

# FoodSmartphone



## **Smartphone analyzers for on-site testing of food quality and safety**

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**1 Abbreviations and acronyms**

ESR	Early stage researcher
ETN	European Training Network
ITN	Innovative Training Networks

## 2 Summary

In order to ensure the strategic planning and optimum management of communication and outreach activities of the FoodSmartphone project, the Outreach plan is described. This deliverable is included in the work package 7 that sets dissemination and communication activities of the FoodSmartphone project.

This Outreach plan will be regularly reviewed on the basis of the project evolution to add new dissemination actions and /or modify existing ones if necessary.

## 3 Introduction

The FoodSmartphone outreach plan involves dissemination activities that are linked to the general public, instead of the research and industrial communities. Following the Horizon 2020 recommendation for the Marie Curie outreach activities ([http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach\\_activities\\_en.pdf](http://ec.europa.eu/assets/eac/msca/documents/documentation/publications/outreach_activities_en.pdf)), the instruments that form the outreach strategy for the project are described in this report.

FoodSmartphone participants will be engaged in outreach activities through the FoodSmartphone Outreach plan. They will communicate with the general public through the social media accounts (Twitter, Facebook, LinkedIn), through the website, as well as through our weekly ESRs blogs; moreover, they will organize Opens Days and share information on their research through conferences, workshops and thus reach a much wider research population.

Furthermore, press releases and E-newsletters will be issued and/or other information leaflets including posters will be prepared. One of the main objective for the FoodSmartphone project is to maintain high visibility and to encourage ESRs to present their project to a wide audience. The questionnaire for stakeholders' database has been launched at the main page of the project website, see "Sign up for stakeholder database". The E-newsletters as well as other information of the Foodsmartphone project will be distributed.

## 4 Dissemination, communication and public engagement strategy

The communication and public engagement strategy of FoodSmartphone is built on two pillars: (i) the highly successful engagement from the beneficiary organizations with the mass media and (ii) the active involvement of the ESRs on social media.

The dissemination and communication activities of FoodSmartphone are designed to have a large impact on the personal skills development of the ESRs, on the advancement of science & technology related to on-site (bio)sensing and diagnostics, on industry by opening intersectoral collaboration and early insight and implementation opportunities of the on-site and at-line sensing technologies, and on the public engagement in science, by creating awareness of the relevance, importance and added-value of European research training and to create a dialogue for understanding each other priorities in science and public concerns.

Both at the level of individual ESRs and network-wide, different outreach activities are scheduled within FoodSmartphone in order to promote the communication between scientists and the public and to increase science awareness. At the individual level each trainee will at least once a year participate in an outreach event. As can be seen in Table 1, the ESRs will be involved at least once in a local open-day or science fair event at their host organisation and present her/his work to laymen through demonstrations or mini-workshops.

**Table 1** The FoodSmartphone Communication and Public Engagement Plan

Activity	Frequency	Audience	Impact on
<b>FoodSmartphone blog</b>	permanent (updated at least weekly)	general public	Public awareness & understanding
<b>Mobile-friendly internet website</b>	permanent (updated at least weekly)	general public, scientists	Awareness of science relevance; scientific awareness of the project
<b>FoodSmartphone on social mass media: Twitter, Facebook, LinkedIn</b>	permanent (updated at least weekly)	general public	Awareness of the website, of the blog, of science relevance and fun. Public interaction and understanding scientist and public perceptions.
<b>Press articles</b>	in each beneficiary country: at least 1x/yr	general public	Public awareness of science relevance
<b>ETN Ambassador at your old school</b>	each ESR: at least once	Primary and/or secondary school	Choosing science at next education level
<b>Presentation at local university or industry open days</b>	each ESR: at least once	Students and general public	Awareness of science relevance
<b>FoodSmartphone Presence at European Researchers Night festival</b>	in each beneficiary country: 1x in final yr	general public	Awareness of science relevance and fun
<b>Wikipedia page, YouTube, video-blogs</b>	permanent (updated quarterly)	general public	Awareness of science relevance and fun
<b>FoodSmartphone ETN project open day</b>	Once, in conjunction to the final conference	Students, stakeholders, and general public	Public perception and engagement, opting for a science career, public awareness of science.

