



NESTLER

**oNe hEalth SusTainability partnership between
EU-AFRICA for food sEcuRity**

Deliverable D6.2

Dissemination and Communication Activities Plan

Authors	A. Nchange Kouotou, D. Mvondo Nganti, S. Haramoutsou, G. Athanasiou, A. Skias, K. Pramataris, Th. Zahariadis
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Abstract	This document outlines the NESTLER consortium's strategy for ensuring that project results are communicated to the right target communities at the right times and using the right methods, taking into account the necessity of increasing awareness of One-Health initiatives around the world and the significance of the circular economy among African and EU member states.



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Document Reviewers

Date	Reviewer's name	Affiliation
28.03.2023	Alkyoni Baglatzi	CEO
28.03.2023	Izzat Darwazeh	UCL

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Definitions, Acronyms and Abbreviations

ACR	Acronym
CA	Consortium Agreement
CM	Communications Manager
EC	European Commission
DoA	Description of Action
DPO	Data Protection Officer
GA	Grant Agreement
IM	Innovation Manager
PM	Project Manager
PMT	Project Management Team
TL	Task Leader
ToC	Table of Content
TM	Technical Manager
WP	Work Package
WPL	Work Package Lead
CMT	Communication Management Team

Executive Summary

The dissemination and communication activities plan outlines the activities that NESTLER partners intend to carry out throughout the project's life cycle in order to reach and engage our target audiences. It includes guidelines for communicating the project's objectives, progress, and outcome to the various target groups.

Furthermore, the communication plan defines the NESTLER visual identity as well as the social media strategy, online communication channels, and printable materials that will be designed for project promotion. The dissemination plan describes the activities that will be carried out to promote the project's findings and ensure their acceptance by the scientific community and policymakers. These activities include the organization of NESTLER events and workshops, participation in high-impact third-party events, and the creation of synergies with EU-funded projects and relevant initiatives with which NESTLER shares common interests. The plan includes a list of project deliverables that will be disseminated, as well as a list of academic dissemination channels, such as journals and conferences, for the scientific publications that will be produced during the project's implementation.

Finally, this document defines the key performance indicators that will be used to evaluate the impact of dissemination and communication activities. It also provides basic information to partners in order for them to comply with the NESTLER grant agreement on the visibility of EU funding.

1. Introduction

Emerging and re-emerging infectious disease epidemics have become more common in the last two decades. Across the continent, successive epidemics have had a devastating impact, resulting in the loss of over 227 million years of healthy life and an annual productivity loss of over US\$800 billion. Over 260 infectious-disease epidemics, disasters, and other potential public-health emergencies were identified in Africa between 2016 and 2018, with 41 (79%) of the 52 countries in the region recording at least one epidemic during that time. There is compelling evidence linking human-animal-environment interface disruption to infectious-disease outbreaks. More than 75% of newly emerging infectious diseases are zoonotic, meaning they are transmitted from animal hosts to humans. From endemic zoonoses like brucellosis and leptospirosis to neglected zoonoses like rabies and onchocerciasis to emerging zoonoses like anthrax, yellow fever, Ebola, Lassa fever, and COVID-19, Africa is a hotbed for zoonotic diseases. Despite the urgent need to improve global surveillance on animal-environment-human health, there is a lack of digital tools and technologies to systematically capture the interactions between these three complementary health statuses.

NESTLER is a joint project between the EU and African member states designed to promote One-Health sustainable partnership. The project aims to bring together interdisciplinary technological advances to effectively monitor the well-being of animals, plants, and humans in a holistic approach. The project platform will develop software interfaces for ingesting satellite data sources along with video streams captured from unmanned aerial vehicles and other IoT devices installed for monitoring the environmental and animal well-being. The platform's large volume of data will be subjected to additional processing in order to extract intuitive insights using machine learning algorithms and deep-learning network architectures.

This document describes the project's dissemination and communication strategy, which will be implemented throughout its lifecycle. It gives the NESTLER partners guidelines for effectively communicating the project to its target audiences, with the goal of increasing visibility, facilitating user engagement, and ensuring proper dissemination and adoption of the project's results. The document is divided into eight sections:

- Section 1 provides a brief overview of the project, the consortium, and the document's content;
- Section 2 identifies its target audiences, and describes the roles and responsibilities of the Communication Management Team;
- Section 3 elaborates on the communication plan and tools, presenting the online channels developed to promote the project and reach its target audiences, as well as the established visual identity and its core elements, as well as the electronic and printed communication materials that will be designed;
- Section 4 includes a summary of the project deliverables and outputs to be disseminated, the organization of NESTLER and participation in third-party events, synergies with other EU funded projects and relevant initiatives, and anticipated scientific publications in journals and conferences;
- Section 5 outlines the key performance indicators that will be used to assess the effectiveness of the communication plan and the overall project impact;

- Section 6 contains guidelines for meeting the requirement for EU funding visibility;
- Section 7 outlines the overall time plan for activities as well as the partners' participation in communication and dissemination tasks;
- Section 8 is the document's conclusion.

