



## Deliverable D9.1

# Dissemination, Exploitation and Communication Plan 1

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<https://www.dietwise.eu>

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## Abbreviations

Abbreviation	Full Form
AI	Artificial Intelligence
CA	Consortium Agreement
CF	Co-Funded Partnership
CfP	Call for Proposal
D&C	Dissemination and Communication
DECP	Dissemination, Exploitation and Communication Plan
DoA	Description of Action
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
HEU	Horizon Europe
IO	International Organization
KPIs	Key Performance Indicators
M&E	Monitoring & Evaluation
NGO's	Non-Governmental Organizations
RCA	Responsible Cooking Alliance
SMAs	Social Media Accounts
WP	Work Package

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## About the DietWise project

Healthy and sustainable food is often linked to cooking at home, yet not everyone finds this option appealing. The EU-funded DietWise project aims to make healthy and sustainable eating more appealing by enhancing existing tools and applications. It promotes home cooking through innovative strategies and market self-regulation, reducing nutritional confusion while aligning healthy habits with cultural and commercial practices. Using citizen science, big data, surveys, and qualitative research, DietWise empowers individuals to take an active role in their food choices and gathers valuable insights.

Citizens are living in food environments that foster **unhealthy and unsustainable food consumption**. Deeply rooted norms and cultural practices, individual habits, and commercial activities act in concert to further reinforce this situation. There are growing societal and economic concerns that the diet of European citizens needs to become healthier and more sustainable. Various influencing stakeholders attempt to address this concern, but governments, doctors, sports coaches, and influencers tend to **produce contradictory dietary advice**.

To make things worse, the available scientific evidence is mixed and not always represented in the most accurate way to citizens<sup>1</sup>. This widespread nutritional noise confuses citizens about healthy and sustainable food consumption and triggers mistrust in national nutrition guidelines. Healthy and sustainable food consumption advice also often ignores the specific needs of **vulnerable citizens**.

DietWise seeks to address these challenges by means of disruptive **new approaches** that apply existing scientific methods in **novel ways**. Central in our approach are systemic changes, a focus on inclusion, and open social innovations with the aim of developing solutions that **streamline existing tools and applications** (instead of creating new solutions) to foster healthy and sustainable food provision and to make cooking, eating, and treating of food **at home** the most attractive choice for all stakeholders.

In detail, the project's objectives include:

- Understanding food environments and citizen needs.
- Boosting motivation to use nutrition guidelines for cooking with novel behavioral interventions.
- Creating digital social innovations and AI-based apps to empower citizens and vulnerable people.
- Engagement through co-creation and citizen science to boost innovations.
- Pilot testing the effectiveness of apps and behavioral interventions.
- Building capabilities to follow nutrition guidelines.
- Develop a sample plan on how to enhance the uptake of beneficial tools and applications.

To fulfill these objectives, DietWise brings together **ten (10)** leading research institutions and organizations from across Europe. The list of consortium partners includes:

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<sup>1</sup> FAO & WHO (2019). Sustainable healthy diets: Guiding principles. Rome

	Organization/Partner Name	Short Name	Classification
1	KU Leuven	KUL	Academia & Research
2	Safe Food Advocacy Europe A.S.B.L. (SAFE)	SAFE	NGO
3	Flemish Institute for Healthy Living (Vlaams Instituut Gezond Leven vzw)	VIGL	NGO
4	Foodbag (Smartmat NV)	Food	Retailer
5	AdCogito, Institute for Advanced Behavioral Research	AdC	Research
6	Vilnius University Faculty of Medicine Public Health Department	VU	Academia & Research
7	Vilnius City Municipal Public Health Bureau	PHB	Governmental organization
8	Institute of Communication and Computer Systems	ICCS	Research
9	International Hellenic University	IHU	Academia
10	Prolepsis	PROL	NGO

**Table 1. The DietWise consortium list**



## Executive summary

To ensure the maximized impact of the DietWise project, a Dissemination, Exploitation, and Communication Plan (DECP) has been established. The planned Dissemination and Communication (D&C) activities will help create links with **key persons** from the public, non-governmental organizations, public health authorities, influencers etc. Links are to be implemented using **different communication tools** and methods: project website, social media channels, participation in scientific conferences, and workshops in project partner countries. Communication channels will be employed not only to create an impact on society but also to assist in creating the **Responsible Cooking Alliance (RCA)** tool and **RecipeWatch app**.

The main topics to be addressed throughout the project's communication activities concern the vision, objectives, strategic relevance, process, key facts, findings, and results of the DietWise project. To motivate target groups to participate in project activities we will communicate the possibilities and benefits that DietWise aims to provide. After the release of the RCA tool and the RecipeWatch app, subsequent communication efforts will focus on highlighting the benefits of these tools and explaining to users why they are worth using.




This document outlines **a structured plan** for the D&C activities within the scope of the project, serving as the foundational guide for these processes. The plan includes a general dissemination action plan aimed at target groups at local, regional/national and EU levels, channels of communication, a timeline of activities, and monitoring.

The table below shows the structure of this document:

Section	Overview
First section	Consortium review
Second section	Actions towards D&C, partner responsibilities, project target groups
Third section	Description of actions per D&C channel
Fourth section	Synergies with other projects
Fifth section	Innovation and exploitation
Sixth section	Monitoring, evaluating and reporting
Seventh section	Timeline of D&C
Eighth section	Intellectual property rights (IPR)
Ninth section	Sustainability and long-term impact

**Table 2. Document overview**

Dissemination and Communication plan will be **periodically updated** in alignment with the project's progress and the needs of target groups and will be used by the Consortium.

GRASPING INSTANTLY		Effective D&C are essential for maximizing the impact of the project and engaging key stakeholders.
		The project's communication efforts will emphasize its vision, objectives, and tools, particularly the Responsible Cooking Alliance (RCA) tool and RecipeWatch app, to encourage participation.
		A structured and adaptable DECP ensures targeted outreach at local, national, and EU levels, with periodic updates based on project progress and audience needs

## 1. Consortium as a whole

The Consortium's structure, which connects research, academia, governmental organizations, and non-profit organizations, encourages **diverse stakeholder groups** to actively collaborate with the project team during its development. This approach fosters the exchange of experiences and promotes public engagement with the project's subject matter.



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## 2. Introduction to dissemination, communication activities, further uptake of project results, and exploitation

Effective D&C activities play a pivotal role in ensuring the visibility, impact, and sustainability of the project results. These activities aim to raise awareness, foster understanding, and promote the adoption of the project's outcomes among **key stakeholders**, including policymakers, practitioners, researchers, the general public, and others. By strategically sharing knowledge and engaging with target groups, D&C activities lay the groundwork for the long-term exploitation and further uptake of project results.

### Dissemination

The project consortium must strive to achieve the intended outcomes of the project and disseminate the gathered information with the **designated target groups** to ensure that the project results are visible and can influence changes in societies' behaviors. In this frame, dissemination activities are a way to showcase the work that has been done as part of the Horizon Europe project.

Dissemination, in general, refers to the organized approach of sharing information about the project's process, activities, and results with target groups and key stakeholders through **various dissemination channels** at local, regional, national, EU, and international levels.

### Communication

Communication encompasses all efforts to **raise awareness** of the DietWise project, its vision, activities, and expected impact. Through proactive storytelling, branding, and digital outreach, communication activities help position the project in the public domain and enhance its societal relevance.

Clear, consistent, and compelling communication will support **trust-building** among stakeholders and ensure the project is perceived as both credible and approachable. This involves maintaining an active online presence, producing accessible content, and participating in public events or media activities.

### Exploitation

The strategy for exploiting the outcomes of the project will **ensure its long-term viability** and demonstrate how DietWise should adapt the tested framework. This strategy will guide all exploitation-oriented activities, including specific action plans on how each partner and the consortium as a whole will utilize the results and how they will be exploited after the grant.

**Communication, dissemination, and exploitation activities aim to achieve the following objectives:**

- To disseminate information about the DietWise project, its aim, and outcomes, explaining their importance.
- To communicate the benefits of engagement in relevant project implementation activities (e.g., co-creation, citizen science activities, becoming members of RCA, using the RecipeWatch app, etc.).
- To disseminate information about the outcomes of the DietWise project, as well as the possibilities and benefits of the application.
- To communicate about the contribution of various target groups.



- To mobilize interests and involve relevant target groups in communication and dissemination activities, empowering self-driven adoption of project results processes.

The DECP contains concrete actions and a timeline of these. In general, the DietWise project DECP plan defines its general goals:

- To make the DietWise project known among general society.
- To maintain interest in the project and its developments.
- To reach designated target groups.
- To inform stakeholders and target groups about how the project works and its results.
- To relate the project's deliverables to the target groups.

This document outlines the dissemination objectives, tools, and the appropriate target groups to guide the interventions. It defines the **roles and responsibilities** within the project consortium and specifies the timing for taking action.

Throughout the project, AdCogito (AdC) will continuously assess the effectiveness of the DECP. Insights from this analysis will guide the identification of new opportunities and tools to enhance outreach and engagement. The DECP will be updated in **M18** and **M36** to reflect these adaptations. This dynamic approach will ensure that DietWise remains visible, impactful, and aligned with the needs of its target groups, maximizing its long-term reach and effectiveness.

GRASPING INSTANTLY		D&C are crucial for visibility, impact, and sustainability, ensuring that project results are widely shared, understood, and adopted by key stakeholders.
		The exploitation strategy focuses on long-term uptake and scalability, guiding how project outcomes will be integrated into real-world settings and used beyond the grant period.
		A structured and adaptable DECP ensures targeted outreach, engagement, and continuous assessment to maximize the project's reach and effectiveness.

## 2.1. Roles and responsibilities

All project partners are expected to be **actively involved** in the D&C activities according to its strategy. AdC is the leader of Work Packages 9 and 10, "Dissemination, communication, research synergies, and exploitation in preparation for pilot implementation and during the pilot operationalization." AdC will monitor D&C actions described in this deliverable and provide all necessary material to project partners in such activities. Nevertheless, **partners' involvement in activities is crucial** for reaching project D&C goals.

The partners' involvement will naturally emerge from the project's progression, as the majority of tasks, outcomes, milestones, and advancements will require either stakeholder engagement or the creation of content intended for broad sharing and promotion. Furthermore, partners are required to consistently inform the dissemination manager about their D&C efforts before undertaking any related activities.

Table 3 lists consortium members' roles and responsibilities in D&C activities.

Actions	Each Consortium Member	AdC
Provide content for D&C (including photos and videos from events)	✓	
Prepare and share content in the DietWise channels and accounts		✓
Report any relevant events, the internal D&C reporting sheets	✓	✓
Organize events and conferences or participate in such events	✓	✓
Distribute project promotional materials	✓	✓
Contribute to the publications of project research results	✓	✓
Evaluate D&C activities		✓
Share information published by DietWise on partner channels	✓	

**Table 3. Roles and responsibilities in D&C activities**

Each partner is responsible for ensuring that their D&C activities **comply with the requirements** outlined in this document and those set by Horizon Europe. If partners are uncertain about any aspects, they can consult with AdC for guidance. The contact person for such questions at AdC is Marius Naruševičius, marius@adcgito.lt.

## 2.2. Project target groups

The project's target groups are categorized based on their interest and power/influence concerning the problem DietWise addresses. The level of interest and power/influence indicates the tactics for communicating with these target groups.

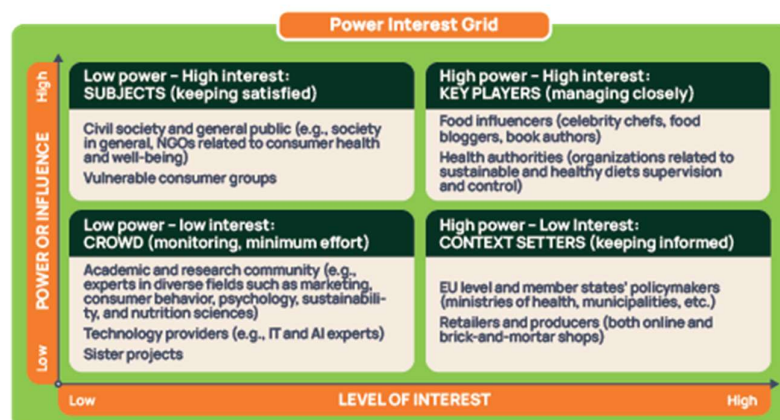
The **Power-Interest Grid**, developed by C. Eden and F. Ackermann (1998)<sup>2</sup>, is a tool that helps categorize target groups based on:



**Power of Influence (Y-axis)** – the ability of target groups to influence decisions, outcomes of the project, and policy. These target groups might be distinguished by expertise, strong connections, formal authority, or control over resources.



**Level of Interest (X-axis)** – the level of the target group's concern regarding the project or issue that the project addresses. The target group's level of interest also depends on how will they be affected by the project outcomes.



**Figure 1. Power Interest Grid**

<sup>2</sup> Eden, C., & Ackermann, F. (1998). Making strategy: The journey of strategy management. SAGE Publications.

