



**Best-ReMaP**  
Healthy Food for a Healthy Future

**D2.4**

## **Mid-term report on dissemination**

**Grant Agreement Number 951202**

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## Introduction

During the first 18 months of the project, the submission of the Work Package 2 (WP2) related project deliverables went according to the Grant Agreement. They included the introductory leaflet, the website and the dissemination strategy as deliverables, as well as, 2 out of the 6 newsletters required for reaching the milestone of issuing all 6 newsletters by M35.

Partners have been highly supportive in identifying the most important national and international stakeholders of the project, including nutrition and healthcare professionals, and media outlets. This enabled us to communicate with over 550 stakeholders across Europe from the early phases of the project.

The well-structured website is at the core of communication activities with a page dedicated to each core WP, ready to welcome professional, as well as, lay visitors. This dissemination function is extended by a web of social media activities by WP2 and individual project partners.

## 1. Objectives

The objective of Work Package 2 is to facilitate coherent, effective and sustainable external and internal communication of the Joint Action and to ensure that its objectives, activities, results and deliverables are known to the stakeholders and the wider audience of the action.

This objective was primarily achieved by a very clear website structure that enables professional and also lay audiences to understand clearly the objectives, activities, results and deliverables of each WP as well as the entire Joint Action. The contents of the webpages of the core WPs were developed in strong cooperation with the WP leaders.

A wider professional audience was reached by cooperating with the other major nutrition related European projects: PEN, Co-Create and STOP. Their involvement in the mid-term conference in Ljubljana, the joint organisation of the webinar series, and the notification of the stakeholders of each project on the joint events ensured and continues to ensure the multiplication of the project's outreach.

## 2. Milestones and Deliverables of Work Package 2

<b>Deliverable number</b>	<b>Deliverable name</b>	<b>Estimated date of delivery</b>	<b>Level of achievement (measured by indicators – completed/near completion/partially achieved/ongoing)</b>
<b>D2.1</b>	<i>Introductory leaflet</i>	<i>M3</i>	<i>Completed: M3 (31.12.2020)</i>
<b>D2.2</b>	<i>Website</i>	<i>M3</i>	<i>Completed: M3 (31.12.2020)</i>
<b>D2.3</b>	<i>Dissemination strategy</i>	<i>M4</i>	<i>Completed: M4 (31.01.2021)</i>
<b>D2.4</b>	<i>Mid-term report on dissemination</i>	<i>M20</i>	<i>Ongoing</i>
<b>D2.5</b>	<i>Promotional movies completed</i>	<i>M36</i>	<i>Ongoing</i>
<b>D2.6</b>	<i>Layman version of the final report</i>	<i>M36</i>	<i>Ongoing</i>
<b>D2.7</b>	<i>Final report on dissemination</i>	<i>M36</i>	<i>Ongoing</i>

<b>Milestone number</b>	<b>Milestone name</b>	<b>Estimated date of delivery</b>	<b>Level of achievement (measured by indicators – completed/ near completion/ partially achieved/ongoing)</b>
<b>MS8</b>	<i>6th Newsletter issued</i>	<i>M35</i>	<i>ongoing</i>
<b>MS9</b>	<i>Webinars to disseminate WP results completed</i>	<i>M36</i>	<i>ongoing</i>

### 3. List of the activities carried out in line with Annex 1 to the Grant Agreement

<b>Activities by tasks</b>	<b>Outcomes/ deliverables</b>	<b>Date foreseen</b>	<b>Date of achievement (dd/mm/yyyy)</b>	<b>Level of achievement (measured by indicators – achieved/near completion/partially achieved/ongoing)</b>
Task 2.1.1 Stakeholder mapping and analysis	Stakeholder database	M4	M4 (31.01.2021.)	Completed
Task 2.1.2 Dissemination strategy	Dissemination strategy	M4	M4 (31.01.2021.)	Completed
Task 2.1.3 Dissemination reports	Dissemination reports	M20 and M36	M20 (31.05.2022.)	Ongoing
Task 2.1.4 Standardised visual identity	Visual identity kit for the JA	M4	M4 (31.01.2021.)	Completed
Task 2.2.1 BEST-REMAP website	1 website: <a href="http://www.bestremap.eu">www.bestremap.eu</a> (with min. 200 pageviews per month)	M3	M3 (31.12.2020.)	Completed
2.2.2 Newsletters	6 newsletters issued	M35	30.09.2023.)	Ongoing (2 issued)
Task 2.2.3 Local stakeholder forum events	Methodology for organising local stakeholder forums	M16	M18 (31.03.2022.)	Completed