2. Dissemination & communication strategy

2.1. Audience and target groups

Depending on the dissemination activities, the project chose key stakeholders as audiences/target groups. Table 1 shows a list of audiences based on the dissemination activity.

Table 1: list of target group depending on dissemination activities.

Audience/target group	Dissemination activities
Farmers, feed industry suppliers, precision farming suppliers, healthcare professionals, nutritional analysts, government representatives' policy makers	<ul style="list-style-type: none"> • Promotion of project activities. • IoT vendors for farming equipment, irrigation and livestock cultivation. • Researchers in AI algorithms, GIS systems. • Presentation of NESTLER demonstration. • Modelling of risk assessment methodologies and strategies for impacting food safety and security.
Healthcare community, industrial suppliers of agriculture sensors, IoT device manufacturers, venture capitals, angel investors	<ul style="list-style-type: none"> • Publication in high-impact scientific journals and conferences on AI algorithms, data analytics, GIS, nutritional studies, health risk assessment studies; • Contribution to dissemination material content; • Participation in competitions; • Demonstration to industrial partners and potential customers.
General public, industry, local communication organisations	<ul style="list-style-type: none"> • Contribution to dissemination material content; • Facilitate engagement with a range of industrial stakeholders involving them in current work and potential future project work; • Participation in industry-related events; • International conferences; • EU and national cluster representation.
Business organisations, stakeholder groups	<ul style="list-style-type: none"> • Internal dissemination across several branches of the business; • Customer engagement with product enhancement; • Cloud service operators and data analytics; • Agro industry suppliers and service providers.

2.2. Communication Management Team

To ensure adherence to the communication and dissemination plan, as well as the quality, consistency, and regularity of the communication actions, the Communication Management Team (CMT) has been formed with representatives of all project partners. As seen in Table 2, a CMT member has been appointed by each partner.

Table 2: Communication Management Team

Partner	CMT member	Email
SYN	Apostolos Skias	askias@synelixis.com
CEO	Alkyoni Baglatzi	abaglatzi@cloudeo.group
RINI	Sandra Bortek	sandra.bortek@rinigard.com
	Paulina Polak	paulina@rinigard.com
eBOS	Georgia Pantelide	georgiap@ebos.com.cy
IDH	Eniola Fabusoro	fabusoro@idhtrade.org
	Dayo Ogundijo	ogundijo@idhtrade.org
Z&P	Domenica Casciano	domenica.casciano@zanasi-alessandro.eu
	Alexandre Lazarou	alexandre.lazarou@zanasi-ale
AGRI	Adamou Nchange Kouotou	adamou@agrixtech.com
CTPH	Ssali Ogwal	ssali@ctph.org or ssaliogwal@gmail.com
ICIPE	Dr. Chrysantus Tanga	ctanga@icipe.org
EIAR	Dr. Fekede Feyisa	ffeyissa@yahoo.com
RAB	Dr. Pascal Nyabinwa	pascal.nyabinwa@rab.gov.rw
IITA	Dr Ismail Rabbi	I.Rabbi@cgiar.org
MANA	Alice Barlow	alice@manabiosystems.com
	Andrea Jagodic	andrea@manabiosystems.com
UCL	Temitope Odedeyi	t.odedeyi@ucl.ac.uk

The CMT members' primary responsibilities are to:

- Compile information from the NESTLER project and create press materials, articles, and posts for partners' and third-party communication channels,
- To update the CMT on all communication and information-sharing initiatives carried out at the partner level,
- Reach out to the partner organization's networks and stakeholders.
- Share and advertise NESTLER posts, articles, publications, and results through institutional communication channels.

3. Communication plan and tools

3.1. Online communication

3.1.1. NESTLER website

The primary source of information regarding the project and its outcomes will be the NESTLER website (<https://www.nestler-project.eu>), which was launched in M2. The CMT will ensure that the website maintenance is carried out and kept up to date throughout the project's duration.

All of the public project deliverables, reports, presentation materials, publications, and news will be maintained and made available on the website. The project's objectives and expected impacts, the technological components and the envisioned NESTLER platform, project activity updates, information on the pilots (NESTLER platform trials), and information about the consortium will also be covered.



Figure 1: NESTLER Website Homepage

3.1.2. LinkedIn account

The project team has created the NESTLER LinkedIn page (<https://www.linkedin.com/showcase/nestler-project/>). Ad-hoc posts about project news and insights will be made on the page with the use of the proper tags and hashtags to increase engagement of the target audiences. The SYN will receive content from and suggestions for posts from the CMT members.

All partners are encouraged to engage with NESTLER posts by liking and commenting on them, and to share all activity on both their institutional pages and personal profiles in order to reach the largest audience possible.