### Blogs

The ESRs have already developed and actively maintain a **FoodSmartphone-blog** (<https://foodsmartphone.blog/>, Fig. 1) on the internet about their researcher's life.

### Website

The FoodSmartphone website creating also in mobile friendly version has launched on <month 2017> and acts as an information channel disseminating the project results and providing useful information about the scientific and technical areas of interest.

### Social media

The ESRs and their (co)supervisors are regularly communicating via popular social networking sites **Twitter** (@FoodSmartphone), **Facebook** (facebook.com/FoodSmartphone) and **LinkedIn** (<https://www.linkedin.com/company/foodsmartphone>), see Fig. 2 – 4, in order to bring new findings and on-going developments to the general public and focusing their attention FoodSmartphone website. All FoodSmartphone social media accounts are active since <month 2017> and updated periodically with contents from the project itself in order to disseminate the news generated during the ESRs activities and publications of

## *D7.2 Outreach Plan*

interests from other users. These are very cost-efficient ways of having a continuous outreach effect to complement the more formal events.

### **Media release**

Similarly, press releases can be another tool to promote the project and the benefits to the organisation from the MSCA action. In addition, opportunities of broadcasting (TV or radio) interviews will be pursued to bring at a high level, the knowledge, achievements and importance of the scientific domain of the FoodSmartphone.

### **ETN Ambassador**

In order to promote their research in the FoodSmartphone project in their country of origin each ESR will present her/his individual work at least once as an ETN Ambassador in their mother language at primary and secondary education level, preferably at their own old school.

### **Presentation at local university**

Each ESRs will promote the project as well as ITN action and expected impact to young Europeans, by visiting schools/universities and giving presentation on their research. The goal is to inform young people, students of the European vision in ICT and illustrate how the current research is bringing the vision one step closer.

Each partner will organize at least one visit to local high school to talks about the research program or will organize a lab visit to local school students. ESRs will be actively involved in the preparation and presentation of the talks and visits.

### **FoodSmartphone ETN project open day**

ESRs will participate in the **FoodSmartphone** Open Days. Each partner laboratory will participate at least once in such events and ESRs will encouraged to actively take part in demonstration. The first Open Days event will take place at the leading conference on Recent Advances in Food Analysis, RAFA2017 (November 2017, Prague, CZ)

The events will enable students and the general public to visit the premises of the projects partners to get hands on experience of wireless network application.

### **YouTube**

A YouTube account has been created (see Fig. 5) in order to publish all the audio-visual material generated during the recording of dissemination actions and other activities derived from the project. Video-blogs of real-life demonstrations can provide at the same time the basis for a larger YouTube videoclip. This type of activity has a very high potential of triggering the Press, thereby creating follow-up outreach through interview(s) in local newspapers, magazines and/or broadcasting. The first videos will be available after the 1<sup>st</sup> FoodSmartphone Open Day organized on occasion of the RAFA 2017 symposium.

### **Wikipedia page**

A Wikipedia page will be created in order to publish an article about innovative smartphone-based sensing and diagnostics in national non-specialised popular science or consumers press.

## *D7.2 Outreach Plan*

### **E-newsletters**

FoodSmartphone activities and results will be also periodically published through the articles in newsletters discussing the key innovative areas of the project and how the results can benefit the general public.

Biannually the newsletter will be prepared to collect information and results of the project activities, and to timely spread and promote them among then partners and other interested parties, see Fig. 5. All project partners will contribute and it will be available in electronic form on the project website.

To monitor all dissemination and outreach activities of all partner, a template listing all specific dissemination and communication activities has been created and will be periodically updated with relevant information (when/where/what activity by who), see Fig. 7. This updated Table is available on the project intranet at WP7 Dissemination area.