### 2.2.1. Subjects: Civil society, the general public, and vulnerable consumer groups

Civil society, the general public, and vulnerable consumer groups are the **key target groups** to reach with the D&C activities as the main project's aim is to change people's behavior, i.e., healthier and more sustainable cooking at home becomes a more popular practice. It includes general society, non-governmental organizations (related to consumer health and well-being), and vulnerable consumer groups.

We provide a detailed description of **each target group** and DietWise's expectations of them within the project's framework.



#### General public

A broad, diverse group comprising all individuals in a society, regardless of background, level of engagement, or interests. Often passive recipients of information, with varying levels of interest or engagement.

Requires simple, accessible, and emotionally engaging messages.

Broad-reaching channels like social media, mass media publications, public events, and advertising.

#### Expectations:

- Changing behavior – adopting practices to cook healthier and more sustainably at home.
- Using the DietWise tools as a help for following recommendations that are in line with national nutrition guidelines. Participate to other relevant DietWise activities.
- Create an expectation that influencers will take responsibility and provide recipes or recommendations that are in line with national nutrition guidelines (motivation for influencers to get involved in self-regulation).



#### Vulnerable consumers

Vulnerable consumers are individuals or households that face barriers to adopting healthy and sustainable cooking practices due to economic, social, or physical challenges. This group may include low-income families, elderly individuals (especially those living alone), people with disabilities, single parents with limited time and resources, individuals with low health or nutrition literacy, or similar. Additionally, DietWise considers adolescents as vulnerable group and will pay considerable attention to them since their attitudes and habits are strongly affected by influencers.

Many vulnerable consumers may struggle with information overload, lack of access to resources, or limited motivation to change habits. They respond better to simple, actionable solutions rather than complex or aspirational messages. They rely on familiar sources such as community leaders or healthcare providers. Separate remarks should be made about adolescents who lack the skills to critically evaluate the content they are immersed in while spending a lot of time on social networks.

Workshops, cooking classes, social media with visual focus (e.g., easy-to-follow tutorials), and mass media publications.

- Expectations:**
- Overcoming the stereotype that healthy and sustainable nutrition is difficult and expensive.
  - Changing behavior – adopting practices to cook more sustainably and healthier at home.
  - Using the DietWise tools as a help for following recommendations that are in line with national nutrition guidelines. Participate to other relevant DietWise activities.
  - Influencers will take responsibility and provide recipes or recommendations that are in line with national nutrition guidelines (motivation for influencers to get involved in self-regulation).



### Civil society

- Organized groups and institutions that operate independently of the government, such as NGOs, think tanks, or grassroots organizations operating in areas related to ensuring consumer rights to full and trustworthy information and interests in healthy and sustainable nutrition. More active, engaged, and motivated in political, social, and civic issues in comparison to the general society.
- Can handle more complex and nuanced messaging.
- More targeted channels like workshops (e.g. for co-creation activities), roundtables, and direct engagement (especially in pilot countries).

- Expectations:**
- Support to the project's activities and engagement in the co-creation of relevant DietWise outcomes.
  - Applying DietWise outcomes or advising other stakeholders to do that.
  - Support in motivating influencers for self-regulation (bottom-up demand).

## 2.2.2. Crowd: Academic and research community, Technology providers, Sister projects

Communication with target groups that are assigned to the CROWD category (Figure 1. Power Interest Grid) should not be overly intensive but tailored to their specific need for information. The communication will primarily focus on the results of the research conducted during the project, published scientific articles, and other relevant outputs.



### Academic and research community

- Experts in diverse fields such as marketing, consumer behavior, psychology, sustainability, and nutrition sciences. They actively seek evidence-based information and contribute to scientific discussions.
- Expect structured and detailed, data-driven and objective, collaborative and knowledge-sharing communication.
- Specific channels such as scientific conferences, seminars, and publishing in scientific journals. See section [3.2.5](#) for indicative scientific conferences and section [3.2.3](#) for journals.

- Expectations:**
- Providing feedback for ongoing research.
  - Building further knowledge of DietWise findings.





### Technology providers

Technology providers in this context include IT professionals, AI experts, and companies developing digital solutions for sustainable and healthier cooking. Interested in technological advancements and potential applications in food and sustainability, looking for new challenges, datasets, and collaboration opportunities.

This also include project website and reports, professional platforms (e.g., LinkedIn), newsletters, mass media publications, tech conferences, and hackathons.

**Expectations:**

- Sharing experience.



### Sister projects

- Sister projects refer to initiatives, organizations, or programs that share similar goals, themes, or funding sources related to sustainable and healthier cooking. These projects may operate at local, national, or international levels. They seek synergies, partnerships, and resource-sharing opportunities, are actively involved in related work, are open to knowledge-sharing, and are interested in measurable outcomes, scalability, and policy alignment.
- Need to emphasize common goals, mutual benefits, and long-term impact. Highlighting possibilities to foster joint efforts, shared events, and cross-promotion.
- Project website and reports, conferences, workshops, networking events, joint webinars and cross-promotions, professional platforms (e.g., LinkedIn, EU project portals), newsletters, or similar.

**Expectations:**

- Sharing experience and aligning policy recommendations.
- Interest mobilization by using cross-promotion, seeking synergies in related work.

## 2.2.3. Key Players: Food influencers and Health authorities

According to **Figure 1. Power Interest Grid**, KEY PLAYERS have a high power and high interest in the topic DietWise analyses and should be managed closely.



### Food influencers

Digital content creators who shape public opinions and consumer behaviors related to nutrition. This target group includes celebrity chefs, food bloggers, book authors, and similar. Influencers prioritize credibility, reputation, and potential business opportunities. They constantly interact with their audience and are responsive to trends, prefer content that is easy to implement and visually appealing. Influencers measure their success by audience reach, engagement rates, and content visibility.

Messaging should highlight tangible benefits, such as audience growth, better reputation, and monetization opportunities.

D&C with influencers will not only include communication via social media channels and project website or any other public communication channels, but also will include a **direct approach**. To strengthen organic ways of engagement with the project, influencers will be actively approached directly and via influencers' associations and institutions (e.g., the World Influencers and Bloggers Association, and European Influencers Academy). Project events and workshops will serve the purposes of D&C with this target group as well. See section [3.4](#). for more details.

- Expectations:**
- Enhancing knowledge of national nutrition guidelines, which would lead to higher quality of their recipes.
  - Participation in RCA, applying and promoting the project's tools.
  - Becoming promoters or ambassadors for RCA in order to spark the engagement of other influencers.



### Health authorities

Health authorities include governmental and non-governmental organizations responsible for public health policies, nutrition guidelines, and food safety regulations. This group might include national and regional public health agencies, international organizations (e.g., WHO, EFSA, FAO, etc.), health and nutrition regulatory bodies (e.g., national dietary guideline committees, etc.), public health research institutions, local health departments and community health programs, and similar. This target group has a strong interest in promoting public health initiatives and has an influence on food industry practices and public dietary habits.

Conversation has to be based on scientific research and data-driven insights, messaging should fit within national health strategies and global health goals.

Project website and reports, conferences, professional platforms (e.g., LinkedIn), newsletters, mass media publications, direct communication, or similar.

- Expectations:**
- Considering the project's policy recommendations as relevant and aligning with national and international health strategies.
  - Supporting the RCA in order to highlight the initiative's validity to influencers.

## 2.2.4. Context Setters: Policymakers, retailers and producers

Context setters can have a high level of influence on society's everyday nutrition diets; therefore, this target group needs to be informed about the project's processes and results.



### EU-level and member states' policymakers

- This group includes decision-makers responsible for shaping policies on nutrition, public health, sustainability, and digital innovation at both the EU and national levels. It might include EU institutions (e.g., European Commission, European Parliament, European Food Safety Authority, etc.), national ministries and agencies (e.g., ministries of health, agriculture, environment, digital transformation, etc.), regulatory bodies (e.g., national food safety

authorities, consumer protection agencies, etc.), policy advisory groups and committees (e.g., European Public Health Alliance, expert working groups, etc.), and similar.

- Dietwise will take formal and policy-oriented D&C actions: clear, structured, and aligned with legislative frameworks, emphasizing long-term societal, economic, and environmental benefits, relying on research, pilot testing, and policy impact assessments.
- Project website and reports, conferences, professional platforms (e.g., LinkedIn), newsletters, mass media publications, or similar.

**Expectations:**

- Considering the project's policy recommendations as relevant, impactful, and aligning with existing strategies, satisfied with the project's outcomes.



### Retailers and producers

- This target group refers to retailers and producers, both online and brick-and-mortar shops. Engagement might be driven by consumer demand, regulations, and sustainability trends. Focus on sales, brand reputation, and competitive advantage. During the project, at some points retailers might be considered as influencers, as they also shape consumer choices, give advice, promote trends, etc.
- Project website and reports, conferences, professional platforms (e.g., LinkedIn), newsletters, mass media publications, or similar.

**Expectations:**

- Considering the project's outcomes as relevant, impactful, and aligning with their strategies. Increased willingness to support and adapt project's findings and tools.

## 2.3. Dissemination requirements

Effective dissemination is vital to achieve the potential impact of the project. It draws stakeholders' attention to research and adapts the project's results, enhancing their visibility, comprehension, and implementation. Furthermore, it bridges the gap between scientists and the public and contributes to transparency in research<sup>3</sup>.

Therefore, there are several requirements for effective and efficient dissemination of project outcomes<sup>4</sup>:



### Developed Clear Messages

Craft concise and clear messages that convey the significance of project findings. Jargon has to be avoided and information should be understandable to non-experts also.

<sup>3</sup> Marin-Gonzalez E., Malmusi D., Camprubi L., Borrell C. (2016): The Role of Dissemination as a Fundamental Part of a Research Project. International Journal of Health Services.

<sup>4</sup> European Commission: European Research Executive Agency, *Are you communicating your Horizon Europe project?*. Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2848/078892>

**Determined target groups**

It is important to determine which message is dedicated to which target group. Select dissemination methods that would have the best reach for the determined target group.

**Corporate Identity**

All DietWise material, results, or communication produced should be published under a unified picture, both in terms of design and content. The Corporate Identity is created in order to achieve this unity.

**Adaption for Different Contexts**

All project-related dissemination activities should be structured and developed in a way that allows them to be tailored to various national contexts and cultural backgrounds.

**Tracking of Dissemination**

The lead organization for D&C will track all related activities in a special tool created for the DietWise project. Reporting all project partners' actions to a dedicated tool will allow them to complete WP9 and WP10 tasks successfully.

**Acknowledgment of EU funding**

All D&C materials should include the EU emblem and the following acknowledgment:

"This project has received funding from the European Union under Horizon Europe under Grant Agreement No. 101181692."

and disclaimer:

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

### 3. Dissemination and communication of the DietWise project

D&C activities will be monitored and coordinated by AdC, while all project partners will be responsible for executing dissemination efforts at national levels. The implementation of D&C activities, as outlined in the dissemination plan, will be **systematically monitored** by the designated work package leader and documented in a formal dissemination report. A structured reporting and evaluation framework will facilitate regular assessment to ensure the continuous optimization of dissemination strategies. The impact and effectiveness of dissemination activities will be analyzed during scheduled online and in-person meetings with all project partners to support impact evaluation and inform subsequent planning processes.

On account of providing an overview we divide the D&C process into four main groups:

Type	Activities
On-line based	Project website and social media channels (i.e. Facebook, Instagram, X, LinkedIn), newsletters, partner websites and social media channels, etc.
Media based	Scientific journals, mass-media channels, TV and radio, if applicable
Face-to-Face	Events, conferences, workshops, trainings etc.
Paper based	Printed deliverables, leaflets, posters, reports etc.

Table 4. Communication processes

#### 3.1. The DietWise visual identity

Visual identity refers to the visual and communicative elements that create a consistent and recognizable project identity across all D&C activities. The DietWise visual identity aligns with the European Commission's guidelines for visibility and branding and is essential to ensure that the project is easily identifiable by stakeholders.

Therefore, different visual identity elements have been created for the DietWise project:

- [Logo \(with and without a baseline, horizontal and vertical options\)](#)
- Colors
- Font for all text dissemination
- Web design
- Word document template
- PowerPoint template
- [Leaflet/Flyer/Poster](#)

All elements of the DietWise visual identity are uploaded on the project's Sharepoint for project partners to use.

##### 3.1.1. DietWise Logo

The DietWise logo features plants depicted within an open circle. Graphically, they are formed from a knife and fork, with the letters D and W – the acronym of the DietWise project – visible within the shapes of

these utensils. The open circle symbolizes the project's openness to innovation, new ideas, and collaboration, while the plants represent health and sustainability. The eating utensils signify the project's focus on nutrition. Together, the utensils and plants represent healthy and sustainable eating.

To have various opportunities for successful graphical and visual D&C, there are two versions of the logo – horizontal and vertical, both together with slogan and without it.