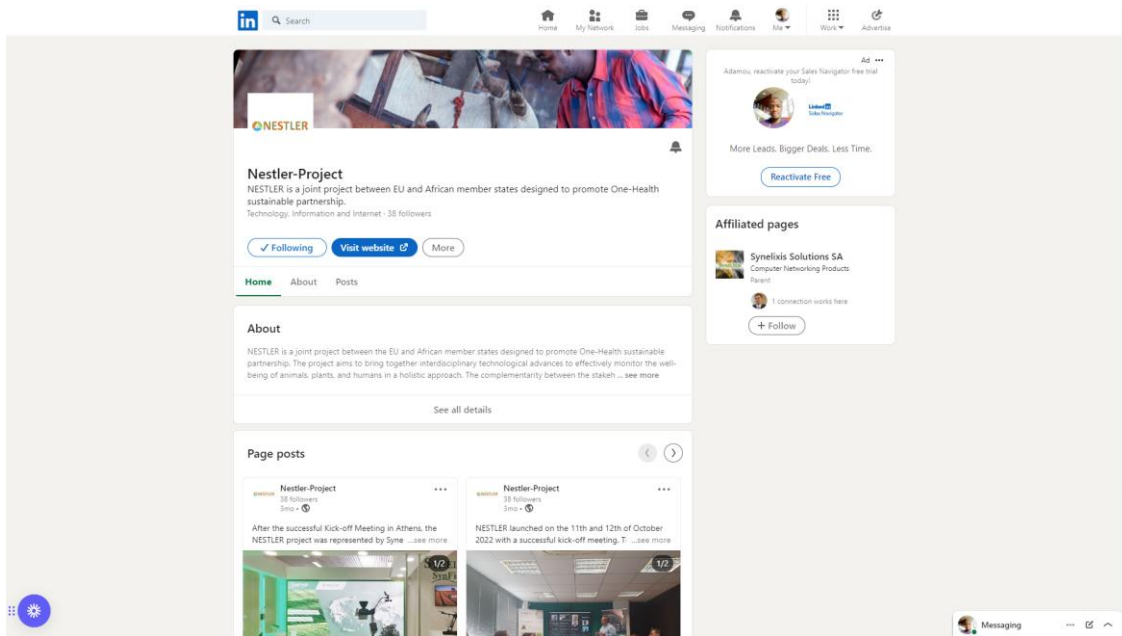


Figure 2: NESTLER LinkedIn page

3.1.3. Twitter account

A NESTLER Twitter profile (<https://twitter.com/NestlerProject>) has been created and it will be run by SYN with input from the CMT members. Ad-hoc tweets sharing NESTLER content, such as project news and insights related to the technologies and pilots, will be posted. The CMT will also take advantage of chances for regular communication with stakeholders by quoting, retweeting, and responding to Tweets about the project's subject.

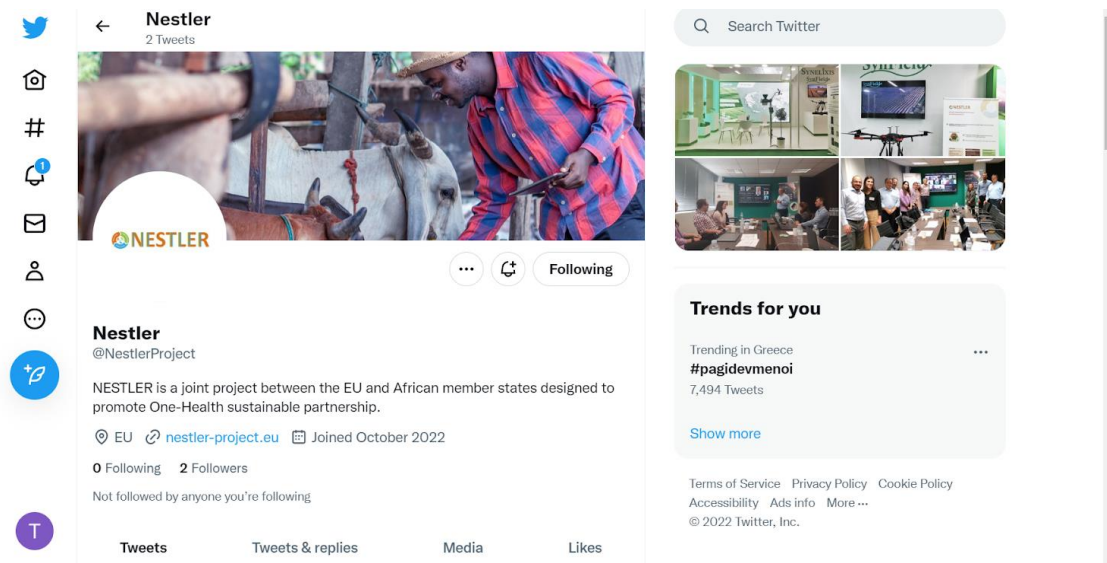


Figure 3: NESTLER Twitter profile

3.2. Visual identity

Visual identity is an important component of the Dissemination and Communication Plan for the NESTLER project. The project's visual identity will include the logo, colors, typography, and graphic elements that represent the project and communicate its identity. A well-designed visual identity can help to create a strong brand image for the project and increase its visibility and recognition among stakeholders and target groups.