Figure 1 FoodSmartphone ESRs blog

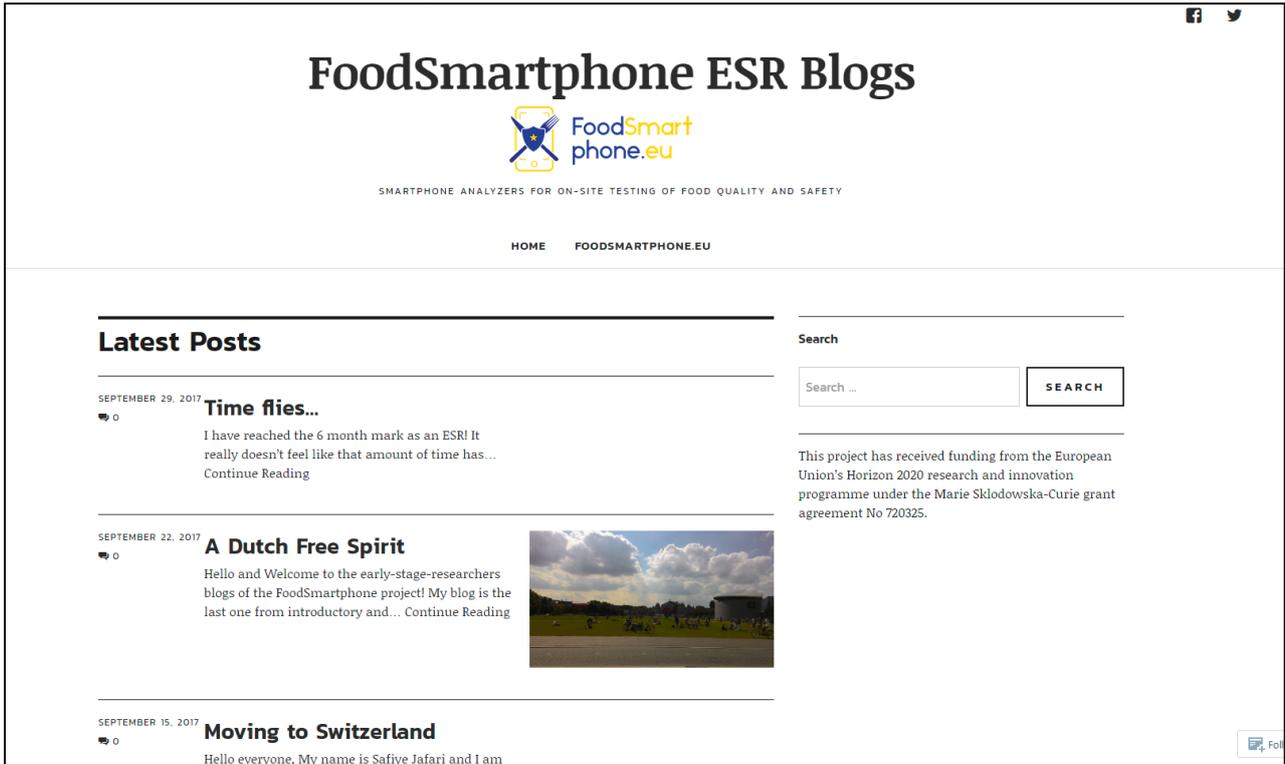


Figure 2 FoodSmartphone Twitter page

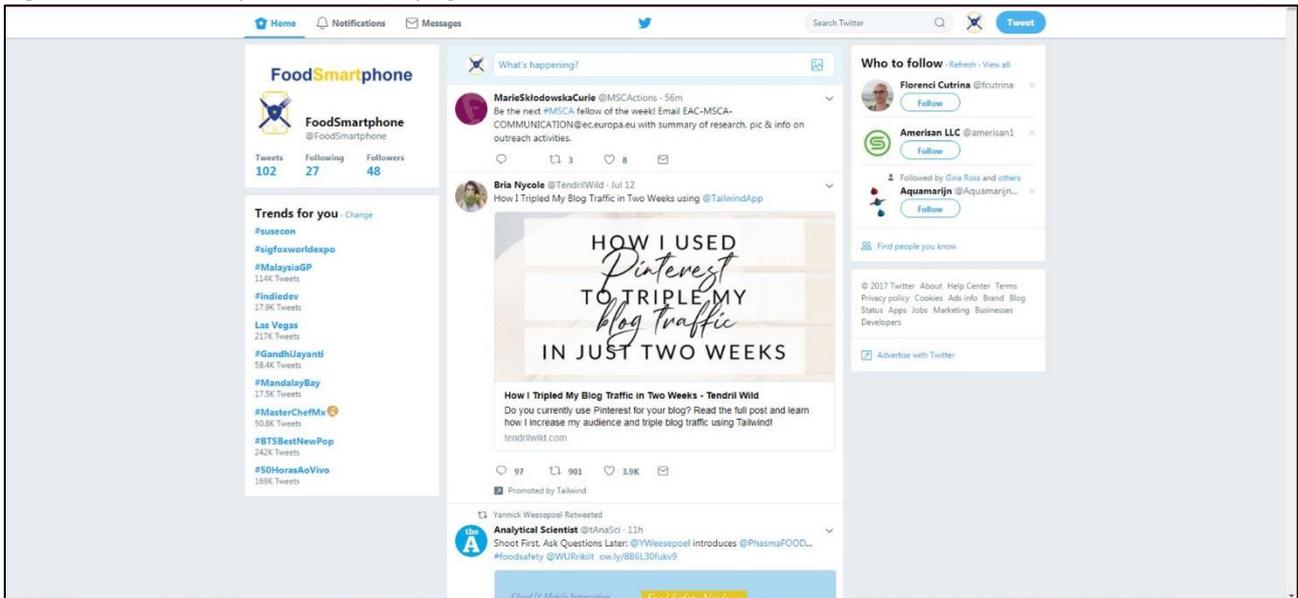


Figure 3 FoodSmartphone Facebook page

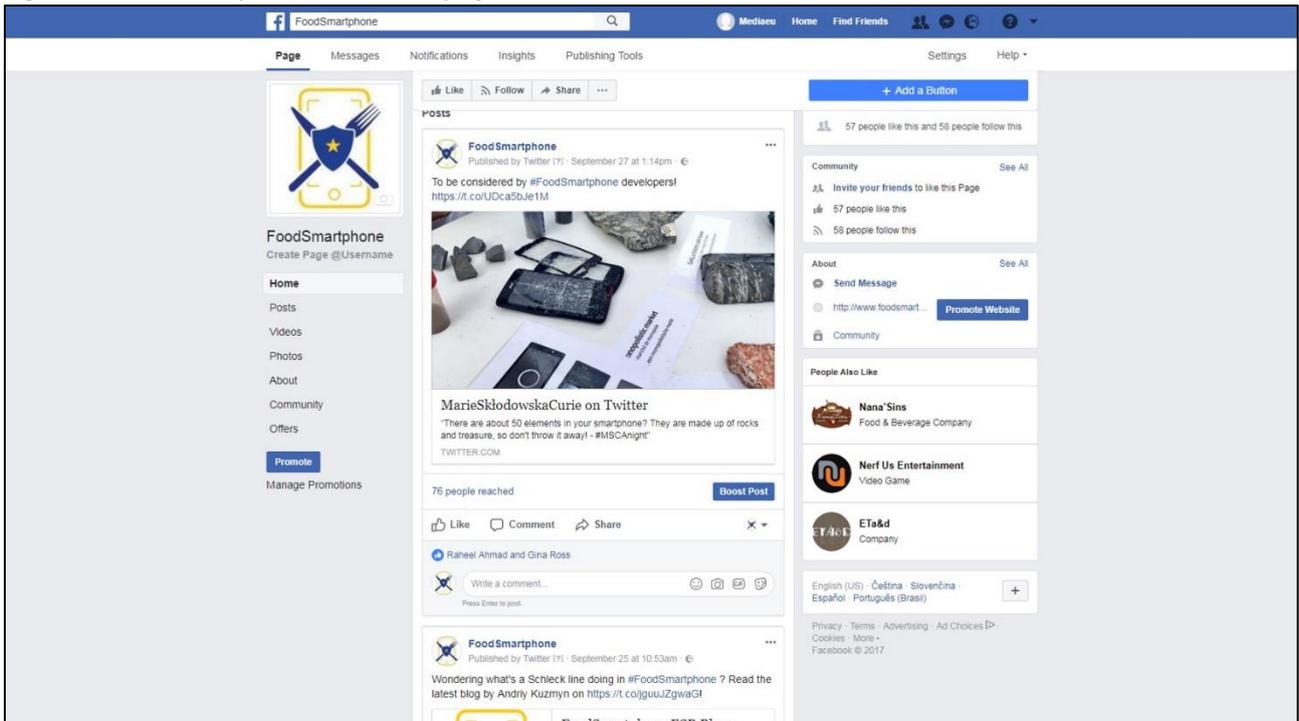


Figure 4 FoodSmartphone LinkedIn page

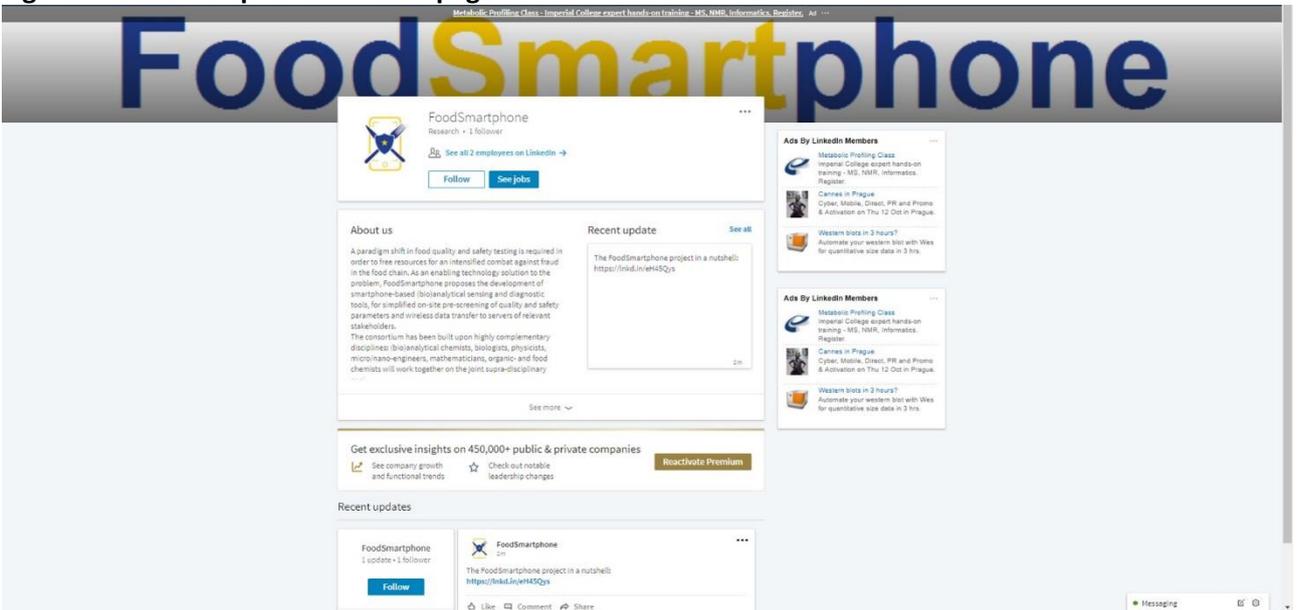


Figure 5 FoodSmartphone YouTube page

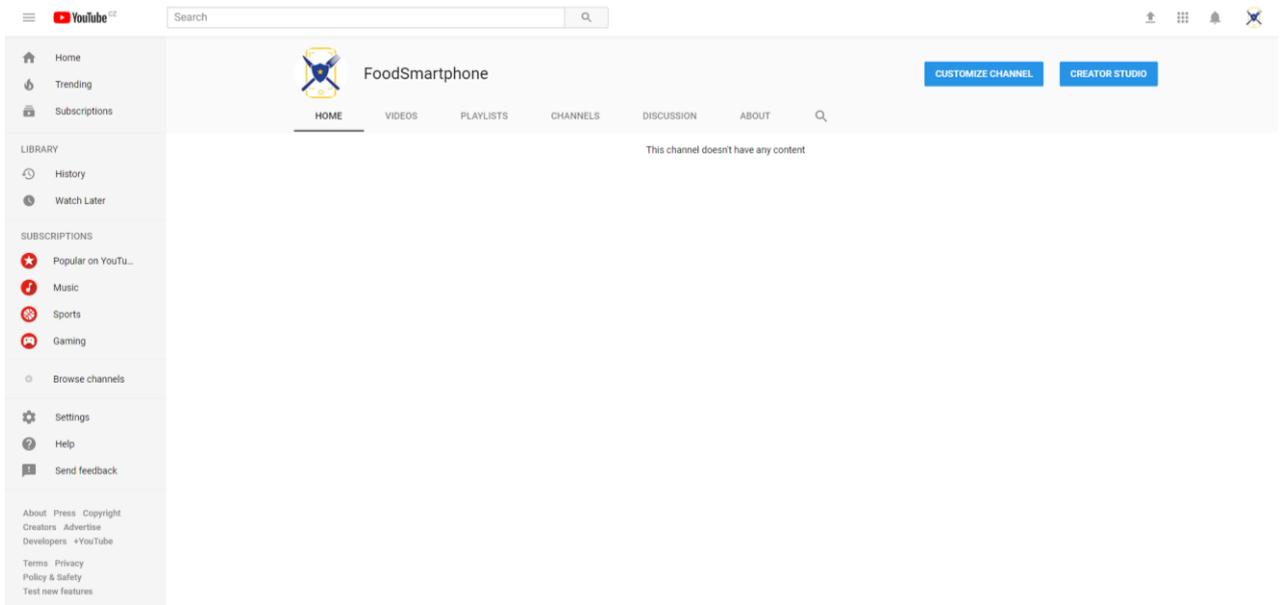


Figure 6 The first FoodSmartphone E-Newsletter Issued in June 2017