Figure 2. Logo of DietWise

### 3.1.2. The DietWise colors and fonts

There are six colors in total for official DietWise D&C materials – white, black, cream, orange, light green, and dark green. Together, these colors reflect the project's core values of nutrition, healthy eating, and environmental responsibility.

**Black** and **white** represent simplicity and clarity, while **cream** conveys a sense of balance and harmony. **Orange** symbolizes energy and vitality, reflecting the project's focus on healthy eating. **Light green** and **dark green** represent sustainability, eco-friendliness, and growth, underscoring the project's commitment to sustainability and a green approach.

Figure 3. The DietWise **Colors** describes CMYK, RGB and HEX codes for the DietWise colors:

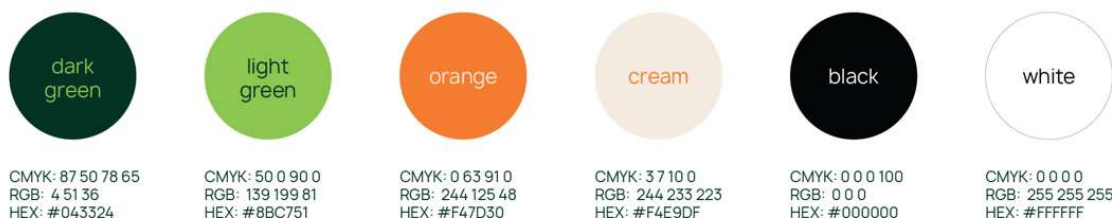


Figure 3. The DietWise Colors

The official font for all written D&C materials of the DietWise project is **Manrope**. This font should be used consistently across all project documents, presentations, and promotional materials to maintain a cohesive visual identity. Project partners and collaborators are able to download the Manrope font from the project's SharePoint to ensure uniformity in all materials.

### 3.1.3. Templates

In order to ensure a consistent project's visual identity, consortium members are obliged to use the official DietWise templates for all project material produced in DOC, PDF, and PPT formats. Relevant templates are accessible to project partners through the project's SharePoint, folder Promotional Materials.

Project partners are required not to change graphic elements or their location on the template.

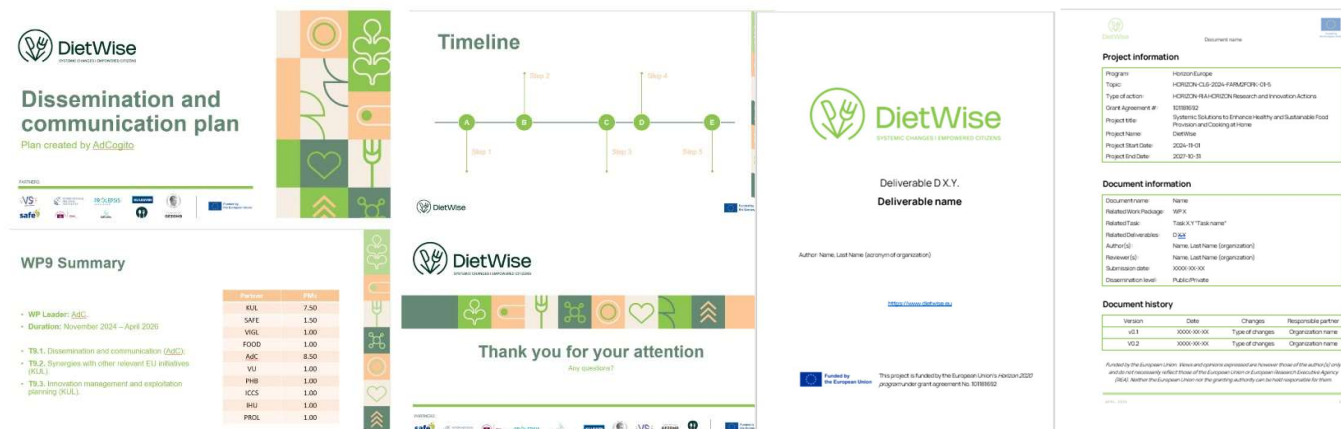


Figure 4. Presentation and Deliverable template

## 3.2. Dissemination channels

The DietWise project will utilize a variety of D&C channels to maximize the visibility and impact of its activities and results. A combination of both **traditional and non-traditional channels** will be employed to effectively reach the target groups identified in the project. They have been selected based on a detailed analysis of the needs, preferences, and communication habits of the intended stakeholders.

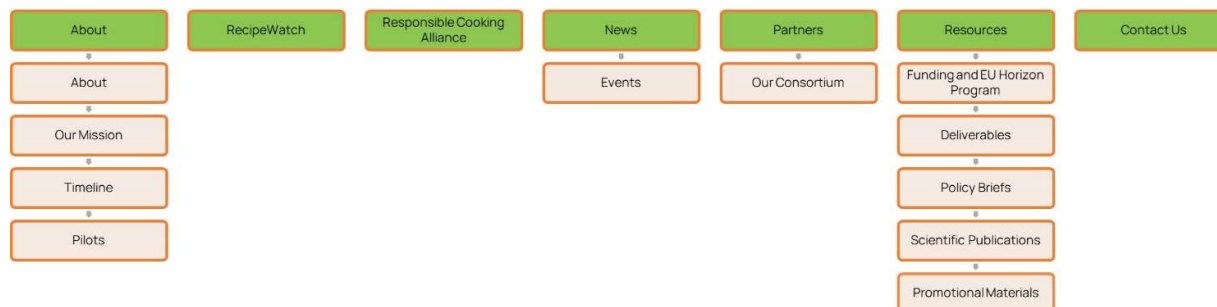
Traditional channels will include printed materials, newsletters, scientific journals and publications, press releases, and participation in conferences and events. Non-traditional channels will focus on digital and interactive communication, such as the project's website and social media platforms, to engage a broader audience in a more dynamic and accessible way.

### 3.2.1. The DietWise website

The <http://www.dietwise.eu> website was officially launched in **February 2025** and serves as the primary communication platform for the DietWise project. It is the main source of official project information and updates, ensuring effective communication with project partners, stakeholders, and all target groups defined in this document.

The website provides comprehensive resources, including project deliverables, news, event updates, and relevant materials to support the dissemination of project results. Designed to ensure accessibility and user-friendliness, the platform promotes engagement and fosters collaboration among all involved




parties. Additionally, the website highlights the project's goals, activities, and achievements, reinforcing its visibility and impact across different sectors and communities.



**Figure 5. The DietWise sitemap**

All public deliverables and promotional materials will be freely accessible for download on the website. Project partners are responsible for providing relevant content to support the website development, maintenance, and regular updates, ensuring that visitors are informed about the project activities and achievements. AdC will take overall responsibility for managing the website and uploading content.

The website will remain active throughout the project's duration and for at least **five years** after its completion. It will feature regular updates on the project's progress, internal and external events, relevant initiatives, reports, results, and news from the industry.

GRASPING INSTANTLY		The DietWise project website was launched in February 2025 as the project's primary communication platform.
		The website provides unlimited access to public deliverables and promotional materials, with project partners being responsible for contributing content, while AdC manages the website and content updates.
		The website will remain active throughout the project's duration and for at least five years after its completion, featuring regular updates on progress, events, reports, and relevant industry news.

### 3.2.2. The DietWise newsletters




The DietWise project will publish **bi-annual** newsletters to **ensure regular communication** with its target groups, including policymakers, academic and research communities, retailers and producers, food influencers, health authorities, vulnerable consumer groups, and the general public. These newsletters will provide essential updates on the project's progress, highlight key achievements, announce upcoming events, and share relevant news from the industry. The design of the newsletters will be prepared in **April 2025**.

Each newsletter will include a variety of content, such as articles on project deliverables, partner activities, success stories, interviews with experts, and summaries of important milestones. Additionally, the newsletters will feature insights into ongoing research, collaborations with other initiatives, and links to newly published resources.



Project partners will play an **active role** in preparing the newsletters by providing relevant content from their WPs, including news, reports, and event summaries. AdC will coordinate the structure and editing of each newsletter, ensuring that all content aligns with the project's branding and communication strategy.

Stakeholders interested in staying informed about DietWise will be able to easily subscribe to the newsletter through the [www.dietwise.eu](http://www.dietwise.eu) website, where a dedicated subscription section is available, **ensuring GDPR** compliance. This will ensure that all interested parties receive the latest project news directly to their inboxes, enhancing outreach and engagement.

GRASPING INSTANTLY		The DietWise project will publish bi-annual newsletters to update target groups on progress, key achievements, events, and industry news.
		Project partners are responsible for providing content from their work packages, while AdC will coordinate the structure and editing.
		The newsletter can be subscribed to via the <a href="http://www.dietwise.eu">www.dietwise.eu</a> website.

### 3.2.3. Scientific publications

The research partners of the project are keen on obtaining **evidence-based knowledge** that will enhance their internal knowledge and pave the way for scientific publications in international journals and conferences. This will help to further utilize the project's findings through **applied research**, which is critically important. The publications are expected to have a significant impact on knowledge and allow others to apply the results in their own research and initiatives.

The scientific publications will be dedicated to reaching the Crowd target group (see **Figure 1. Power Interest Grid**): academic and research community, technology providers, sister projects and other similar initiatives.

In total, the research and academic partners will publish five (5) scientific papers. These publications **aim to raise awareness and encourage valuable feedback** from the scientific community and other key project stakeholders. Therefore, the initial conference submissions and paper publications will be scheduled once significant scientific results have been achieved within the project.

The DietWise will ensure that all relevant outputs will be utilized in a **centralized repository** (Open Research Europe), which would be secure and easily accessible from any location, and regularly back up them to ensure that data is not lost or corrupted. The project's consortium supports **open access** to scientific publications; thus, actions will be taken to ensure free access to peer-reviewed articles resulting from the project. When publishing all consortium members have to follow the "[Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020](#)" and choose the main routes to open access: Green open access or Gold open access<sup>5</sup>.

<sup>5</sup> European Research Council. (2017). *Guidelines on the Implementation of Open Access to Scientific Publications and Research Data in Projects supported by the European Research Council under Horizon 2020*. Research and innovation. European Research Council.

AdC will oversee the project's academic activities from a managerial standpoint. An academic publications tracker will be developed and shared with all partners, who will be responsible for keeping it updated. This will enable AdC to track publication progress and prevent overlapping efforts or potential conflicts between partners. Below an indicated list of journals for dissemination of scientific outputs is given:

Journal title	Impact factor
Journal of Experimental Social Psychology	3,2
PLOS One	2,9
Psychology & Health	3,19
Policy and Society	5,7
Frontiers in Psychology	2,6
Journal of Consumer Psychology	5,59
Journal of Environmental Psychology	6,1
European Journal of Public Health	4,42
Appetite	4,6
Foods	4,7

Table 5. Indicative journals for DietWise

GRASPING INSTANTLY		The project's research partners aim to generate evidence-based knowledge leading to scientific publications in international journals and conferences, with five papers planned to maximize impact and application.
		These publications will target the academic and research community, technology providers, sister projects, and similar initiatives, fostering awareness and valuable feedback.
		DietWise will ensure open access to all scientific outputs via Open Research Europe, following Horizon Europe guidelines, while AdC will manage academic activities and track publication progress to prevent overlaps.

### 3.2.4. Participation in conferences and events

The purpose of participation in scientific conferences and events is not only to expand knowledge, grow contact networks, and establish connections with other related projects and initiatives but also to present the progress of the DietWise project, research results, developed tools, and achievements. Sharing preliminary findings at conferences and symposiums can **encourage peer feedback and open doors** for collaboration while promoting engagement through academic social networks.

Participation in conferences and events is one of the key ways to reach the Crowd target group (see **Figure 1. Power Interest Grid**) and promote the results achieved during the DietWise project. Organizations involved in the DietWise project will participate in at least five (5) conferences and events during the project period.

A preliminary list of conferences and events recommended for participation has been prepared:



Scientific conferences	
International Conference on Health and Social Behavior	Society for Experimental Social Psychology Conference
Association for Consumer Research Conference	European Marketing Academy Conference
American Marketing Association Conference	Society for Consumer Psychology Conference
European Public Health Conference	World Public Health Nutrition Congress

**Table 6. Scientific conferences for dissemination of DietWise outcomes**

This list is not exhaustive and may be updated or modified depending on the timing and dissemination goals. The list is also provided to project partners in the **Dissemination and Communication Reporting Sheets document**, which includes details such as conference names, locations, dates, registration fees, and other relevant information. All project partners are responsible for updating this list as the project progresses.

When participating in conferences or events and presenting the DietWise project results, partners must adhere to the **Corporate Identity guidelines** described in [section 3.1](#). Partners bring full responsibility for the content provided in their presentation, etc.

Participation in conferences and events must be reported using the D&C Reporting Sheets document. Project partners should also inform AdC about their participation at least **five days before** the start of the event. After the conference or event, partners must upload photos from the event to the internal sharing folders to be used for dissemination on the DietWise website and social media channels.