To ensure consistency in the project's visual identity, all communication materials, such as brochures, posters, videos, and social media posts, will follow the same visual identity guidelines. This will ensure that all materials are cohesive, professional, and effective in communicating the key messages and findings of the project. The visual identity will be designed to be visually appealing and reflective of the project's objectives, goals, and target audience.



Figure 4: NESTLER Logo



Figure 5: NESTLER typography

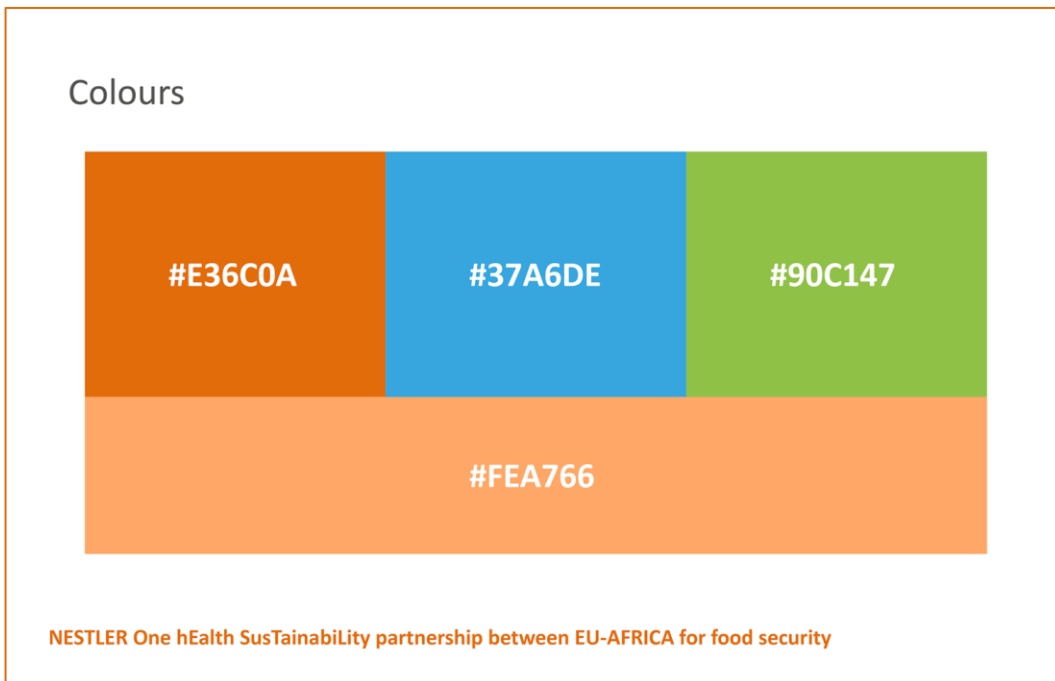


Figure 6: NESTLER colour palette

4. Dissemination plan

4.1. Participation in dissemination activities

The dissemination activities include the organisation of project events by NESTLER partners and the participation of NESTLER in high-impact third-party events related to agriculture.

4.1.1. Stakeholders group meetings

Stakeholders group serves as a mean of obtaining valuable feedback and insight from individuals who have a vested interest in the success of the NESTLER project. Milestone 1 (December 2022) was set to have an overview of stakeholders group based on partners` own professional networks. An Excel worksheet was developed and circulated for this purpose within the consortium. A total of 60 stakeholders from 9 countries have been committed to participate at the Stakeholders Group and contribute to the NESTLER roadmap planning and engagement activities.