<b>Activities by tasks</b>	<b>Outcomes/ deliverables</b>	<b>Date foreseen</b>	<b>Date of achievement (dd/mm/yyyy)</b>	<b>Level of achievement (measured by indicators – achieved/near completion/partially achieved/ongoing)</b>
Task 2.2.4 Social media	<a href="#">Facebook page</a> and <a href="#">YouTube channel</a>  In addition:  <a href="#">Instagram page</a>	M4	M4 (31.01.2021.)	Completed
Task 2.2.5 Press releases-based PR campaign	7 press releases	M36	M36 (31.10.2023)	Ongoing (2 issued)
Task 2.2.6 Webinars	Support to organise 1 webinar per WP	M36	M36 (31.10.2023)	Ongoing
Task 2.2.7 General communication materials	Introductory leaflet,  Leaflet for families,  General presentation about the JA,  Layman project report	M36	M36 (31.10.2023)	Completed: Introductory leaflet,  General presentation of the JA          Ongoing:  Leaflet for families,  Layman project report

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## 4. Description of the activities carried out in line with Annex 1 to the Grant Agreement

### Dissemination strategy and stakeholder analysis

- **Stakeholder mapping and analysis (Task 2.1.1):** The stakeholder mapping exercise and analysis was carried out between M1 and M4 of the JA by involving the project partners. The target result of the exercise was to identify at least 80, or ideally 100-120 stakeholders. We managed to exceed this number and currently have about 550 stakeholders on our list.
- **Dissemination strategy (D 2.3):** The strategy was delivered to the partners in M4 specifying the dissemination aims and objectives of the JA, along with a detailed activity planning, description of the target groups, dissemination channels, and the timing of the dissemination actions.

### General communication materials

- **Introductory leaflet (MD 2.1):** This publication was delivered in M3 and includes core information about the project that aims to promote the JA with easy-to-understand details. The document can be downloaded from the [website](#).
- **General presentation about the JA (Task 2.2.7):** The presentation was delivered in M9 and the content and aims of the presentation are similar to the introductory leaflet but it includes more detailed information about the JA and comes in an editable, PowerPoint format. The document can be downloaded from the [website](#).
- **Standardised visual identity for the JA (Task 2.1.4):** The visual identity kit of the JA was delivered in M3 and includes the project logo, colour codes, website design guidelines and templates for creating Word and PowerPoint documents.
- **Local stakeholder forum events (Task 2.2.3):** A supporting document for organising local stakeholder forums was delivered to the partners in M18. The document includes a step-by-step methodology that can be used for organising local stakeholder forum events. This methodology was based on the policy dialogue methodology of the Chrodis Plus Joint Action ([www.chrodis.eu](http://www.chrodis.eu)) and the policy dialogue forum methodology and tools of the CO-CREATE research project.

### Communication channels, promotion of the JA and dissemination of the results

- **Website (MD 2.2):** The website was created in M3 and provides project and WP level information on all activities of the project. It also features a dedicated page for events and the newsletters. The address of the website is [www.bestremap.eu](http://www.bestremap.eu). The webpages of the core WPs (WP4,5,6 and 7) on this website were developed through a content

development process with the respective WP leaders so they fully reflect the objectives, activities, future deliverables and the background of these WPs.

- **6th Newsletter issued (MS8):** 2 out of the 6 newsletters were issued and are accessible on the [website](#). The newsletters were sent to all contacts (about 550) on the stakeholder list.
- **Social media (Task 2.2.4):** In M4 the [Facebook page](#) of the JA was created, followed by the [YouTube channel](#) and [Instagram page](#) in M11. The Facebook and Instagram pages currently operate with 4 posts per month, while the YouTube channel has a total of 32 videos uploaded. WP2 has also cooperated with 7+ multipliers (including partner organisations and a national level dietetic association) and worked with 1 influencer on promoting the JA in social media.
- **Press releases-based PR campaign Task (2.2.5):** 2 out of the 7 press releases were issued and are accessible on the [website](#). The press releases were sent to all media outlets (about 100) that are on the stakeholder list.
- **Health Policy Platform:** In M15 a stakeholder network for JA Best-ReMaP was created on the EU Health Policy Platform. Work Package 2 regularly shares posts on the platform about the updates of the JA and manages access requests to the network.

## Coordination with other projects or activities at European, national and international level

Work Package 2 has established an ongoing work relationship with the *PEN*, *Co-Create* and *STOP* projects on optimising communication activities and organising joint events. Work Package 2 completed communications tasks (event page setup, visual identity creation for the event, promotion on social media) in relation with the STOP-Best-ReMaP joint conference in November 2021, and promoted the webinar series that was co-organised with the World Obesity Federation in 2021.

In addition, Work Package 2 plays an active role in organising a future event, a joint symposium of the PEN, Co-Create, STOP and Best-ReMaP projects which will take place in June 2022 in Brussels.

## Dissemination activities carried out by all partners

In collaboration with Work Package 1 (NIJZ), Work Package 2 has collected the dissemination activities of all partners of JA Best-ReMaP that were carried out in the first 18 months of the project. All activities – including presentations, workshops, publications, social media posts, etc. - that promote JA Best-ReMaP and its goals were considered as dissemination activities.