GRASPING INSTANTLY		At least five conferences and events will be attended during the project, with a preliminary list provided to partners in the D&C Reporting Sheets, which they must update as the project progresses.
		Partners must adhere to Corporate Identity guidelines when presenting, report participation through the D&C Reporting Sheets, inform AdC at least five days in advance, and upload event photos for dissemination on the DietWise website and social media.

### 3.2.5. Non-scientific publications

Non-scientific publications play a role in maximizing the impact of the DietWise project by ensuring that key messages and results reach broader audiences beyond the academic and scientific communities. These activities aim to engage stakeholders such as policymakers, industry representatives, civil society, and the general public, thereby fostering awareness, understanding, and support for the project's objectives and outcomes. It is also important that the broader visibility of the project serves as motivation for influencers to become part of the project.

During the course of the project, **partners are encouraged to produce and share** non-academic publications, including press releases and media articles, participating in TV or radio features to boost the project's visibility and engage stakeholders beyond the core audience.

Press releases will be prepared as required, particularly to showcase key achievements, updates, and upcoming activities, ensuring consistent and timely outreach to the general public. In total, there will be nine (9) press releases (one per year per each partner country).

These efforts will focus on both local media to promote project events and meetings, and EU-level channels to inform stakeholders about the project's broader progress and outcomes, with opportunities to highlight specific pilot case stories.




There are a few guidelines to follow while preparing non-scientific publications for the DietWise project<sup>6</sup>:

Non-scientific Publication Guidelines	
Identify purpose and audience	Determine the goal of the publication
	Consider who are you addressing and tailor the message according to that
Use simple, clear, and positive language	Avoid jargon, technical terms, and complex explanations
	Use everyday language to make the content accessible
	Explain any essential scientific concepts in a way that a non-expert can easily understand
Focus on key messages	Highlight the most important points, such as project goals, progress, key findings, and upcoming activities
	Keep the message concise and avoid overloading the reader with too much information
Content must be engaging	Use a storytelling approach where possible, focusing on human-interest aspects (e.g., how the project impacts individuals or communities)
	Include quotes from project partners, stakeholders, or beneficiaries to make the content more relatable
	Use visuals such as photos, infographics, and videos to support and enhance the message. Upload photos from events to specified folder at <a href="#">Sharepoint</a> for public use.
Ensure accuracy and credibility	Double-check facts, figures, and quotes for accuracy
	Ensure that any claims or findings are backed by project data or credible sources
	Avoid exaggerations or making unsubstantiated claims
Provide a call to action	Encourage the reader to engage further (e.g., visit the project website, attend an event, follow on social media)
	Make sure the call to action is clear and relevant to the content
Adapt the format	Press Releases should be concise (1-2 pages) and follow a standard structure.
Ensure EU requirements	Acknowledge EU funding by including the required disclaimer
	Use the EU emblem in accordance with project guidelines
Coordinate with partners	Inform AdC before releasing any publication to ensure consistency with the overall communication strategy
	Share drafts for feedback and approval when necessary

**Table 7. Non-scientific publication guidelines**

Press releases will be prepared by AdC with the contribution of project partners in Belgium, Greece, and Lithuania. Each partner participating in other non-scientific dissemination activities will have to report such actions in the Dissemination reporting template to keep track of actions taken.

<sup>6</sup> Dissemination and exploitation. European Research Executive Agency.. [https://rea.ec.europa.eu/dissemination-and-exploitation\\_en](https://rea.ec.europa.eu/dissemination-and-exploitation_en)

GRASPING INSTANTLY		Non-scientific publications help maximize the impact of the DietWise project by engaging broader audiences.
		Partners are encouraged to produce non-academic publications, including press releases, media articles, or TV/radio features, to boost the project's visibility and engage stakeholders beyond the core audience.
		There will be nine press releases (one per year per partner country), coordinated by AdC with contributions from partners in Belgium, Greece, and Lithuania.

### 3.2.6. Horizon dissemination and communication channels

To boost the project impact, the DietWise partners are encouraged to use dedicated Horizon channels based on project needs. Some of the channels to use are mentioned in the table below.

Channel	About	Link
CORDIS	European Commission's official platform for sharing information about EU-funded projects and their results. This is a mandatory channel for the submission of project results	<a href="#">CORDIS website</a>
Horizon Results Platform	A platform to showcase exploitable project results. The platform helps to connect with stakeholders interested in using or funding the project's results	<a href="#">Horizon Results Platform</a>
Horizon Results Booster	Booster is an initiative from the European Commission providing a set of services to EU-funded projects, free of charge, to help navigate the complexities of dissemination and exploitation	<a href="#">Booster Website</a>
Horizon Dashboard	A comprehensive platform to visualize and analyze Horizon Europe and Horizon 2020 funding data and project information	<a href="#">Horizon Dashboard</a>
Innovation Radar	Highlights high-potential innovations funded by Horizon projects to promote market-ready technologies as well as Encourages collaboration between innovators and investors or companies	<a href="#">Innovation Radar</a>
Horizon Magazine	A digital magazine that showcases stories and breakthroughs from Horizon-funded projects. It engages the general public with easily digestible science stories	<a href="#">Horizon Magazine</a>
Research and Innovation Success Stories	A collection of the most recent success stories from EU-funded Research & Innovation projects	<a href="#">Channel Link</a>

Table 8. Horizon D&C Channels

### 3.3. Dissemination and communication on social media channels

The project utilizes four (4) social media platforms established in M2: **Facebook, LinkedIn, Instagram, and X**. These exact platforms have been selected as they are among the most popular and widely used platforms in EU<sup>7</sup>, ensuring maximum visibility and engagement. These platforms cater to diverse audiences, from the general public to professionals, enabling us to effectively reach and connect with key target groups across different sectors. **Table 9. D&C objectives for social media platforms** shows which

<sup>7</sup> Social media stats Europe, <https://gs.statcounter.com/social-media-stats/all/europe>




specific social networks will be used to reach the defined project's target groups:

	Facebook	Instagram	LinkedIn	X
Civil society	✓		✓	✓
Vulnerable consumer groups	✓	✓		
General public	✓	✓		
NGOs			✓	✓
Food influencers	✓	✓		
Health Authorities			✓	
EU-level member states' policymakers			✓	✓
Retailers and Producers			✓	✓
Technology providers			✓	✓
Academic and Research Community			✓	
Sister projects			✓	✓

**Table 9. D&C objectives for social media platforms**

All DietWise social media accounts will be managed and monitored by AdC, with content developed in collaboration with the participating organizations. The language used for all posts on these media channels is **English**. However, partners are expected to use **local languages** on their pages in order to increase the communication outreach and impact.

All project partners are expected to contribute to the communication on social media. This involves following the project's pages or profiles and sharing them within their networks to broaden the project's reach and overall impact, as well as creating their own content related to the project for their social media pages. Partners are encouraged to recommend relevant pages or profiles for DietWise to connect with, helping to build meaningful collaborations. While communicating on social media, partners are suggested to follow strategies that are developed for [Facebook \(3.3.1\)](#), [Instagram \(3.3.2\)](#), [LinkedIn \(3.3.3\)](#), and [X \(3.3.4\)](#) if they are in line with their organizations' strategies of communication on social media.

GRASPING INSTANTLY		DietWise uses Facebook, LinkedIn, Instagram, and X for maximum visibility and engagement, targeting identified target groups across the EU.
		Each social media platform has specific objectives and strategies aligned with the specifics of each platform (see following subsections).
		All project partners are encouraged to contribute by sharing content, recommending relevant connections, and promoting DietWise through their own channels using local language to expand the project's reach and impact.

### 3.3.1. DietWise on Facebook

As Facebook remains the most popular social media platform in the EU (80,59% of EU citizens use Facebook, according to Statcounter Globalstats<sup>8</sup>), therefore, it will play the main role in the project's D&C activities on social media when targeting the broader target groups.

Facebook has a higher proportion of older users compared to Instagram. As of April 2024, 20.2% of Facebook's global users were aged 35 to 44 years, 12% were between 45 and 54 years, and 10% were aged

<sup>8</sup> Social Media Stats Europe. StatCounter Global Stats. <https://gs.statcounter.com/social-media-stats/all/europe/#monthly-202401-202501>

55 years and above<sup>9</sup>. In contrast, during the same period, 16% of Instagram's global users were aged 35 to 44 years, and only 8.1% were 45 years and older. This data underscores that Facebook maintains a larger share of older users compared to Instagram<sup>10</sup>.

Table 10 details the strategy of D&C activities on the [DietWise Facebook](#) page.

Main target groups	
<ol style="list-style-type: none"> <li>1. Civil society</li> <li>2. Vulnerable consumer groups</li> <li>3. General public</li> </ol>	<ol style="list-style-type: none"> <li>1. Food influencers</li> </ol>
Objectives	
<ol style="list-style-type: none"> <li>1. To engage target groups in developing relevant DietWise results.</li> <li>2. To increase the acceptability of the outcomes of the DietWise project.</li> </ol>	
	<ol style="list-style-type: none"> <li>3. To motivate influencers to join the RCA.</li> </ol>
Tactics	
<p>The tactics focus on following actions that encompass the <b>actualization of the problem</b> (target groups have to consider the project's objectives as personally relevant to them), <b>education</b> (target groups have to feel that they know how to make changes and that it is realistic to implement them), and <b>motivation</b> (target groups have to perceive the benefits of the change, see examples that would be desirable to follow, etc.).</p>	
<ol style="list-style-type: none"> <li>1. Actualize the challenges the DietWise project addresses with engaging posts.</li> <li>2. To demonstrate the importance and trustworthiness of the DietWise project (e.g., by presenting consortium members, support from external stakeholders, and authorities, highlighting what challenges are caused by the gaps the project addresses, etc.).</li> <li>3. Inform about the project's activities and outcomes.</li> </ol>	
<ol style="list-style-type: none"> <li>4. To show the need for behavioral changes and the benefits that those changes will bring (facts, success stories, remarks of experts, etc.).</li> <li>5. Enhance the knowledge of how to implement behavioral changes.</li> <li>6. Highlighting that implementation of these behavioral changes is affordable and acceptable for vulnerable consumer groups.</li> <li>7. To show the benefits, simplicity, and others' examples of engagement in developing and using the DietWise results.</li> </ol>	<ol style="list-style-type: none"> <li>4. To show the need for changing recipes' content so it would be in line with national nutrition guidelines.</li> <li>5. To motivate engagement in co-creation activities of RCA and RecipeWatch by demonstrating the value of participation (e.g., through a self-regulation lens).</li> <li>6. To highlight the benefits of deepening knowledge of nutrition guidelines and joining the RCA.</li> <li>7. To provide the spotlight for influencers that will join the RCA and co-creation activities as a motivational measure.</li> </ol>
Key messages	

<sup>9</sup> Dixon, S. J. (2025, March 27). Topic: Facebook. Statista. <https://www.statista.com/topics/751/facebook/>

<sup>10</sup> Dixon, S. J. (2024, May 2). Instagram: Age distribution of global audiences 2024 | statista. Statista. <https://www.statista.com/statistics/325587/instagram-global-age-group/>

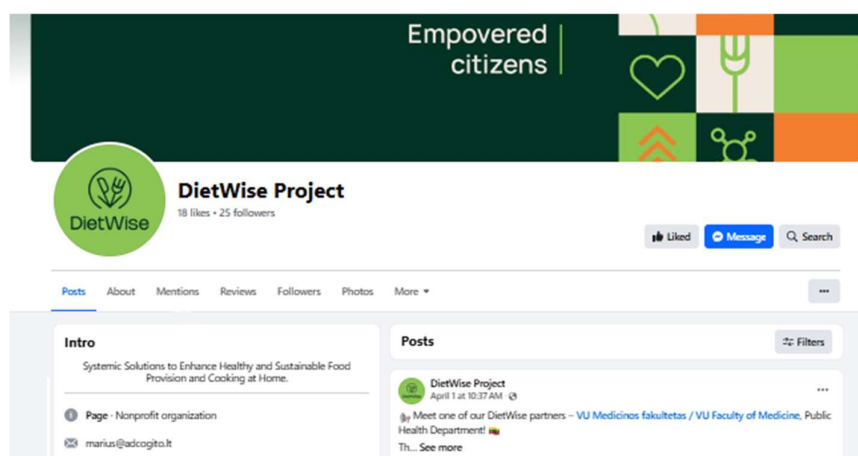


- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. More sustainable and healthier cooking at home is not only good for health but also brings social and economic benefits.</li> <li>2. DietWise helps to cook at home more sustainably and healthier in a way that is easy, acceptable, and affordable to everyone.</li> <li>3. It is important to gain knowledge and employ tools empowering to navigate the digital world of recipes, when choosing more sustainable and healthier options.</li> </ol> | <ol style="list-style-type: none"> <li>1. Promoting healthy and sustainable cooking at home (in line with national nutrition guidelines) brings benefits to influencers' businesses.</li> <li>2. Messages communicating benefits the RCA will offer. For instance: Self-regulation not only strengthens reputation, distinguishes you as a trendsetter in the market, and allows you to define the rules for the market, but also brings countable benefits for your business (e.g., more attractive collaboration for advertisers, etc.).</li> </ol> |
|--|---|

**Table 10. The strategy of D&C activities on the DietWise Facebook page**

The DietWise page was created in M2 and can be accessed via the following link:

<https://www.facebook.com/dietwise.project>.