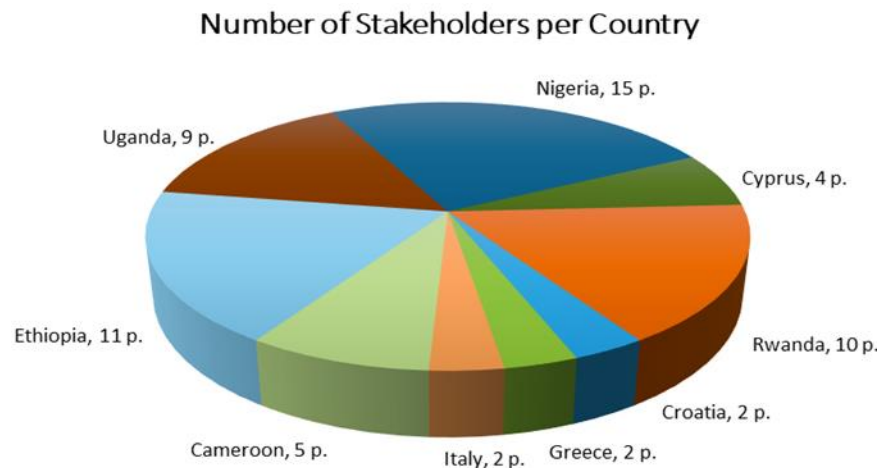


Figure 7: Number of stakeholders per country

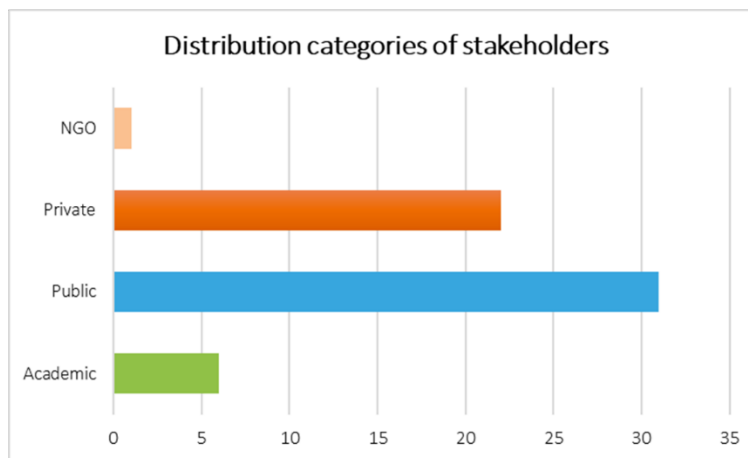


Figure 8: Distribution categories of stakeholders

In the following table 3 an indicative list of stakeholders' fields of expertise is presented.

Table 3: Stakeholders' Field of Expertise

Stakeholders' Field of Expertise	Number of Stakeholders
Agri-Business Development, Project Implementation	6
Agricultural Economics, Remote Sensing in Agriculture and Environment	12
Agricultural Policies	19
Agricultural Risk Management	12
Agricultural Value Chains	14
Animal Science	11
Aquaculture Environment and Development	8
Cassava Production and Processing	6
Conservation	8
Environment Science	15
Epidemiology	9
Evaluation of Crop Production Systems and Practices of Ornamentals	11
Food Science	14
Food Security, Productivity, Crop Disease	18
Robotics In Agriculture	12
Microbiology	6
Natural Resources and Development	17
One Health Policy	4
Plant Health, Nutrition and Protection	7
Poultry Nutrition and Production	14
Product Development and Biotechnology	16
Project Development and Management	12
Root Science	9
Ruminant Nutrition	6
Seed Registration and Certification	5
Surveys and Agricultural Statistics	8
Agricultural Biomass and Environmental Protection	14
Veterinary Research	6
Veterinary Epidemiology	4
Veterinary Public Health	9

It should be stressed that most of the members of the Stakeholders Group fall into more than one category, thus there is an overlapping between the stakeholders competence/expertise.

The initial meeting of the stakeholders group took place virtually on March 13, 2023, and it will be conducted every six months thereafter. The first meeting had five sections, according to the agenda:

TIME	TOPIC	LEAD
14:30	Welcome. Overview of the NESTLER project	Prof. Theodore Zahariadis, PhD NESTLER Coordinator Chief Technology Officer, Synelixis S.A.
14:50	Promotion of One Health sustainability partnership between EU-Africa	Dr. Fekede Feyissa Director, Livestock Research Lead Researcher, Animal Feeds and Nutrition Ethiopian Institute of Agricultural Research
15:10	The NESTLER technology platform	Dr. Dimitrios Sykas Chief Technology Officer CloudEO A.G.
15:30	Study of insect protein processing technology and contribution to circular economy	Dr. Chrysantus Mbi Tanga Senior Scientist Head of Insects for Food, Feed & Other Uses International Centre of Insect Physiology & Ecology
16:00	Q&A and feedback session	ALL

Date of Meeting	Location	Activity description (short description of the outcome of the meeting)
13/03/2023	Virtual (Zoom)	<ul style="list-style-type: none"> Establish regulations and new policies Raising awareness by training stakeholders on new technologies Dissemination of the Nestler Platform
09/2023	The location is not fixed yet	
03/2024		
09/2024		
03/2025		
09/2025		

4.1.2. NESTLER events, workshops, exposition, etc.

NESTLER consortium will disseminate the project progress and results using various channels. The table 4 depicts the count of each type of dissemination channel.

Table 4: Dissemination channels

Dissemination channel	Number of events
Demonstrations	6
Joint workshops	3
Expositions	1
Platform assessment reports	2
Community engagement activities	6
Training and education activities on the platform usage	4
Journals	7
Conferences	8
White paper policies	2
CORDIS Blogposts	5

4.1.3. Participation in third-party events

During the lifetime of the NESTLER project, partners will seek and participate in third-party events. Table 5 provides the list of events that partners have already identified and plan to participate in. As the project progresses, all partners will provide additional inputs on this table.

