, partners need to inform or **ask permission from the Exploitation Board to do so before the event**.

6.6. Support from the European Commission

The support to the PROMISEANG project by the European Union must be recognised in all the dissemination and communication tools and materials. Any communication and dissemination of results (in any form, including electronic) must:

a) display the EU flag and the text Co-funded by the European Union. You can download them here.

Co-funded by the European Union

b) include the following text: Funded by the European Union under grant agreement 101036768. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council. Neither the European Union nor the granting authority can be held responsible for them.

7. Evaluation process: Key Performance Indicators (KPIs)

CTA coordinates the Communication and Dissemination Plan and its activities **with the involvement of all the members of the consortium**. Each partner will make use of its communication tools and channels, networks and collaboration to reach the stakeholders of the project and build the **PROMISEANG** community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on media. These are the minimum KPI for the project:

Table 3. Key performance indicators for PROMISEANG

Activity	Indicators	Target
Website	# of visits # of visitors	**5000** **4500**
Social media	# of Followers	Twitter **200** LinkedIn **250** YouTube **150**
Newsletter	# of newsletters # of subscribers # downloads	**8** **100** **250**
Press releases	# of documents	**5**

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Activity	Indicators	Target
Videos	# of visualizations of the video-documentaries	**300** per video
Brochure	# of project brochures handed and downloaded	**500** **2000**
Scientific publications	# of publications	**8**
Workshops	# of Workshops organised	**5**
Conferences	# of presentations/ attendance	**20**
Clustering activities	# of clustering activities # contact public bodies	**10** **10**

7.1. Foreseen activities in 2024

For the year 2024**, several communication and dissemination have been foreseen** for the visibility of the project. They are detailed in this chart:

Table 4: Foreseen activities in 2024

Type of activity	Estimated
Press release	1
Newsletter	2
Scientific publications	1
Communication materials	2
Social media	+50 Twitter +50 LinkedIn
Website	+500 visits
Post and news	12
Conference participation	3
Joint activities with other projects	2
Workshop	1

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8. Dissemination: Open Access

Open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

- Peer-reviewed scientific research articles (published in scholarly journals).
- Research data (data underlying publications, curated data and/or raw data).

8.1. Peer-reviewed scientific research articles

Open access to scientific publications means free online access for any user. Although there are no legally binding definitions of 'access' or 'open access' in this context, authoritative definitions of open access appear in key political declarations including:

- the 2002 Budapest Declaration
- the 2003 Berlin Declaration

Under these definitions, 'access' includes not only basic elements - the right to read, download and print – but also **the right to copy, distribute, search, link, crawl and mine**.

The 2 main routes to open access are:

- **Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.

- **Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers. The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges (APCs) are usually borne by the researcher's university or research institute or the agency funding the research. In other cases, the costs of open access publishing are covered by subsidies or other funding models.

In the context of research funding, **open access requirements do not imply an obligation to publish results**. The decision to publish is entirely up to the grant beneficiaries. **Open access becomes an issue *only if* publication is chosen as a means of dissemination**.

Moreover, open access does not affect the decision to exploit research results commercially, e.g. through patenting. The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection.

8.2. Open access to research data

Open access to **research data** refers to the right to access and reuse digital research data under the terms and conditions set out in the Grant Agreement. Research data refers to **information**, in particular facts or numbers, collected to be examined and considered as a basis for reasoning, discussion, or calculation. In a research context, examples of data include statistics, results of experiments, measurements, observations resulting from fieldwork, survey results, interview recordings and images.

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The focus is on research data that is available in digital form. Users can normally access, mine, exploit, reproduce and disseminate openly accessible research data free of charge.

8.3. Mandate on open access to publications

Each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results. To meet this requirement, beneficiaries must, at the very least, **ensure that any scientific peer-reviewed publications can be read online, downloaded and printed**. Since any further rights - such as the right to copy, distribute, search, link, crawl and mine - make publications more useful, beneficiaries should make every effort to provide as many of these options as possible.

Peer-reviewed publications are **those assessed by other scholars**. Peer review is typically, though not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. However, new approaches are expected to become more prevalent in years to come. The dominant type of scientific publication is the journal article. Grant beneficiaries are also strongly encouraged to provide open access to other types of scientific publications including:

- monographs
- books
- conference proceedings
- grey literature (informally published written material not controlled by scientific publishers, e.g., reports)

The open-access mandate comprises 2 steps:

1. depositing publications in repositories
2. providing open access to them.

See below:
Annex I - Visual identity manual

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