**Figure 6. DietWise Facebook page**

### 3.3.2. DietWise on Instagram

With 2 billion monthly active users and over 500 million daily active users, Instagram is the **third most popular** social media platform worldwide. 31.3% of Instagram users are aged 18 to 24 years, while 31.0% of Instagram users belong to the age group of 25 to 34 years (this statistic counts users older than 18 years old)<sup>11</sup>. The latest [Eurobarometer Youth Survey](#) (2025) shows that EU citizens aged 16-30 use social media as their main information source. Moreover, Instagram is the leading platform for young people to access political and social news, with 47 percent using it. TikTok follows closely at 39 percent, while 21 percent of young people use X for this purpose<sup>12</sup>. Taking into account this statistic, Instagram is planned to be used for targeting younger target groups of the DietWise project, including adolescents, who are considered a vulnerable consumer group within the project's framework. The main aspects of the D&C strategy on

<sup>11</sup> Kumar N. (2025), How Many People Use Instagram 2025 [New Data]. <https://www.demandsage.com/instagram-statistics/>

<sup>12</sup> European Commission. Eurobarometer Survey 539: Food safety in the EU. October 2023. Available at: <https://europa.eu/eurobarometer/surveys/detail/3392>.



Instagram are presented in **Table 11. The strategy of D&C activities on the DietWise Instagram page** below:

Main target groups	
1. General public 2. Vulnerable consumer groups (special focus on adolescents)	1. Food influencers
Objectives	
1. To engage target groups in developing relevant DietWise results. 2. To increase the acceptability of the outcomes of the DietWise project.	
	3. To motivate influencers to join the RCA.
Tactics	
<p>The tactics focus on following actions that encompass the <b>actualization of the problem</b> (target groups have to consider the project's objectives as personally relevant to them), <b>education</b> (target groups have to feel that they know how to make changes and that it is realistic to implement them), and <b>motivation</b> (target groups have to perceive the benefits of the change, see examples that would be desirable to follow, etc.). Considering that this platform will target younger target groups compared to Facebook, the content should be adapted to their needs – relatable and visually appealing, language less official, recommendations provided simply, in steps, looking trendy.</p>	
1. Actualize the challenges the DietWise project addresses with engaging posts. 2. To demonstrate the importance and trustworthiness of the DietWise project (e.g., by presenting consortium members, support from external stakeholders, and authorities, highlighting what challenges are caused by the gaps the project addresses, etc.). 3. Inform about the project's activities and outcomes.	
4. To show the need for behavioral changes and the benefits that those changes will bring (facts, success stories, remarks of experts, etc.). 5. Enhance the knowledge of how to implement behavioral changes. 6. Highlighting that implementation of these behavioral changes is affordable and acceptable for vulnerable consumer groups. 7. To show the benefits, simplicity, and others' examples of engagement in developing and using the DietWise results.	4. To show the need for changing recipes' content so it would be in line with national nutrition guidelines. 5. To motivate engagement in co-creation activities of RCA and RecipeWatch by demonstrating the value of participation (e.g., through a self-regulation lens). 6. To highlight the benefits of deepening knowledge of nutrition guidelines and joining the RCA. 7. To provide the spotlight for influencers that will join the RCA and co-creation activities as a motivational measure.
Key messages	
1. More sustainable and healthier cooking at home is not only good for health but also brings social and economic benefits. 2. DietWise helps to cook at home more sustainably and healthier in a way that is easy, acceptable, and affordable to everyone. 3. It is important to gain knowledge and employ tools empowering to navigate the	1. Promoting healthy and sustainable cooking at home (in line with national nutrition guidelines) brings benefits to influencers' businesses. 2. Messages communicating benefits the RCA will offer. For instance: Self-regulation not only strengthens reputation, distinguishes you as a trendsetter in the market, and allows you to define the rules for the market, but

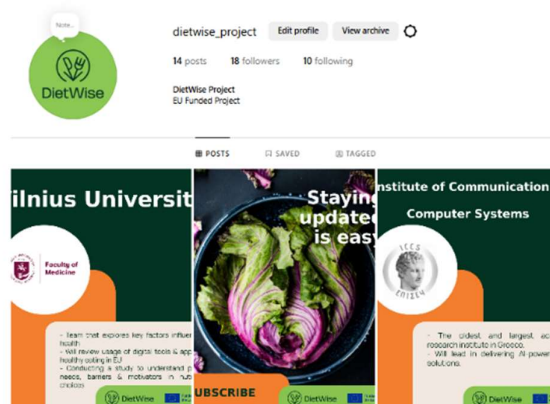
digital world of recipes, when choosing more sustainable and healthier options.

also brings countable benefits for your business (e.g., more attractive collaboration for advertisers, etc.).

**Table 11. The strategy of D&C activities on the DietWise Instagram page**

The DietWise Instagram page was created in M2 and can be accessed via the following link:

[https://www.instagram.com/dietwise\\_project/](https://www.instagram.com/dietwise_project/)



**Figure 7. DietWise Instagram Page**

### 3.3.3. DietWise on LinkedIn

LinkedIn is the world's **largest platform for professional networking**. Currently, it has over 1.15 billion users worldwide. With 23.6% of users logging in daily, LinkedIn's influence keeps growing, strengthening its role as an essential platform for personal and professional development<sup>13</sup>. This social media platform was chosen to increase project visibility within a professional context. The strategy of D&C activities on LinkedIn is overviewed in **Table 12. The strategy of D&C activities on the DietWise LinkedIn account** below:

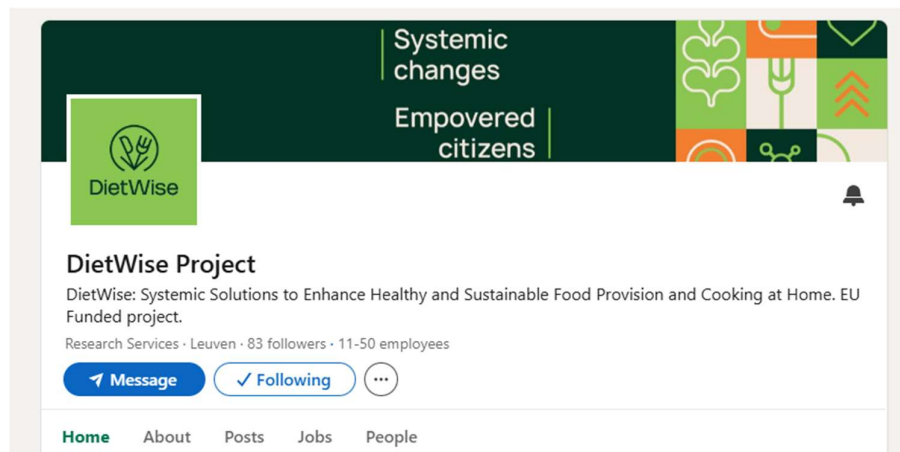
Main target groups	Objectives
<ol style="list-style-type: none"> <li>Civil society</li> <li>Health authorities</li> <li>Academic and research community</li> <li>Sister projects</li> <li>NGOs</li> <li>EU-level and member states' policymakers</li> <li>Retailers and producers</li> <li>Technology providers</li> </ol>	<ol style="list-style-type: none"> <li>To maximize DietWise's impact through the support of the project's activities and acceptability and application of the project's outcomes.</li> </ol>
Tactics	Key messages
<p>Since these target groups are already more knowledgeable about the context, existing challenges, and need for change, the tactics focus on fitting DietWise in this context, highlighting its relevance to target groups and</p>	<ol style="list-style-type: none"> <li>DietWise distinguishes itself with a well-balanced interdisciplinary and transdisciplinary consortium and provides a fresh and knowledgeable perspective on the</li> </ol>

<sup>13</sup> Kumar N. (2025), LinkedIn Statistics 2025: Active Users Data (Worldwide). <https://www.demandsage.com/linkedin-statistics/>

<p>encouraging collaborations. More precisely, the tactics encompasses:</p> <ol style="list-style-type: none"> <li>1. To present DietWise as an important and influential project relevant to target groups' activity.</li> <li>2. To inform target groups about the DietWise ongoing work and encourage them to provide feedback.</li> <li>3. To present the project's outcomes, their impact, and adaptability.</li> <li>4. Foster collaboration and synergy opportunities, encourage feedback for the project's activities, and support the project's aims and activities.</li> </ol>	<p>challenges that are also relevant to the target groups.</p> <ol style="list-style-type: none"> <li>2. DietWise is developing innovative and promising tools, creating new knowledge in directly relevant domains. Therefore, it is worth following the project's activities and engaging when it is beneficial.</li> <li>3. It is worth providing feedback for the project activities and outputs since they might be directly useful for the target groups' aims.</li> </ol>
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**Table 12. The strategy of D&C activities on the DietWise LinkedIn account**

The DietWise LinkedIn account was created in M2 and developing successfully. The account can be accessed with the link: <https://www.linkedin.com/company/dietwise-project/>.



**Figure 8. DietWise page on LinkedIn.**

### 3.3.4. DietWise on X

With 611 million monthly active users, X (formerly known as Twitter) remains the 12th most popular social platform globally. Known for its focus on news, social commentary, and real-time discussions, X has a predominantly **male user base** and is especially popular among **Millennials aged 25-34**. While X has the most users in the United States and Japan, consumers from EU countries such as Germany, France, Spain, and the Netherlands also actively use this social media platform<sup>14</sup>.

<sup>14</sup> Kumar N. (2025), Twitter (X) User Statistics 2025 – Age, Gender, Demographics. <https://www.demandsage.com/twitter-statistics/>

Using X is a strategic choice due to its wide reach in the above-mentioned EU countries. Additionally, the platform's real-time nature allows to share updates, news, and event highlights instantly, while its interactive features foster engagement through comments, likes, and reposts, helping to build a community around topics like healthy eating and personalized nutrition.

Main target groups	Objectives
<ol style="list-style-type: none"> <li>1. Civil society</li> <li>2. Sister projects</li> <li>3. NGOs</li> <li>4. EU-level and member states' policymakers</li> <li>5. Retailers and producers</li> <li>6. Technology providers</li> </ol>	<ol style="list-style-type: none"> <li>1. To maximize DietWise's impact through the support of the project's activities and acceptability and application of the project's outcomes.</li> </ol>
Tactics	Key messages
<p>Since these target groups are already more knowledgeable about the context, existing challenges, and need for change, the tactics focus on fitting DietWise in this context, highlighting its relevance to target groups and encouraging collaborations. More precisely, the tactics encompasses:</p> <ol style="list-style-type: none"> <li>1. To present DietWise as an important and influential project relevant to target groups' activity.</li> <li>2. To inform target groups about the DietWise ongoing work and encourage them to provide feedback.</li> <li>3. To present the project's outcomes, their impact, and adaptability.</li> <li>4. Foster collaboration and synergy opportunities, encourage feedback for the project's activities, and support the project's aims and activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. DietWise distinguishes itself with a well-balanced interdisciplinary and transdisciplinary consortium and provides a fresh and knowledgeable perspective on the challenges that are also relevant to the target groups.</li> <li>2. DietWise is developing innovative and promising tools, creating new knowledge in directly relevant domains. Therefore, it is worth following the project's activities and engaging when it is beneficial.</li> <li>3. It is worth providing feedback for the project activities and outputs since they might be directly useful for the target groups' aims.</li> </ol>

**Table 13. The strategy of D&C activities on the DietWise X profile**

DietWise X profile, created in M2, is growing slowly. Since the majority of the target groups can also be reached through other social media channels, we will monitor the profile's growth and analyze the results. After the first year, in collaboration with the project Coordination team, we will decide on the next steps: whether to continue using the platform, close it, or migrate to another social network that better aligns with the project's goals.



**Figure 9. DietWise page on X**




### 3.4. Influencers and DietWise

71 percent of people have "**gone digital**" in the kitchen, getting their cooking ideas from Facebook, Instagram, or TikTok and following foodie influencers on social media<sup>15</sup>. To make project outcomes more effective, the **active involvement of food influencers** is foreseen. DietWise defines influencers as powerful food environment actors who use wide (primarily digital) media presence to influence citizens' food provision and cooking decisions – celebrity chefs, social media influencers, cooking websites, blogs and apps, retailers providing cooking advice, celebrity nutritionists, and doctors.

Influencers will be involved in project activities, such as **workshops and the RCA**. Since influencers will actively participate in to these activities, it is expected that they will communicate about their involvement in the project through their own channels.