Table 5: List of events that partners have already identified and plan to participate in

Partner	Plan for Workshop/Events
SYN	SYN has already participated in an international exhibition event in Thessaloniki (Agrotica 2022) in order to promote NESTLER. SYN will participate in various business events/ workshops during the project’s lifetime.
CEO	In the coming months CEO is planning to attend, CISAR Symposium, GEOAI Roundtable, FOSSGIS 2023, GEO Connect, EU Deforestation Regulation (EUDR), HxGN LIVE Global 2023, FOSS4G. Throughout the lifecycle of the project, CEO will participate in additional events and workshops.
RINI	RINI will attend CUAUV, UAV & ROBOTICS Show 2023 in May 2023. We will participate in a panel discussion on UAV in agriculture where we plan to present the NESTLER project. Also, RINI will participate in any physical or online plenary meetings/events/workshops organized by NESTLER project.

eBOS	eBOS will participate in project’s meetings, no other events are foreseen for now.
IDH	IDH will share outcomes of the project with stakeholders’ partners through meetings and any available events within the cassava sector.
Z&P	Z&P will participate in physical/online plenary meetings/events/workshops organized by NESTLER’s project. At the time of this deliverable, no other events/workshops are planned but participation in relevant events will be sleeked during the course of the project.
AGRI	AGRI will participate in the conference of phytopathology organized by researchers of the University of Yaounde in 2023. AGRI will seek and participate in other events/workshops during the project’s lifetime.
CTPH	Throughout the lifecycle of the project, CTPH will participate in events and workshops and in any physical or online plenary meetings/events/workshops organised by NESTLER project.
CIPEI	ICIPE has been invited as keynote speaker at the Workshop: Exploration of Antimicrobial Compounds from Edible Insects and Chicken parts for Applications in Food and Industry (organised by Uni of Hertfordshire and Innovate UK/KTN). ICIPE will be organizing a side event during The Africa Fertilizer and Soil Health (AFSH) summit which will be held in Dakar Senegal in July 2023, where we plan to present the NESTLER project activities on frass fertilizer. Throughout 2023, ICIPE will continue to actively participate in all events and workshops organised by the NESTLER project.
EIAR	EIAR will participate in Ethiopian Food System Resilience Program (EFSRP) organized by the Ministry of Agriculture and other meetings and workshops which have relationships with NESTLER objectives.
RAB	RAB will participate in the 3rd Plenary Meeting, Africon special session in Nairobi (Kenya) and the National Agricultural Show 2023.
IITA	IITA will share innovations derived from the project with stakeholders’ partners through meetings and any available events within the cassava sector.
MANA	In March 2023, Mana will attend a Workshop: Exploration of Antimicrobial Compounds from Edible Insects and Chicken parts for Applications in Food and industry (organised by Uni of Hertfordshire and Innovate UK/KTN). Mana will participate in any physical/online plenary meetings/events/workshops organised by NESTLER’s project.
UCL	The “EEE Festival of Research” brings together researchers, industrial partners and members of the public, to explore the research being undertaken within the department of Electronic and Electrical Engineering. The annual event will provide an avenue to present output from NESTLER to attendees through academic talks and demo sessions. For 2023, the event will be held on 22 May. UCL will also target the IEEE CAS Workshop on Agrifood Electronics (WAFE).

4.2. Synergy with other projects/stakeholders

The following table (Table 6) provides an indicative list of projects and initiatives that NESTLER partners will seek to collaborate with. As the project progresses, all partners will provide additional inputs on this table.

Table 6: Projects and Initiatives sharing common objectives with NESTLER

Project	Description
SILVANUS	SILVANUS aims to develop an integrated, technological, and sustainable platform to prevent, control, and contrast the ignition and spread of forest fires. The project will introduce a resilient and support plan to overcome the issues and damages of wildfire and lead to a restoration and adaptation of natural forest growth. The NESTLER project will use SILVANUS' Centre for Adaptation Strategies and Development (CASD), for promoting biodiversity resilience.
One Health and Population, Health and Environment (PHE) approach" programs	This project is under CTPH-PHE programs which are always aimed to address some of the most pressing public health and environmental concerns in and around protected areas in Africa. The program aims at understanding and addressing inter-sectoral drivers at the Human-Animal-Wildlife Interface in Diverse systems. The NESTLER project will use this program to understand the socioeconomic determinants to zoonosis such as food insecurity which will later facilitate transdisciplinary collaboration.
URBANE	URBANE, by implementing a one health approach, aims to tackle issues related to the intensification of peri-urban agriculture, as well as providing the necessary framework for its sustainable & safe application in different contexts. In addition, the project will implement agroecological farming practices. The NESTLER project will use best practices of the URBANE program in policy making, to support wider adoption and to achieve greater impact.
AGRIDATAVALUE	AGRIDATAVALUE aims to develop and implement technologies in Smart Farming and agri-environmental monitoring. Thus, the project will utilize remote sensing technologies, to strengthen the smart-farming capacities and enhance sustainable farming at European level. NESTLER will take advantage of AgriDataValue's best practices and lessons learned regarding remote sensing technologies in agriculture.
ProteinAfrica	ProteinAfrica is aimed at enhancing food and nutrition security, income generation and job creation for small and medium scale men, women and young farmers through promoting cost-effective insect-based protein feed source for poultry, fish and pig production in Kenya and Uganda. The NESTLER project will use all the demonstration sites, feed formulation recipes, frass fertilizer best practices as well as standards and policy harmonization recommendations of the ProteinAfrica program, to support wider adoption and to achieve greater impact in the target countries.

