

DISSEMINATION PLAN

Project:

Code of Practice for organic food processing – ProOrg

Contact person (s) for dissemination tasks:

Christophe Cotillon C.COTILLON@actia-asso.eu

Flavio Paoletti flavio.paoletti@crea.gov.it

Introduction

The objective of this Dissemination Plan is to identify and organize the dissemination channels to utilize and the related activities to be performed within ProOrg project. The aim is to promote and spread information about goals, activities, and results of the project as well as to incite the relevant communities to provide feedback, communicate their requirements, and adapt their activities.

This document includes what has already been generated since the start of the project, and provides an outline of what is planned for dissemination and communication until the end of the project.

Dissemination of the scientific results will be done through publication in scientific journals and presentations at scientific conferences and is not part of this document.

Stakeholders participation in the project

Two association of organic food processors are members of ProOrg consortium: “Assoziation Ökologischer Lebensmittelhersteller” (AöL) from Germany and “Associazione nazionale delle imprese di trasformazione e distribuzione dei prodotti biologici e naturali” (Assobio) from Italy.

ProOrg partners are constantly in contact with the organic associations in their respective countries for the development of the Code of Practice (CoP).

National organic associations and individual companies from different European countries have signed a Letter of Intent to state their interest in the project.

Representatives of stakeholders (retailers, companies, organic associations, labelling organizations) are members of the Advisory Board of the project.

ProOrg adopts a participatory action research method for the involvement of the stakeholders into the process of development of the CoP.

Through specific workshops to be held in different countries, organic food processors were requested to indicate drivers and barriers to the production of processed organic food. The development of the CoP will be performed through an iterative process. A draft version of the CoP will be prepared based on literature available, already existing guidance materials for organic operators, expert interviews, and consultation with standard organizations, researchers and operators. The draft of the CoP will be tested at SMEs level for its workability and practicability through the involvement and direct participation of the operators responsible for making decision processes and quality control management. Via a feedback procedure, revision will take place leading to the final version of the Code of Practice applicable by industry for organic food processing.

Target groups for dissemination

ProOrg dissemination activities will ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders at national and European level:

- organic food processors
- other food chain members (suppliers of specific materials, services, etc.)
- labelling organizations
- retailers
- civil society (consumers, consumer organizations, others)
- policy makers
- research institutes, university, academia

Expected results of ProOrg to be communicated and target groups for dissemination

Expected results to communicate	Target groups for dissemination
Management Guidelines for organic food processors	organic food processors other food chain members labelling organizations retailers policy makers civil society
Code of Practice for organic food processing	organic food processors other food chain members labelling organizations



	retailers civil society policy makers
Multidimensional assessment framework	organic food processors other food chain members labelling organizations retailers policy makers research institutes, university, academia
Strategies and tools to communicate effectively organic food technologies and processes to consumers	organic food processors other food chain members labelling organizations retailers civil society (consumers, consumer organizations, others) policy makers research institutes, university, academia

Dissemination tools

a) Contribution to the CORE Organic Cofund Newsletter

1. Drivers and barriers for organic food processing. A summary of the outcomes of the workshop with stakeholders - *responsible partner*: Wageningen Food & Biobased Research (Martjintje Vollebregt). Within September 2019
2. Consumer opinion on organic food processing. A summary of the outcomes of the focus group discussions - *Responsible partner*: Thuenen Institute (Katrin Zander). Within March 2020
3. Information on processing - "What can we see on the packaging?" A summary of the product screening - *Responsible partner*: FH – Muenster (Lisa Borghoff). Within March 2020
4. A summary of the results of the organic market survey and role of organic processed food - *Responsible partner*: FiBL (Toralf Richter). Within September 2020
5. A short description of the multidimensional assessment framework - *Responsible partner*: FiBL (Matthias Meier or Regula Bickel or?). Within March 2021
6. A short description of the Code of Practice - *Responsible partner*: AöL (Alex Beck). Within March 2021



b) Web activities

CO Cofund website (mandatory)

ProOrg Consortium will provide the CORE Organic Cofund website with the most up-to-date details about project activities and results through a news feed, events calendar and links,

ProOrg website

The ProOrg project has a public website available since November 2018 (<https://www.proorgproject.com/>). It provides a responsive design in order to be correctly displayed on any device (ranging from regular PC to mobile devices).

The ProOrg website represents the first vehicle in raising awareness of the project and contains a general presentation of the project objectives and the consortium as well as all public information news related to the project activities, results, events, publications, deliverables. Links to other relevant websites will be also included.