DietWise will share content on its Social Media Accounts (SMAs) and website, featuring not only the project-related activities of participating influencers but also their independently created messages, videos, or photos related to healthy eating and a healthy lifestyle. These contributions, even when not directly linked to the project, will further engage audiences. Such actions will not only motivate influencers to participate voluntarily in project activities, as it boosts their visibility among DietWise followers but will also enhance the overall visibility of DietWise among the influencers' own audiences.

It is crucially important that project partners working with the involvement of influencers in **T2.3**. (SAFE, VIGL, VU, PHB, IHU, KUL, Food, AdC) communicate with influencers about their engagement in the project's dissemination activities, emphasizing the mutual benefits mentioned before. Regular and transparent communication will help to build **strong, trust-based relationships** with influencers, ensuring their active participation and alignment with the project's goals. By doing so, partners can maximize the impact of influencer-led dissemination while strengthening the overall visibility and outreach of the project.

GRASPING INSTANTLY		Influencers play a key role in shaping food choices, with 71% of people getting cooking ideas from social media, making their involvement crucial for the project's success.
		DietWise will actively engage food influencers in project activities, leveraging their reach to amplify dissemination efforts through their own channels.
		Collaboration with influencers requires strategic and transparent communication, ensuring mutual benefits and strengthening the project's visibility and impact.

<sup>15</sup> Independent Digital News and Media. (2020, October 28). More than 70% of adults use social media for recipes instead of cookbooks, survey finds. The Independent. <https://www.independent.co.uk/tech/recipes-online-cookbooks-food-inspiration-social-media-facebook-instagram-b1397624.html>

## 4. Synergies with other projects and initiatives

It is important to create synergies and collaborate with other EU-funded projects in the Horizon program or any other, especially when projects or initiatives cover same or similar topics. Such actions can significantly boost the impact of DietWise and other projects, leveraging existing knowledge and avoiding duplication of efforts.

The consortium may form collaborative connections and gain the experience and knowledge of other projects and efforts on related subjects at the local, national, and EU levels. By increasing networking opportunities and discovering possible cooperative actions for mutual gain, these relationships can assist the DietWise to effectively grow and eventually advance projects larger objectives alongside related efforts.

Synergies with other projects will be outlined in **Deliverable D1.3, “Networking Plan 1”**, detailing collaborative opportunities and strategic alignments. This plan will be regularly updated at M18 and M36 to reflect ongoing developments, ensuring continuous engagement and coordination with relevant initiatives.

## 5. Innovation and exploitation

The DietWise project aims to develop systemic solutions to enhance healthy and sustainable food provision and cooking at home. By leveraging innovative tools, behavioral interventions, and AI-powered applications, DietWise seeks to empower citizens, influencers, and vulnerable groups to make informed, healthy, and sustainable food choices.

At its core, the project addresses key barriers to adopting healthier eating habits by **integrating cutting-edge digital technology, social science insights, and policy recommendations**. By streamlining existing nutrition tools and fostering a culture of responsible and evidence-based dietary choices, DietWise will bridge the gap between public health guidelines and real-world consumer behavior.

DietWise also promotes **social innovation** by engaging food influencers, policymakers, and communities in co-creation processes that enhance nutrition literacy and accessibility. Through a multi-stakeholder approach, the project will drive structural changes in food environments, ensuring that home-cooked meals become the most sustainable and feasible option for diverse populations.

In effect, an Innovation and Exploitation Plan is essential for ensuring that the **innovative and systematic solutions developed by DietWise**, such as innovative tools, behavioral interventions, and AI-powered applications, are effectively deployed, commercialized, and scaled to maximize their impact. The Innovation and Exploitation Plan outlines clear strategies for managing innovations and leveraging project results by ensuring that DietWise outcomes empower citizens, influencers, and vulnerable groups to make informed, healthy, and sustainable food choices.

Furthermore, the plan supports the integration of these solutions into real-world food environments, bridging the gap between public health guidelines and consumer behavior. It also facilitates the long-term sustainability and scalability of the project's innovations, enabling their adoption across healthcare, digital technology, food regulation, and consumer engagement sectors. Ultimately, the plan ensures that DietWise's transformative approach to food provision and cooking at home creates lasting, systemic change.

### 5.1. Key innovations

The DietWise project introduces a range of innovative solutions designed to improve how individuals and communities engage with food and nutrition. These innovations leverage cutting-edge technology, Artificial Intelligence (AI), and behavioral science to create tools that empower consumers, influencers, and policymakers. By addressing key barriers such as misinformation, lack of accessibility, and behavioral inertia, these innovations aim to drive a shift towards healthier and more sustainable eating habits.

The following sections detail the key technological and behavioral innovations developed within the project and their corresponding readiness levels. These innovations include AI-powered Food Literacy and Behavior Change Tools, RCA add-on tool, RecipeWatch, Behavioral interventions strategies, Co-creation and citizen science.

### 5.1.1. Responsible Cooking Alliance (RCA) Add-on tool

This is a digital evaluation tool that assesses the compliance of food influencers, bloggers, and digital platforms with national nutrition guidelines, offering scores and recommendations for improvement. Its features include weekly meal planning, recipe ratings, and sustainability advice.

### 5.1.2. RecipeWatch App

RecipeWatch is an AI-based app that scans online recipes and suggests corrections based on national nutrition guidelines. It provides dynamic, real-time dietary recommendations based on user behavior, nutrition guidelines, and sustainable food consumption patterns, which empowers citizens to make healthier and more sustainable food choices. The app includes a browser extension for seamless integration with recipe websites.

### 5.1.3. Behavioral interventions strategies

This includes novel interventions based on motivational matching, social influence, and norms focused on reducing resistance to healthy and sustainable food choices, reducing food waste and sustainable food delivery choices. These interventions will also be tailored to address factors such as nationality, religion, culture, regionality, seasonality and vulnerable groups.

### 5.1.4. Co-Creation and Citizen science

This would include engaging stakeholders (influencers, citizens, vulnerable groups) in the development and validation of tools and interventions. This will also ensure that solutions are user-centric and aligned with national nutrition guidelines.

## 5.2. Exploitation strategy

The exploitation strategy focuses on maximizing the impact of the DietWise innovations by ensuring their adoption, scalability, and sustainability across Europe and beyond. By leveraging a multi-stakeholder approach, the project aims to facilitate the integration of the DietWise tools into existing policy frameworks, industry practices, and consumers' behaviors. The primary **target groups** for exploitation include:

Exploitation Target Groups	
<b>Citizens</b>	Empowered to make healthier and more sustainable food choices through the RecipeWatch app, RCA and evidence-based behavioral interventions
<b>Influencers</b>	Encouraged to align their content with national nutrition guidelines through the Responsible Cooking Alliance (RCA), ensuring credibility and trust in dietary recommendations



<b>Vulnerable Groups</b>	Provided with tailored digital tools and targeted interventions to address their unique dietary needs and food accessibility challenges
<b>Policymakers</b>	Offered scientific insights, empirical data, and policy recommendations to support the integration of DietWise solutions into national nutrition strategies
<b>Industry Stakeholders</b>	Provided with integrity guidelines, voluntary reporting frameworks, and decision-support tools to promote responsible and ethical cooking advice in digital food environments

**Table 14. Exploitation Target Groups**

## 5.2.1 Exploitation pathways

### 5.2.1.1. Policy recommendations

DietWise will create a detailed policy brief aimed at EU decision-makers and national authorities, offering clear guidance on how to incorporate the project's findings into EU food regulations and dietary guidelines. The brief will include practical recommendations to help integrate the DietWise tools into national policies on nutrition and sustainability. To support this effort, we will host policy roundtables and advisory sessions with key stakeholders, ensuring that the project's outcomes are effectively implemented and aligned with broader policy goals.

### 5.2.1.2. Training programs

DietWise will provide comprehensive capacity-building training for influencers and industry stakeholders, focusing on integrity principles, voluntary reporting, and responsible content creation. These initiatives will empower them to share accurate, transparent, and ethical information within the food and nutrition space. Additionally, we will equip food retailers and nutrition professionals with the skills and expertise needed to align their practices with evidence-based nutrition guidelines. Through targeted education and practical resources, DietWise aims to foster a more informed, responsible, and health-conscious food ecosystem.

### 5.2.1.3. Consumer empowerment

DietWise will create detailed consumer guidelines to help individuals make informed, healthy, and sustainable food and cooking choices. These guidelines will be distributed through consumer organizations, advocacy groups, and public health networks, including those connected to our consortium partner, SAFE. To further drive behavior change, we will launch interactive awareness campaigns using social influence and social norms. Additionally, we will organize public awareness campaigns, workshops, and training programs to promote sustainable food choices and improve digital literacy in nutrition. By collaborating with NGOs and advocacy groups, we aim to enhance citizen participation and empower vulnerable communities to make healthier food decisions.

#### 5.2.1.4. Open-Source tools

We will make the RCA add-on tool and the RecipeWatch app open-source, allowing for broad adoption, customization, and ongoing development. To maximize accessibility, we will ensure their compatibility and interoperability with existing platforms, applications, and industry standards. Additionally, DietWise will actively engage the developer and research communities to drive continuous improvement and foster collaborative innovation.

#### 5.2.1.5. Scaling and replication

To broaden the reach and applicability of the DietWise innovations, the project will implement dedicated strategies for scalability and replication. We will create a **comprehensive guide on scalability and replication** to facilitate the adoption of the DietWise solutions across Europe and beyond. The guide will help other countries, organizations, and stakeholders to adopt and adapt its tools and interventions. It will also provide step-by-step instructions, best practices, and lessons learned from the project's pilot implementations, enabling others **to replicate its success in diverse contexts**.

Additionally, the project will organize **international events**, such as conferences, workshops, and webinars, to share its findings, tools, and methodologies with a global audience. These events will serve as platforms for knowledge exchange, collaboration, and networking, fostering the widespread adoption of the DietWise solutions and inspiring further innovation in the field of healthy and sustainable food provision. Also, by collaborating with global health, nutrition, and sustainability organizations, we aim to extend the reach and impact of the DietWise innovations worldwide.

#### 5.2.1.6. Commercial exploitation

DietWise will create a guide for inspiration for **spin-offs and start-ups** dedicated to developing, commercializing, and scaling project innovations, ensuring their long-term sustainability and market impact. To facilitate widespread adoption, we will establish **strategic licensing agreements** with key stakeholders, including digital food platforms, public health institutions, and policymakers, integrating the DietWise solutions into existing systems and regulatory frameworks. Furthermore, we will cultivate **partnerships with leading industry players** in health technology, nutrition, and consumer engagement, driving innovation, expanding market reach, and enhancing the effectiveness of evidence-based dietary solutions.

## 6. Monitoring, evaluating and reporting

### 6.1. Monitoring and evaluation

Monitoring is a crucially important component of an effective DECP, as it ensures the alignment of activities with the project's objectives and facilitates the achievement of expected outcomes. Through **systematic tracking of progress**, monitoring enables the identification of any deviations from the planned timeline, allowing for corrective actions. Furthermore, it provides a mechanism to **evaluate the effectiveness of communication efforts** by assessing key performance indicators (KPIs), such as stakeholder engagement levels, social media reach, and others. By analyzing these metrics, the project team can clarify their strategies, focus resources on impactful activities, and ensure the delivery of targeted and relevant messages to the intended audiences.

This section provides a brief overview of the project monitoring and the KPIs that will be used to assess the progress and results of the project. A set of KPIs has been selected to measure the performance of the D&C. All performance indicators, whether digital or traditional, will be **considered and analyzed using different methods and tools**. Data collection methods such as web and social media analytics tools will be used to conduct an impact assessment.

It is important to note that these objectives may need to be refined as the project progresses and new insights are gained. All metrics will be **reviewed and updated**, if necessary, in the updated DECP version at M18 and M36. AdC will oversee the project's monitoring and evaluation framework, but all consortium partners are expected to actively contribute to the assessment of the performance. This collaborative approach ensures that a range of perspectives are included, allowing for a more comprehensive assessment.

KPI	Target
Number of external events/conferences attended	5
Number of co-creation workshops	3 / partner country
International event presenting policy recommendations	1
Project findings presentation for general public	1 / partner country
Number of scientific papers published	5
Newsletters	2 / year
Number of unique visits to the Responsible Cooking Alliance (RCA) add-on tool and RecipeWatch app	≥1,500
Number of followers on social media channels	≥1,000
Number of press releases	3 (one per year / partner country)
Joint actions with major initiatives and networks	2
Behavioral insights presentation	1 / partner country
Project final event	1

**Table 15. KPIs for DietWise D&C**

## 6.2. Reporting

To successfully reach the KIPs described in **Table 15. KIPs for DietWise**, it is necessary to track all D&C and engagement activities carried out by all partners during the project. Throughout the project all consortium partners should report their activities by [completing the template](#), available in the DietWise shared folders.

These activities encompass organizing or participating in events such as conferences, workshops, and similar gatherings, as well as implementing communication campaigns, which include different activities (sharing newsletters, distributing promotional materials, publishing posts on social media, and contributing articles (both scientific and non-scientific). Additionally, participation in external communication or dissemination initiatives, such as giving interviews to the media or appearing on radio or television programs, is encouraged.

