

FOOD FRIEND



18032 Food Friend

Work package 1 – Deliverable 1.4

Dissemination plan

Responsible partner: Maastricht Instruments

Contributing partners: All partners

Due date of deliverable: M18

Actual submission date: M21

Actual report status: revision 1.0

Project start date: 01.10.2019

Project duration: 48 months

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DOCUMENT HISTORY

Revision	Date	Author	Remarks
0.1	19.05.21	Ine Vandewauw	First draft created
0.2	19.05.21	Bram Zijderduin	Contribution Nutricia
0.3	25.05.21	Diogo Martinho	ISEP-GECAD Updates
0.4	25.05.21		Input other partners
0.5	09.06.21	Isil Ozkan	Reviewed
1.0	23.06.21	Ine Vandewauw	Submitted

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1 INTRODUCTION

This document describes the plan for disseminating the knowledge in the context of the Food Friend project through various means including internal and external communication channels. Spreading awareness about this ITEA labelled project to a wide audience, including the end users, will help guarantee an optimal exploitation of the project results. This document will be updated during the project.

2 TARGET GROUP

Several target groups for dissemination activities are identified, these include academic researchers, potential business partners active in healthcare industry, and end users such as people on tube nutrition, individuals who like to monitor their health, doctors, nurses and homecare organisations who will monitor the patients after they are discharged. To optimise dissemination, it is important to be aware of the target audience and to tailor the dissemination of the results to the specific group.

3 DISSEMINATION RULES

3.1 PRESENTATION AND PUBLICATION GUIDELINES

All partners will actively contribute to the publication policy, both at their own initiative and upon request of other partners. When another partner is mentioned in a publication, written permission shall be requested from this specific partner. If a partner wishes to publish information generated in the Food Friend project, approval of all partners has to be requested. This request shall be made preferably by email. Reactions should be sent within 10 days, and, without reaction, permission is automatically granted after 10 days.

3.2 LAYOUT, TEMPLATES, LOGOS

Common/similar layouts are used for Food Friend dissemination materials for a better visibility and recognition of the projects. Templates for deliverables and PowerPoint presentations are made available by the project coordinator. In addition to the Food Friend project logo, the ITEA3 logo should be used when possible.

3.3 COMPULSORY ACKNOWLEDGEMENTS

Partners in the Food Friend project will clearly acknowledge the ITEA3 program with reference to the project Food Friend and the grant number 18032. Preferred reference: “This work was labelled by ITEA3 and funded by local authorities under grant agreement 3 ITEA – 18032 – Food Friend.

4 INTERNAL DISSEMINATION

Internal dissemination is considered as an essential part of dissemination, as effective internal communication is vital for the success of an international project. Internal communication allows to clearly communicate the role and responsibility of each project partner, keep track of project-related decisions and action points, and identify problems and provide solutions.

4.1 PROJECT MEETINGS

At least two times a year, a general assembly meeting is organised. So far, three general assembly meetings have been organised. Due to lack of national funding, the first two assemblies were incomplete. The general assembly meetings serve to update each other on project results and align the activities for the next period. The current status, technical and administrative progresses, tasks and work package alignment, previous and current action points, technical and strategic planning, operational and development aspects and achievements; future planning, time plan, milestones and roadmap are discussed in these meetings. Due to Covid, the meetings have been organised as online meetings. When allowed, partners will come together physically. These meetings will then take place each time in a different location, hosted by one of the partners' premises.

Besides the general assembly meetings, regular teleconference meetings with the entire consortium will be organised. These meetings generally will take place bimonthly, but the frequency may change regarding to the needs of the consortium.

In addition, there are national consortium meetings on a regular basis and also smaller meetings or workshops are organised between (international) partners whenever needed.

4.2 DOCUMENT SHARING PLATFORM

Food Friend consortium members use a file sharing and storage system (Basecamp) to safely share project information, contact details, documents, deliverables, project calendar, presentations, ... This way they can be accessed whenever required by the partners. Access is shielded by a user code and password.