<p>Scaling regenerative black soldier fly farming innovations with vegetable push-pull cropping systems for One Health</p>	<p>This One-Health Project aimed to validate, promote and upscale black soldier fly (BSF) farming innovations and to integrate BSF farming with smallholder vegetable push-pull cropping systems for ‘One Health’ and better agri-based livelihoods in Kenya, Rwanda and Uganda. NESTLER will take advantage of the technologies developed, best practices and lessons learned regarding insect farming, livestock production, soil health and crop productivity improvement in agriculture.</p>
<p>WAVE-IN</p>	<p>This project is aimed at accelerating the economic viability of insect-based value chain in East Africa. The project is therefore to enable young men and women in East Africa to secure sustainable, dignified and fulfilling employment and income, building on lessons learned. The NESTLER project will leverage on the public-private partnerships developed by WAVE-IN to achieve and provide the needful skills and capacity to various communities and partners to develop and scale up integrated insect-based enterprises in the target countries.</p>
<p>SIPFEED</p>	<p>This project is scaling-up insect-based protein feed technologies and practices for enhanced poultry and fish production in Ethiopia. The NESTLER project will build on icipe’s success in several location in Ethiopia to champion the role of insects in transforming the food system into a more sustainable and vibrant circular economy.</p>
<p>FASA</p>	<p>The project is focused on the development and scaling of sustainable feeds for resilient aquatic food systems in Sub-Saharan Africa. The aim is to develop low-cost, highly nutritious fish feeds based on novel ingredients and enable 5,000 smallholder fish farmers in 3 African countries (Zambia, Kenya and Nigeria) to test and adopt these ingredients and feeds (30% women and 40% youth), leading to increased income, improved food security, and reduced waste and pollution. The NESTLER project partners in Nigeria and Kenya would benefit by supporting wider adoption and to achieve greater impact in the target countries.</p>

The project plans to meet at least the following Key Performance Indicators (KPIs) with respect to projects liaison activities:

Table 7: List of KPIs related to project liaison activities

#	Key Performance Indicator	Target value
1	Exchange information with projects	5
2	Make a presentation at a Cross-Project Meeting/PhC	4
3	Co-organize Networking Events	2
4	Projects making a presentation at NESTLER stakeholders PhC	3

4.3. Dissemination materials (Flyers, posters, newsletters, etc.)

Dissemination materials that will be used to promote the project and its outputs. These materials will help communicate the key messages and findings of the project to stakeholders and target groups.

Dissemination materials will include flyers, infographics posters, and other printed materials such as newsletters. These materials will be designed to convey important information about the project's outputs. They will be distributed at events, workshops, conferences, and other relevant venues to increase visibility and awareness of the project.

The project team may also produce video content to be shared on the project website and social media channels to engage with stakeholders and target groups in an interactive and dynamic way.

Newsletters will be sent to subscribers on a regular basis to update them on the progress of the project, share the latest findings and outcomes, and provide information on upcoming events and activities.

All dissemination materials will be designed to be visually appealing and consistent with the project's visual identity, including logos. The project team will also ensure that the messaging and key points conveyed through the dissemination materials are aligned with the overall objectives of the project and the communication plan.

4.4. Project outputs to be disseminated

The list of public project deliverables that will be posted online are listed on Table 7.

Table 8: Public NESTLER deliverables and outputs

ID	Title	Type of output/deliverable
D6.1	Project Website & Social Networks	Website and social media pages
D7.2	Data Management Plan	Document
D6.2	NESTLER dissemination & communication activities plan	Document
D6.3	Initial NESTLER dissemination & communication activities	Document
D7.3	Data Management Plan – Update	Document
D5.2	Evaluation of NESTLER 1st phase platform	Document
D4.3	NESTLER backend implementation of AI algorithms and agricultural services	Demonstration
D4.4	NESTLER integrated platform release	Demonstration
D5.4	Practice Abstracts	Website and social media pages
D5.5	Evaluation of NESTLER 2nd phase platform report	Document
D6.4	NESTLER Dissemination and Communication activities	Document
D7.4	Final Data Management Plan	Document

4.5. Publication

An indicative list of journals and conferences for the dissemination of scientific outputs is provided in Table 8.

Table 9: Indicative list of journals and conferences for the dissemination of scientific outputs

Journals	Conferences
<ul style="list-style-type: none"> ● Frontiers in Food Science and Technology ● MDPI Sensors ● MDPI Remote Sensing ● MDPI Geo-Information ● MDPI Earth ● MDPI Agri-Engineering ● MDPI Agriculture and Food Research ● Open Agriculture Journal ● Elsevier Livestock Science ● Elsevier Remote Sensing of Environment ● Elsevier Computers & Electronics in Agriculture ● MDPI Sustainability ● MDPI Animals ● Animal Frontiers ● MDPI Insects ● Annual Review of Entomology ● Entomologia Generalis 	<ul style="list-style-type: none"> ● IEEE Africa Conference (AFRICON) ● IEEE International Symposium on Circuits and Systems (ISCAS) ● IEEE Global IoT Summit ● ETSI M2M ● IEEE Sensors Applications Symposium ● IEEE Int. Conf. on Fog and Edge Computing ● Int. Conf. on Cartography & GIS ● IEEE Int. Geoscience and Remote Sensing Symposium ● REHVA World Congress CLIMA ● ESA Symposium on Small Satellites for Earth Observation ● EU Global Conference on Agriculture ● Int. Conf. on Agriculture (AGRICO) ● Int. Conf. on Agriculture and Food ● Sustainable Agriculture Conference ● Africa Fertilizer & Soil Health Summit

5. Impact and KPIs

5.1. Key Performance indicators

KPIs are specific, measurable metrics that are used to evaluate the performance of a project. In the context of a dissemination and communication plan, KPIs can help measure the impact of the communication activities and identify areas for improvement. Depending on the goals pursued on the phase, the consortium defined specific KPIs to measure the success of the project.