Partners are also required to update the "Relevant Events" section, where they must provide information about events, they are aware of or plan to attend. Such events should align with the project's thematic focus, and partners' participation should involve presenting the DietWise project, establishing professional connections, or obtaining additional information relevant to the project.

Tool	Coverage	When
D&C Reporting tool	All individual D&C activities, carried out by the consortium partners, except activities on social media or participation in events	Monthly
Social media reporting sheet	All individual activities on DietWise or partner's social media channels	Monthly
Events reporting sheet	All events that consortium partners will participate in or have already participated	Every time a partner participates in the event
Relevant events reporting sheet	All events that the partner plans to participate in or finds relevant to the DietWise topic	Every time a partner gains information about such an event

**Table 16. Reporting tools and frequency**

## 7. Timeline of dissemination and communication

We define four phases of DietWise project D&C activities: (1) early in the project, (2) during the project, (3) at the end of the project, and (4) post-project. The timeline of the project is divided in such a way in order to guarantee optimal outreach and interaction during the duration of the project and afterward.

### 7.1. Early in the project

During this stage of the project, the primary focus is on the **development of dissemination tools**. This phase involves the creation of project-related social media profiles, the establishment of a dedicated website, the design of comprehensive graphic visualizations, the development of a corporate identity, and the formulation of a communication and dissemination strategy.

In addition to preparatory activities, initial dissemination actions will be implemented. These include presenting the project's concept, objectives, and goals through social media platforms and the website, as well as engaging target groups by raising awareness of the issues addressed by the project. Furthermore, key tools to be developed during the project, such as the RCA and the RecipeWatch app, will be introduced to the public.

### 7.2. During the project

During the implementation phase of the project, D&C activities will focus on fostering engagement, sharing progress, and ensuring transparency with stakeholders and target groups. Regular updates on project milestones and achievements will be disseminated through social media platforms, the project website, newsletters, and other communication channels. These efforts will also include sharing research findings and participating in relevant conferences to showcase the project's advancements. Additionally, synergies with other projects and initiatives will be built and used to promote DietWise findings. Collaboration with key stakeholders and partners will be enhanced to ensure that the tools and solutions developed during the project are effectively communicated and aligned with the needs of end-users.

### 7.3. At the end of the project

As the project reaches its conclusion, targeted activities are carried out to sustain engagement and emphasize the project's outcomes. The DietWise closing event will be designed to bring together key stakeholders, fostering dialogue around the project's deliverables and policy recommendations. These exchanges underscore the advantages of implementing the proposed policies and solutions, thereby facilitating follow-up initiatives. The final D&C efforts aim to establish a strong network of support for the project, ensuring the post-project phase is underpinned by evidence that promotes the utilization and impact of the project's results.

### 7.4. Post-Project

After the completion of the project, D&C activities will focus on ensuring the long-term visibility and impact of its outcomes. Project partners are committed to continuing the promotion of the project's

concept and results, maintaining the momentum generated during its implementation. The tools developed as part of the project – the RCA and the RecipeWatch app – will serve as key instruments for disseminating the project's ideas and outcomes. These tools will be actively utilized to engage policymakers, industry stakeholders, and the general public, ensuring that the project's legacy continues to address relevant challenges.

## 8. Intellectual Property Rights (IPR)

The DietWise project is committed to fostering innovation while ensuring ethical, transparent, and responsible use of its tools and data. **Intellectual Property Rights (IPR)** play a critical role in safeguarding the project's innovations, ensuring compliance with legal and ethical standards, and promoting the widespread adoption of its solutions.

This section outlines the strategies for managing IPR, including open-source licensing, data management, and ethical AI practices, to maximize the project's impact while protecting user rights and privacy.

### 8.1 Open-Source licensing

The RCA add-on tool and the RecipeWatch app will be released under **open-source licenses**, enabling free use, modification, and distribution by stakeholders. This approach ensures that the tools are accessible to a wide range of users, including influencers, citizens, and policymakers while encouraging community-driven improvements and adaptations. By adopting open-source licensing, **DietWise promotes collaboration and innovation**, allowing other organizations and developers to build upon the project's work. This strategy also aligns with the project's goal of creating scalable and replicable solutions that can be tailored to different cultural, regional, and national contexts.

### 8.2 Data management

DietWise will adhere to **strict data management protocols** to ensure compliance with the General Data Protection Regulation (GDPR) and other relevant data protection laws. All personal data collected during the project, such as survey responses or user interactions with the RCA add-on tool and the RecipeWatch app, will be handled with the **utmost care**. Sensitive data will be anonymized before sharing to protect user privacy.

Additionally, the project will implement robust data security measures, including encryption and secure storage, to prevent unauthorized access or breaches. A designated **Data Protection Manager (DPM)** will oversee compliance with data protection regulations, ensuring that all data management practices align with legal and ethical standards.

### 8.3 Ethical AI

The developed AI-powered tools, such as the RCA add-on tool and the RecipeWatch app, will incorporate **ethical AI principles** to ensure fairness, transparency, and accountability. Bias-cleaning algorithms will be implemented to minimize any unintended biases in the AI's decision-making processes, particularly in areas such as recipe recommendations and compliance scoring. Transparency will be a key focus, with clear explanations provided to users about how the AI tools operate and make decisions.

Additionally, the project will establish mechanisms for users to provide feedback on AI-generated suggestions, enabling continuous improvement and ensuring that the tools remain aligned with user needs and ethical standards. By prioritizing ethical AI, DietWise aims to build trust among users and stakeholders while promoting responsible innovation.

## 9. Sustainability and long-term impact

The sustainability and long-term impact of the DietWise project are central to its mission of **creating systemic change** in food environments. Therefore, ensuring the long-term impact of DietWise is a crucial component of the project vision. Hence, for the project to be sustainable, DietWise plans to focus on maintaining and scaling up project outcomes beyond its funded duration, ensuring that innovations continue to benefit citizens, policymakers, and industry stakeholders. For instance, by integrating open-source technologies, policy recommendations, and capacity-building initiatives, DietWise aims to establish a foundation for long-term adoption and continued development.

The sustainability strategy is structured around **three key areas**: long-term sustainability, scalability and replication, and continuous monitoring and evaluation. Through these measures, DietWise will foster a self-sustaining ecosystem where digital tools, training programs, and policy insights remain relevant, accessible, and effective in shaping a healthier and more sustainable food environment. Additionally, by fostering collaboration, innovation, and adaptability, DietWise lays the foundation for a lasting legacy of positive change in the way we produce, consume, and think about food.

### 9.1 Long-Term sustainability

To ensure the long-term sustainability of the DietWise outcomes, the project will focus on three key areas:

Key Area	Explanation
Open-Source Tools	DietWise will ensure that the RCA add-on tool and the RecipeWatch app are released as open-source software and remain accessible and adaptable for future use. The open-source model allows developers, researchers, and organizations to maintain, improve, and customize the tools to meet evolving needs. This approach fosters a collaborative ecosystem where the tools can grow and adapt to new challenges, ensuring their relevance and utility for years to come.
Capacity Building	DietWise will implement training programs for influencers, industry stakeholders, and policymakers to promote responsible cooking advice and the adoption of national nutrition guidelines. These programs will equip participants with the knowledge and skills needed to integrate the DietWise tools into their activities, creating a ripple effect that amplifies the project's impact. By empowering key stakeholders, the project ensures that its principles and tools are sustained and propagated within communities and industries.
Policy Integration	The project will provide evidence-based recommendations to policymakers at both national and EU levels, facilitating the integration of the DietWise tools into food regulations, dietary guidelines, and sustainability strategies. By embedding the project's outcomes into policy frameworks, DietWise ensures that its innovations become a permanent part of the food environment, driving systemic change and promoting healthier, more sustainable food choices across Europe.

**Table 17. Key areas for project's long sustainability**



## 9.2 Monitoring and evaluation

A robust framework for monitoring and evaluating the effectiveness of the DietWise solutions is essential for continuous improvement and long-term relevance. The following measures will be implemented:

- **Effectiveness assessment:**

DietWise will use the Intervention Mapping protocol to regularly evaluate the impact of its tools and interventions. This systematic approach will assess the effectiveness of the RCA add-on tool, the RecipeWatch app, and behavioral interventions in achieving their intended outcomes. By analyzing data on user engagement, behavior change, and compliance with nutrition guidelines, the project will identify areas for improvement and refine its strategies to maximize impact.

- **Feedback mechanisms:**

The project will implement dynamic feedback mechanisms to gather input from users, including citizens, influencers, and policymakers. This feedback will be used to continuously improve the tools and interventions, ensuring that they remain relevant, user-friendly, and aligned with the needs of diverse stakeholders. By fostering a culture of continuous improvement, DietWise ensures that its solutions evolve to meet emerging challenges and opportunities.

## Conclusion

The DietWise DECP provides a structured and strategic approach to engaging stakeholders, raising awareness, and maximizing the impact of project results. Through a combination of targeted outreach, social media engagement, stakeholder collaboration, and knowledge-sharing activities, we aim to ensure that DietWise reaches its intended target groups effectively and fosters meaningful discussions on its key themes.

As the project progresses through its three major stages over the next three years, our communication efforts will evolve to reflect new insights, milestones, and results. Continuous monitoring and feedback will allow us to adapt strategies to enhance outreach and engagement. To achieve our dissemination, exploitation and communication goals, we will update this plan on M18 and M36.

By the end of the project, DietWise will have established a lasting impact by making our research findings accessible, encouraging stakeholder involvement, and supporting evidence-based decision-making in relevant policy and practice areas. The D&C strategy will further ensure that the knowledge generated remains available and actionable beyond the project's duration, fostering long-term benefits for society.

# ANNEXES

## Annex I: Dissemination guidelines

### 1. Main guidelines

- Each partner should actively contribute to dissemination and communication activities;
- For all communications related to the DietWise project via the e-mail, please include signature with project's logo and link to the website;
- All visual or textual activities must include EU emblem and EU disclaimer:



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

Whenever the EU emblem is used together with another logo's, it must have appropriate placement.

You can download the needed EU emblem [here](#). For your convenience, logos are also shared in projects SharePoint.

- Whenever possible, please use provided templates, such as deliverable report template, presentation template etc. Leaflet, poster and other printed material can be used only without editing. Whenever material needs to be edited or updated, please inform AdC as D&C manager.
- Always notify AdC and KUL about any planned D&C activities (e.g., event organization, website or magazine articles, participation in external events, etc.). This ensures timely promotion through the project communication channels.
- All partners are kindly asked to inform AdC and KUL in advance about their participation in relevant events that may interest other DietWise partners for promotion or presentation purposes. This information should be provided at least 10 business days before the event.
- All D&C activities, including attending external events and identifying relevant upcoming ones (e.g., conferences, workshops, seminars, etc.), must be documented in the DietWise D&C Reporting Sheets.xlsx.
- All project partners must comply with the **General Data Protection Regulation (GDPR)** in all D&C activities. This includes obtaining proper consent before capturing, storing, or sharing photographs and ensuring that personal data is handled lawfully, transparently, and securely. Partners are

responsible for verifying that any images or materials used respect individuals' privacy rights and data protection regulations.

## 2. Dissemination and communication monitoring tools

The DietWise reporting sheets are available in projects SharePoint. The document includes four different sheets: D&C reporting, Social Media reporting, Events reporting and Relevant events sheet. Next four articles related to describe actions in each sheet.

### 2.1. Dissemination and communication activities reporting

All the consortium partners in D&C reporting sheet are required to update this sheet on a monthly basis or at the same time when activity is carried out. The European Commission collects required data from the Dissemination Manager and therefore it is essential to report following data carefully for each activity:

- Responsible partner;
- Date or period of activity;
- Place of activity;
- Type of activity;
- Category of activity;
- Title of activity;
- Short description of activity;
- Type of audience;
- Size of audience;
- Engagement;
- Countries of activity;
- Usage of promotional material;
- Link to the activity (if that is online activity);
- Relation to WP;

All clarifications of above-mentioned data are available on the first page of DietWise D&C Reporting Sheets.xlsx. document.

### 2.2. Social media activities reporting

This sheet is designated only for activities related to social media, both DietWise's and Partner's. Consortium members should report all activities carried out on SMAs **two weeks after** they took place. This time period is dedicated to collect data of engagement and reach on SMAs accounts. The following data has to be reported:

- Responsible partner;
- Date or period of activity;
- Type of activity;
- Channel of activity;
- Source;
- Short description;

- Type of audience;
- Size of audience;
- Engagement;
- Reach;
- Usage of promotional materials;
- Link to a post;
- Relation to WP.

All clarifications of above-mentioned data are available on the first page of DietWise D&C Reporting Sheets.xlsx. document.