The following tables summarize the dissemination activities of the JA Best-ReMaP partners by type, in the period of 1 October 2020 – 31 March 2022, and show how many individuals and from what type of target audiences were reached by performing these activities:



Dissemination activity type	Amount
Organisation of a conference	2
Organisation of a workshop	21
Press release	3
Non-scientific and non-peer-reviewed publication	5
Exhibition	1
Flyer	1
Social media posts (by partners and	125
Website	19
Communication campaign	2
Participation to a conference	9
Participation to a workshop	5
Participation to an event other than a conference or workshop	18
Video/Film	4
Participation in activities organized with other EU projects	5
Other	3
<b>Total</b>	<b>229</b>

Target audience type	Number of individuals reached
Scientific community	1177
Industry	200
Civil society	163
General public	2327
Policy makers	437
Media	2026
Other (including social media outreach and number of visitors of the bestremap.eu website from mixed audience types)	242,295
<b>Total</b>	<b>248,625</b>

## 5. Project Results and Visibility

The visibility of the project has been ensured by efforts led and coordinated by WP2 Semmelweis University and NIJZ during the period of 1 Oct 2020 - 31 March 2022:

### Key performance indicators reached

KPI	Original target	Result reached
Stakeholders - with input from all partners	120	550
Number of page views per month - driven by heavy social media presence with organic and paid campaigns drawing visitors to the website	200	1770
Number of downloads of the project leaflet from the project website	20	255

### Social media outreach in numbers

KPI	Reached target
Facebook Page Reach - number of people who have seen Best-ReMaP related content on social media	207,156
Facebook & Instagram followers (towards reaching the 1,500 as original project KPI) - Instagram was added as an extra to the communication channels originally promised in the GA	on track towards reaching 1500 followers
YouTube views: Number of views of the videos - primarily due to paid advertisements for the flagship film on the impact of food marketing on children	24,941 views with 631 hours of watching time

**Major results and key findings, their uptake and future potential use:** The topics covered in this project draw the attention of nutrition professionals across Europe. The major results i.e. the reports and their key findings of the project are still to be produced according to the timing of the deliverables. Some results are available already such as the [policy summary of the mid-term Ljubljana conference](#), which reflect the depth and breadth of the future results.

**Target groups and added value:** The project reaches a wide number of professionals many of whom are also involved in other key European nutrition related projects. Furthermore, the Policy Decision Making Forum of the project involves high level nutrition policy makers and nutrition professionals. It means that a great number of key stakeholders are directly involved in the project and while supporting the project's development they also spread the news about it.

**Further use of the project results:** The project results are very concrete and prone to implementation. They tackle policy questions that most EU countries are already trying to resolve. As the project is an implementation project, it is highly likely to have an impact on policy making at national and also at EU level. The exposure of national-level policy makers via the national policy stakeholder events is to speed up relevant policy making and future use of the project results.

**Major problems and lessons learned:** The COVID pandemic has been a limiting factor in the operation of the project. Project partners have successfully moved both international and national level operations online, but have had to accept the pandemic as an ongoing major problem of the project. Such a vis major can debilitate the efficient cooperation of project partners as well as the dissemination of the project results, this resulting in lower impact and participating individual experts and national policy making.

**Future recommendations:** The network of the project has been excellent from the very beginning, i.e. the cooperation with other EU projects. In the future, the project management needs to keep an eye on any other major nutrition related project or platform and offer cooperation.

**Dissemination activities during and after the project:** The project website will be maintained for 3 years after the completion of the project. Project partners will need to make sure that they keep references to this project page on their websites and publications during this period.

**Project website:** The website currently fully reflects the state-of-the-art of the project. However, when the deliverables are available, the WP webpages will need to be updated.

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## 6. Evaluation of dissemination activities

In order to ensure continuous development throughout the term of the JA, Work Package 2 has evaluated its activities regarding the first 18 months of the project. The following key points were identified in terms of the strengths and weaknesses of the dissemination activities:

### **Strength of the dissemination activities:**

- Strong cooperation of WP1 and WP2 as well as other WP leaders on communication activities.
- Clear WP objectives which makes communication easy.
- Willingness of some project partners to spread the project news via their social media channels.

### **Weaknesses of the dissemination activities:**

- A major weakness is the low number of stakeholders who can be effectively reached by the newsletters. The newsletters are sent out by the SendInBlue mail server which provides information on the number of openings and unique clicks within the newsletter. Based on our analysis only about 10% of the recipients read the content of the newsletters.
- While the objectives and future activities/deliverables of the project are clear, the audience waits primarily for the concrete reports and results. The reports will be published at the end of the project, which will leave little time for their dissemination.
- COVID disabled the face-to-face meetings during the first 18 months of the project. This disrupted the usual patterns of communication between partners and made communication less personal and less dynamic.

## 7. Closing remarks

In the second half of the JA, Work Package 2 will focus on improving the identified weaknesses of dissemination activities by applying corrective actions. Furthermore, we will expand our dissemination activities in the social media by leading paid campaigns that primarily attract health professionals.

Our team will also prepare an animated movie in collaboration with an external designer team that will target 12-13 years old children and address the topic of marketing of unhealthy foods to children. Work Package 2 will inform and involve the Work Package Leaders during the movie creation process.

In addition, Work Package 2 will deliver the remaining reports, press releases, webinars, newsletters and a leaflet for families as described in the Grant Agreement.