5 EXTERNAL DISSEMINATION

External dissemination is aimed at promoting the project and ensuring the visibility and awareness of the project results outside the consortium borders. This can lead to establishing links and synergies with similar projects and initiatives and provide the foundation of a comprehensive exploitation strategy.

5.1 PROJECT PUBLIC WEBSITE

The Food Friend public website will present the general project information, list of project partners, downloadable publications and deliverables, information about events and project activities. Additional features can be added when necessary. The project website is under construction. All partners will be requested to provide contributions to the content of the website.

5.2 CONFERENCES, EXHIBITIONS, TRADE FAIRS AND EVENTS

Partners will participate in exhibitions, trade fairs, workshops and events which may be academic or commercial. The project leader is informed in case a partner participates to such an activity.

Conferences targeted by Food Friend include:

- International Conference on Informatics, Management and Technology in Healthcare
- IEEE International Symposium on Computer-Based Medical Systems - IEEE CBMS
- IEEE International Conference on Biomedical and Health Informatics
- Health-i-Coach: intelligent technologies for coaching in health
- EAI International Conference on Pervasive Computing Technologies for Healthcare
- International Conference on Practical Applications of Agents and Multi-Agent Systems
- EPIA Conference on Artificial Intelligence
- World Conference on Information Systems and Technologies (WorldCist)
- Medical Informatics Europe conference (MIE)
- Prague Conference on Behavioral Sciences 2022, Prague
- Behavior Change for Health 2022, London
- IMA will present FoodFriend outcomes on IMAINFO DAY(s) annually organized at Prague. This event attracts both academics and enterprises seeking for new advanced technologies.

5.3 DISSEMINATION MATERIAL

Press releases, newsletters or brochures are prepared during the project to be used within these exhibitions, trade fairs, workshops and events. These materials will also be published on the project website.

5.4 ALIGNMENT WITH OTHER EUROPEAN PROJECTS

The ITEA website will be checked and other health related projects will be listed. This list will be reviewed by the Food Friend team in order to identify projects that are most suited to connect with, taking into account the market and technology value chain. The coordinators of these projects will be contacted with regard to the possibility of cooperation.

5.5 ACADEMIC AND SCIENTIFIC DISSEMINATION

The Food Friend project will disseminate the results of the project through academic and scientific channels via conferences, papers, seminars, workshops, courses, etc. The academic and scientific dissemination will take place into several fields such as nutrition, metabolism, etc. Results of the project will be presented by academic staff in relevant academic conferences, seminars and congresses. Additionally, results will be reported in academic and scientific journals, magazines and publication channels. Participants will be encouraged to jointly write papers and submit them.

Journals targeted by Food Friend include:

- Journal of Technology in Behavioral Science
- Psychological Science
- European Psychologist Journal
- Health Education & Behavior Journal
- Ontology
- Gastroenterology
- Medical care
- Medical Systems
- Computer Science
- Artificial Intelligence
- Intelligent Systems
- IEEE Journal of Biomedical and Health Informatics
- Journal of Ambient Intelligence and Smart Environments
- Journal of Medical systems

- Expert Systems with Applications
- PLOS ONE

6 CONTRIBUTION OF EACH PARTNER

The following table contains the dissemination plan and contribution of each partner.