The content of the website will be updated periodically, especially concerning the information on project outcomes, publications and events.

c) Practice Abstract (mandatory – 2 at least)

1. *Katrin*: an expert from strategies and tools to communicate about organic food process and technologies to consumers
2. *Ewa*: an expert from the study on the effect of different pasteurization on quality characteristics of organic apple juice
3. *Corinne*: an expert from the study on the effect of XXXXXXXX on YYYYYYYYYY

d) Presentations at CO research seminars (mandatory)

1. Participation in the kick-off CORE Organic Cofund Research Seminar held at CIHEAM-Mediterranean Agronomic Institute of Bari (Italy) on 29 January 2019 - Presentation of ProOrg project during a “science bazar” - *Responsible partner*: Coordinator
2. Participation in the CORE Organic Cofund mid-term evaluation meeting with the aim to present the progress of the project to the national funding body representatives, discuss and agree on any minor or major changes to be required - *Responsible partner*: Coordinator
3. To be communicated from CORE Organic Cofund

e) Seminars/workshops



The session “Organic processing. Quo vadis” was organized at Biofach, Nurnberg (Germany) on 14 February 2019 - *Responsible partner*: FiBL (Toralf Richter). During this session, the project ProOrg and its first results were presented - *Responsible partner*: CREA (Flavio Paoletti), AöL (Alex Beck).

Aiming to discuss with organic food processors about drivers and barriers to organic food processing, the following workshops have been organized or scheduled:

1. Paris (France), 13 December 2018 - *Responsible partner*: ITAB (Rodolphe Vidal), Wageningen Food & Biobased Research (Martjintje Vollebregt)
2. Bad Brückenau (Germany), 8 May 2019 - *Responsible partner*: AöL (Alex Beck), Wageningen Food & Biobased Research (Martjintje Vollebregt)
3. Uddel (Netherlands), June 2019 - *Responsible partner*: Wageningen Food & Biobased Research (Martjintje Vollebregt)
4. Warsaw (Poland), to be defined. Date to be determined - *Responsible partner*: WULS (Ewa Rembalkowska, Wageningen Food & Biobased Research (Martjintje Vollebregt)

Workshops will be organized by project partners in the participating countries in order to present and discuss about ProOrg outcomes. The European Technology platforms TP-Organics and Food for Life and their national members in the respective countries as well as IFOAM-EU will be involved.

f) Articles on specialized journal/magazine and other non-scientific information and communication media

1. Martjintje: barriers and drivers within September 2019
2. Katrin: focus group within March 2020
3. Lisa: how process and technologies are communicated to consumers within March 2020
4. Toralf: market survey within September 2020
5. Matthias or Regula or?: AF within March 2021
6. Alex: CoP within March 2021

g) Presentation at conferences etc. (not narrow scientific conferences)

1. Participation in the session “European research meets organic food processing at eye level” at Biofach, Nurnberg (Germany), 15 February 2018 *Responsible partner*: Assobio (Roberto Pinton)
2. Participation in the session “Organic processing. Quo vadis”, organized at Biofach, Nurnberg (Germany), 14 February 2019 (see point e) - *Responsible partner*: CREA (Flavio Paoletti) and AöL (Alex Beck).



3. DISH high level summit “New issues and emerging trends in food safety”, Bologna (Italy), 15 May 2019 - *Responsible partner*: ACTIA (Christophe Cotillon)
4. General Assembly of Assobio Members, Bologna, 13 June 2019 - *Responsible partner*: CREA (Flavio Paoletti)
5. Presentation of the “Management Guideline for organic food processors”, the “Code of Practice for organic food processing”, the “Multidimensional assessment framework” at the “Supply and Value Chain” track of the Organic World Congress 2020, 21-27 September 2020, Rennes (France) - *Responsible partner*: AöL (Alex Beck)/ FiBL (Matthias Meier, Regula Bickel, ...)
6. MARCA – Private Label Conference and Exhibition in Bologna (Italy). Presentation of the results of ProOrg to stakeholders - *Responsible partner*: CREA (Flavio Paoletti). January 2021

h) Printed material (brochure, leaflets, etc.)

A ProOrg flyer/leaflet translated in all participating Countries languages has been compiled and used to present the project, its goals, and the consortium. The project flyer reflected the ideas and planned activities of the project for the first time and might be updated with information about significant outcomes and results in a second step.

A flyer/leaflet explains the background for undertaking the initiative, indicates the targeted results, and provides an overview of the consortium and contacts: major contacts, website.

i) Social media

LinkedIn

LinkedIn is a Professional Network through which Pro Org can address particular, professional target groups. It is mainly functional for targeted networking and to create a sustainable Pro Org network in which the status of the project but also project outcomes can be shared.

The Pro Org Group is communicating via the Core Organic community (<https://www.facebook.com/CORE-Organic-333056647099432>)

Twitter

The communication via twitter is also done through Core Organic. https://twitter.com/CORE_Organic

j) Other dissemination activities

A ProOrg project page was set up on the platform Organic E-prints (<http://orgprints.org/34104/>).

Partners will regularly upload publications, posters, abstracts on the Organic E-prints platform.



A project logo has been designed by a professional designer and has been agreed upon the partners. The logo has been designed to be easily recognisable and to be meaningful to technical people as well as the industry and general public.

A set of graphical templates (PowerPoint, Word) was designed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications.