## 2.3. Event participation reporting

Each consortium member planning their participation in the event or organizing one must inform KUL and AdCogito at least 10 days before start of event. Additionally, members must complete the Event Reporting sheets and include following data:

- Internal or External Event;
- Date or period of Event;
- Responsible partner;
- Name of the event;
- Place of activity;
- Type of Event;
- Thematic Focus;
- Dissemination Efforts;
- Role of Partner;
- Type of audience;
- Size of audience;
- Participant's countries;
- Usage of promotional material;
- Link to the website of Event (if applicable);
- Relation to WP.

All clarifications of above-mentioned data are available on the first page of DietWise D&C Reporting Sheets.xlsx. document.

## 2.4. Relevant events reporting

Relevant Events sheet is designated for consortium members to share information about upcoming events which might be useful for project partners to participate in. Such reporting might be helpful for finding relevant conferences or other events where consortium members would be able to present the DietWise project or gain knowledge on the topics related to DietWise. Each consortium member should use this sheet whenever they find out information about upcoming event and log this data:

- Partner who logs the data;
- Type of Event;

- Name of Event;
- Thematic Focus;
- Date or Period of Event;
- Location;
- Registration fees;
- Deadline for submission;
- Event website;
- Requirements for participation.

All clarifications of above-mentioned data are available on the first page of DietWise D&C Reporting Sheets.xlsx. document.

## 2.5. Reporting frequency

Reporting sheet	Reporting Frequency
D&C Reporting sheet	At least on monthly basis
Social Media Reporting sheet	Two weeks after release of post
Events Reporting sheet	Every time a consortium member participate/finds out the event
Relevant Events sheet	

## 3. Website and social media use guidelines

The following section provides some key guidelines regarding the DietWise project partners contribution and use of project's website and social media accounts (SMAs).

### 3.1. Website

- Partners are responsible for collecting photo and video materials for all DietWise activities and share it with AdC to make them usable on the website and the DietWise SMAs.
- Partners should actively contribute with News section of the DietWise website. All consortium members should provide news items which can be: deliverable, milestone or task completed, new synergies with other projects made, new regulation released, article about the event etc.
- Please always inform AdC about upcoming events so they would be posted on the DietWise website.
- Inform AdC about news articles (e.g. newspapers, internet media, TV, radio, blogpost etc.) mentioning DietWise, especially on local media. Please always provide (if possible) a link to a media posted.

### 3.2. Social media accounts

- Promote the DietWise SMAs within your network of contacts
- Connect with all available DietWise SMAs and use the accordingly: monitor announcements and posts, comment, like, repost, share.

- Make your posts on partners SMAs to foster discussion and make sure to always tag project's official account.
- Contribute with SMAs manager by sharing interesting information, post, video or picture found on the other SMAs.

## 4. Dissemination of scientific publications

### 4.1. Open access

We must ensure open access to peer-reviewed scientific publications relating to their results. In particular, we must ensure that:

- At the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications.
- Immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public License (CC BY) or a license with equivalent rights; for monographs and other long-text formats, the license may exclude commercial uses and derivative works (e.g., CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication. Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

These requirements for Open access are given in Grant Agreement, Nr. 101181692.

### 4.2. Metadata and funding acknowledgment requirements

As per Grant Agreement Nr. 101181692, the metadata of deposited publications must be openly available under a Creative Commons Public Domain Dedication (CC0) or an equivalent license, following the FAIR principles—especially ensuring machine readability. It should include at least the following details:

- **Publication information** (author(s), title, publication date, and venue)
- **Funding details** (Horizon Europe or Euratom funding)
- **Project details** (grant name, acronym, and number)
- **Licensing terms**
- **Persistent identifiers** (for the publication, authors, and, if possible, their organizations and grant).

If relevant, the metadata should also include persistent identifiers for research outputs or other tools needed to verify the publication's conclusions. Additionally, only publication fees for scientific papers in fully open-access venues are eligible for reimbursement.

Acknowledgement of funding must be included in ACKNOWLEDGEMENTS section of the publication:

*This research has been funded by the European Union under the framework of the Horizon Europe project DietWise (GA No. 101181692). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research*

*Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.*

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

**Recommended summary:**

Healthy and sustainable food is often linked to cooking at home, yet not everyone finds this option appealing. The EU-funded DietWise project aims to make healthy and sustainable eating more appealing by enhancing existing tools and applications. It promotes home cooking through innovative strategies and market self-regulation, reducing nutritional confusion while aligning healthy habits with cultural and commercial practices. Using citizen science, big data, surveys, and qualitative research, DietWise empowers individuals to take an active role in their food choices and gathers valuable insights.

**Publication Notice Requirement:**

Beneficiaries are required to notify other project partners at least 45 days in advance before proceeding with any publication. This advance notice gives partners the opportunity to review the publication, ensuring it aligns with the project's goals while protecting intellectual property and confidential information.



## Dissemination, Exploitation and Communication Plan 1

# ANNEX II. Dissemination and communication reporting sheets

## A. Social media reporting sheet

SOCIAL MEDIA ACTIVITY REPORTING SHEET														
Use this sheet to log all Dissemination and Communication activities related to social media. For each activity, include the required information.														
YEAR 1 (November 2024 - October 2025)														
#	PARTNER	DATE OR PERIOD OF ACTIVITY	TYPE OF ACTIVITY (SELECT FROM DROP-DOWN MENU)	CHANNEL OF ACTIVITY (SELECT DISSEMINATION FOR ACTIVITIES RELATED TO PROJECT RESULTS, CLUSTERING FOR ACTIVITIES WITH OTHER INITIATIVES, COMMUNICATION FOR ALL OTHER ACTIVITIES)	SOURCE (E.G. SOCIAL MEDIA NAME)	SHORT DESCRIPTION	COMMENTS (IF ANY)	TYPE OF AUDIENCE (SELECT FROM DROP-DOWN SHEET; SELECT OTHER OR SEVERAL OPTIONS TO BE MENTIONED IN COMMENTS SECTION)	SIZE OF AUDIENCE (NUMBER OF FOLLOWERS/LIKES ON THE POST/PAGE)	ENGAGEMENT (E.G. LIKES, OTHER REACTIONS)	REACH (NUMBER OF POST VIEWS; IF NOT APPLICABLE TYPE N/A)	USAGE OF PROMOTIONAL MATERIAL (LOGOS, BANNERS, PICTURES, LEAFLETS, ETC.)	LINK TO A POST	RELATION TO WP
X	Partner name	2024.12.11	Communication activity	DietWise channel	Instagram	Welcome post	Post dedicated to any page visitors	Civil society (national, regional, local)	15.6K	14	100	Picture, logo	<a href="https://www.instagram.com/dietwiseeu/">https://www.instagram.com/dietwiseeu/</a>	WP9
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## B. D & C Reporting sheet

DISSEMINATION AND COMMUNICATION REPORTING SHEET															
Use this sheet to log all Dissemination and Communication activities related to sharing and promoting DietWise results. For each activity, include the required information.															
YEAR 1 (November 2024 - October 2025)															
#	PARTNER	DATE OR PERIOD OF ACTIVITY	PLACE OF ACTIVITY	TYPE OF ACTIVITY (SELECT DISSEMINATION FOR ACTIVITIES RELATED TO PROJECT RESULTS, CLUSTERING FOR ACTIVITIES WITH OTHER INITIATIVES, COMMUNICATION FOR ALL OTHER ACTIVITIES)	CATEGORY OF ACTIVITY (SELECT FROM DROP-DOWN MENU)	TITLE OF ACTIVITY (EXACT ACTION TAKEN)	SHORT DESCRIPTION	COMMENTS (IF ANY)	TYPE OF AUDIENCE (SELECT FROM DROP-DOWN SHEET; SELECT OTHER OR SEVERAL OPTIONS TO BE MENTIONED IN COMMENTS SECTION)	SIZE OF AUDIENCE (NUMBER OF PARTICIPANTS OR NUMBER OF TOTAL VIEWS; IF APPLICABLE)	ENGAGEMENT (NUMBER OF COMMENTS, LIKES, REACTIONS, SHARES, ETC.; TOTAL SHARE)	COUNTRIES (USE "GLOBAL" IF ACTION COVERS WHOLE WORLD; USE "EU-WIDE" IF ACTION COVERS ALL EU COUNTRIES; USE "NATIONAL" IF ACTION COVERS ONLY ONE COUNTRY)	USAGE OF PROMOTIONAL MATERIAL (PRESENTATION, LEAFLET, POSTER, ETC.)	RELEVANT LINK (UPLOAD PICTURES TO SHARE, UPLOAD IF YOU USE LOGOS IN THE EVENT)	RELATION TO WP
X	Partner name	2024.01	Leuven, Belgium	Communication activity	Press release	Article in the national media	Article about project kick-off event	Number of clicks	Civil society (international)	1200	440	National	Logo	<a href="https://www.dietwise.eu/">https://www.dietwise.eu/</a>	WP9
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## C. Events reporting sheet

EVENTS REPORTING SHEET																
Use this sheet to log all participations in events (conferences, workshops, etc.) that share and promote DietWise results or generate knowledge for successful completion of the project. For each activity, include the required information.																
YEAR 1 (November 2024 - October 2025)																
#	INTERNAL/EXTERNAL	DATE OR PERIOD OF EVENT	PARTNER	NAME OF THE EVENT	PLACE OF ACTIVITY	TYPE OF EVENT (SELECT FROM DROP-DOWN MENU)	THEMATIC FOCUS	DISSEMINATION EFFORTS (HOW DID YOU ACTIVATE COMMUNITIES? WHERE DID YOU GO? HOW DID YOU GO?)	ROLE OF PARTICIPANT	TYPE OF AUDIENCE (SELECT FROM DROP-DOWN SHEET)	SIZE OF AUDIENCE (NUMBER OF PEOPLE PARTICIPATING)	PARTICIPANT COUNTRIES (USE "GLOBAL" IF ACTION COVERS WHOLE WORLD; USE "EU-WIDE" IF ACTION COVERS ALL EU COUNTRIES; USE "NATIONAL" IF ACTION COVERS ONLY ONE COUNTRY)	USAGE OF PROMOTIONAL MATERIAL (PRESENTATION, LEAFLET, POSTER, ETC.)	LINK TO EVENTS WEBSITE (UPLOAD PICTURES TO SHARE, UPLOAD IF YOU USE LOGOS IN THE EVENT)	COMMENTS	RELATION TO WP
X	External	17-18 May, 2025	AdCogito	Annual conference for innovation in nutrition research in Flanders	Leuven, Belgium	Conference	Conference related to innovation in nutrition research in Flanders. There will be several presentations related to DietWise.	Presented 20min presentation about DietWise and aspects being in research. Did not give grant. Additionally, project results were presented by participants. List of participants was communicated on AdCogito Facebook account.	Speaker	Academic and research community	50	Global	Presentation (1), Leaflets (40)	<a href="https://www.dietwise.eu/">https://www.dietwise.eu/</a>	N/A	WP9
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## D. Relevant events sheet

RELEVANT EVENT LIST											
Use this sheet to identify upcoming events that might benefit the project. For each event fill the applicable fields in the sheet.											
YEAR 1 (November 2024 - October 2025)											
#	PARTNER	TYPE OF EVENT	NAME OF EVENT	THEMATIC FOCUS	DATE/PERIOD	LOCATION	REGISTRATION FEES	DEADLINE FOR SUBMISSION	EVENT WEBSITE	REQUIREMENTS FOR PARTICIPATION	COMMENTS
1	AdCogito	Conference	Society for Experimental Social Psychology Conference	Social psychological research	October 16-18, 2025	Lisbon (Portugal)	N/A	N/A	<a href="https://www.sesop.org/index.asp">https://www.sesop.org/index.asp</a>	N/A	N/A
2	AdCogito	Conference	European Marketing Academy Conference	Marketing innovations	May 20-25, 2025	Pozuelo, Madrid (Spain)	645-709 EUR	March 2025	<a href="https://www.emac2025conference.org/r/def-audit.asp?hid=JGKLD">https://www.emac2025conference.org/r/def-audit.asp?hid=JGKLD</a>	N/A	N/A
3	AdCogito	Conference	AMA Summer Academic Conference	Marketing	August 22-24, 2025	Chicago (USA), also online	849 USD (live), 129-299 USD (online)	18 March 2025	<a href="https://www.ama.org/events/academic/2025-ama-summer-academic-conference/">https://www.ama.org/events/academic/2025-ama-summer-academic-conference/</a>	N/A	N/A
4	AdCogito	Conference	SCP Annual Conference	Amplifying our Impact to Enhance Consumers' Lives	February 27-March 2, 2025	Las Vegas, USA	N/A	31 December 2024	<a href="https://scp.membercity.com/net/scp2025a/">https://scp.membercity.com/net/scp2025a/</a>	N/A	N/A
5	AdCogito	Conference	European Public Health Conference	Public Health	11-14 November, 2025	Helsinki, Finland	N/A	Registration begins 1st February, 2025	<a href="https://ephconference.eu/helsinki-2024-493">https://ephconference.eu/helsinki-2024-493</a>	N/A	N/A
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