Partner	Contribution
Almende	Almende is a research company with strong expertise in software and systems development. Almende disseminates the research outcomes of the Food Friend project via social media such as the company website and LinkedIn. In terms of research and academic dissemination, Almende focuses on close collaboration and information exchange with several universities in the Netherlands and Europe.
ARD	ARD will, through their know-how, actively work on dissemination and gathering support and endorsement for the project outputs for existing customers in their market potential. We actively will participate in preparing and presentation of scientific papers for relevant conferences and journals. We also will contribute to other Turkish partners, TMOB and Turkcell, dissemination and exploitation activities.
CLOO	CLOO is a private company with a strong academic background linked to behavioral sciences. Eventually it could disseminate information in academic journals in the field of psychology and behavior sciences, as well as technology-linked means (MIT Tech Review, for instance) to highlight human-technology interaction. The use of social media could be used to highlight the company participation in Projects.
Evalan	Evalan is a business partner in the field of Internet-of-Things (IoT). Its main focus is the development of products for their commercialization and B2B exploitation. The outcome of this project will be published in websites and social media writing posts with technical content and videos for public engagement. In addition, Evalan could participate in the preparation of demonstrators and/or exhibitions.
FYI	FYI as a digital product development company makes part of tech communities where work is shared through blogs and tech opinion articles (online and offline). As an active open source contributor, we

	also share examples of code and UX/UI achievements through platforms such as Github and Behance.
IMA	Company IMA is a private company focused on production of its own products. So the exploitation will emphasise propagation of project results. Dissemination and exploitation will be focused on company customers, web pages, social media and exhibitions. FoodFriend outcomes will be presented on IMA INFO DAY(s) at Prague, annually disseminating technology novelties
ISEP	ISEP-GECAD is a research group with high expertise in the development of Intelligent Systems. As main contributions, ISEP-GECAD focus is to support research and development of (1) Master and/or PhD thesis as well as support the development of academic projects and other relevant academic works; (2) scientific contributions on indexed journals and participation in conferences, meetings, and public demonstrations.
KU Leuven	In general KU Leuven will jointly disseminate the results of Food Friend and the internal (related) project FOODIE by means of publications in national and international journals and proceedings, and presentations on national and international events. The results will also be used as an entrance for discussing follow-up projects. Target audience are both the scientific society (in IT, nutrition & healthcare) as well as potential users. Additionally the project findings and build-up knowledge are expected to find their way to education and master theses as well.
Maastricht Instruments	Maastricht Instruments will disseminate the outcomes of the Food Friend project via social media, such as the website and LinkedIn, and exhibitions, conferences, seminars. Regarding academic dissemination, Maastricht instruments has a close collaboration with Maastricht University and several other universities within the Netherlands and Europe.
Maastricht University	As a university, we will primarily focus on disseminating the results in academia, which includes peer-reviewed scientific journals, scientific reports, conferences and seminars.

MedRecord	MED has a certified eHealth platform with a customer base in the B2B as well as B2C that will be utilized to promote and disseminate the FoodFriend solution on the EU level.
Noldus	
Nutricia	Nutricia, represented by Danone Nutricia Research B.V. will disseminate the results of the Food Friend project through internal communication, through presentations of the results to the local business that uses or wants to use the pumps in their country and through technical or scientific conferences or seminars. Besides this ultimately dissemination will of course be the best by using the results and technology from the Food Friend project in real life to improve the quality of life of the patients.
Remedus	
Tmob	As a business partner Tmob will focus more on exploitation activities rather than dissemination. In terms of dissemination, commercial opportunities will be investigated, through communication with its business network. Results of communication and market analysis will be shared with partners.
Turkcell	<p>It is aimed to present the project outputs and / or comparative analysis as an academic publication.</p> <p>It is planned to make technical publications on the project through various channels (blogs, journals, project website, etc.) and to share our findings, results which are non-confidential and open outputs.</p> <p>It is aimed to participate in joint broadcasting activities with the national and international stakeholders of the project.</p> <p>It is aimed to present the project with online / offline activities and to transfer the knowledge to large masses. The main focus groups will be the audience inside the company and the ecosystem of the company.</p>
University of Porto	University of Porto will coordinate the diabetes pilot and will work mainly in the data analytics and recruitment of participants. As a university We intend to disseminate the results of the Food Friend project through peer reviewed scientific journals, conferences, seminars and also by master's and doctoral theses in the project's areas of activity. Our main target audience will be the academia.