Phase 1: Reach out [M1-M18]:

Table 10: list of KPIs of Phase 1

#	Key Performance Indicator	Target value
1	Website visit	300 unique visitors
2	Social media communication engagement	100 followers
3	Blogs per month	1 blog
4	Workshop on EU-Africa knowledge transfer initiative	2 workshops
5	Leaflets published in the website and social media	3 leaflets
6	Brochure released in social media	1 brochure

Phase 2: Engagement [M12 – M24]:

Table 11: list of KPIs of Phase 2

#	Key Performance Indicator	Target value
1	Website visit	450 unique visitors
2	Social media communication engagement	250 followers
3	Co-located event organized for NESTLER results dissemination	3 events
4	Participation to industrial event	1 participation
5	Press release	2 press releases
6	Newsletter circulation	500 subscribers
7	Download of research results	100 downloads
8	Demonstration organised	3 demonstrations

Phase 3: Applications and Demonstration [M18-M33]:

Table 12: list of KPIs of Phase 3

#	Key Performance Indicator	Target value
1	Organisation of EU-Africa inter-continental demonstration	3 demonstrations
2	Release of data repository with open access	1 data repository
3	European event organised for demonstrating the research outcome	2 events
4	Experts representing interdisciplinary expertise towards One-Health programme initiative participating in the Stakeholder Engagement Forum	At least 50 experts

Phase 4: Adoption [M30-M36]:

Table 13: list of KPIs of Phase 4

#	Key Performance Indicator	Target value
1	Publication of peer-reviews or policy position paper	2 policy position paper
2	Open Access Journal Publications	4 publications
3	Identification of business models for knowledge transfer asset	3 business models
4	European event organised for demonstrating the research outcome	2 events

5.2. Monitoring and reporting

Monitoring and reporting are important components of the KPIs process. They involve tracking the progress and producing regular reports to evaluate the performance of the communication plan.

Throughout the project's duration, the implementation and success of communication and dissemination actions will be systematically monitored. All partners will be asked to report on every communication and dissemination activity they carry out, including details about their actions and their published contents, the communication channels used, the target audience, and the number of people reached. SYN, who manages the project's online communication channels, will provide data on the success of the NESTLER website and social media accounts: website visit, social media engagement, blog post and newsletters performance, etc.

The performance of the communication and dissemination actions will be officially reported in the deliverables D6.3 Initial NESTLER dissemination and communication activities in month 18 (M18) and D6.4 NESTLER dissemination and communication activities report in month 36 (M36).

6. Visibility of EU funding

As mentioned in the NESTLER grant agreement: unless otherwise agreed with the granting authority, communication activities, dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



The EU emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

7. Communication activities time plan

Table 7-1 is the timetable for dissemination and communication activities. As we progress in the project, more activities will be added to the above time plan by the partners.

Table 14: Time plan for Communication activities

Dissemination/Communication activity	Responsible partner	Deadline	Status
Creation of promotional roll-up material/ infographic content presenting an overview of NESTLER project (dimensions: 200cmx80cm)	SYN	M1	Done
Presentation of NESTLER at the “29th international fair for agricultural machinery, equipment and supplies (AGROTICA 2022)” in Thessaloniki.	SYN	M1	Done
Design of NESTLER visual identity & finalization of logo	SYN	M2	Done
Provision of input for the design of the NESTLER website	SYN	M2	Done
Launch of Project Website & Social Networks	SYN	M2	Done
Publication of the Data Management Plan	RAB	M4	Done
Initial liaison activities with other One Health/Agri culture projects	SYN	M7	Done
Presentation of NESTLER at University of Athens Agriculture Development Department	SYN	M11	Done

8. Conclusion

The Dissemination and Communication plan developed in this deliverable serves as the foundation for maximizing NESTLER's impact on the scientific community and use case stakeholders during the project's lifecycle, as well as ensuring its visibility and adoption among the diverse target audiences.

The plan is a living document that will be updated and expanded as NESTLER's activities progress and new opportunities for networking with agricultural communities and synergies with other projects emerge.

The CMT will continuously monitor all communication and dissemination actions, and the strategy will be redesigned based on overall performance and estimated impact. Updated versions of the plan will be produced by the project team in month 18 (D6.3 Initial NESTLER dissemination and communication activities) and month 36 (D6.4 NESTLER dissemination and communication activities).