# FoodSmart phone.eu e-NEWSLETTER



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## Smartphone analyzers for on-site testing of food quality and safety

**Issue 1 – June 2017**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 720325.

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<p><b>In this issue:</b></p> <p><a href="#">Welcome</a></p> <p><a href="#">FoodSmartphone in a nutshell</a></p> <p><a href="#">Feature: FoodSmartphone summer school</a></p> <p><a href="#">Get to know our ESRs</a></p> <p><a href="#">Forthcoming events / meetings</a></p> <p><a href="#">Contact us</a></p>	<p><b>Welcome to the first FoodSmartphone e-Newsletter!</b></p> <p><i>Dear reader and FoodSmartphone follower,</i></p> <p>We proudly present you the very first e-Newsletter of the Marie-Curie Initial Training Network 'FoodSmartphone'. The aim of this newsletter is to provide you with a brief summary of the project, the latest news, and most importantly, to introduce to you our recently recruited early stage researchers (ESRs), who are all very eager to make this project a great success. They just finished their first network-wide summer school on smartphone-based assay development which was jointly organized by the Wageningen University graduate school VLAG and FoodSmartphone beneficiary RIKILT. Apart from our ESRs, 20 other international PhD students joined this exciting course. Keep updated by signing up on our website and/or by following us on twitter (@FoodSmartphone) and tweet us using the hashtag #FoodSmartphone. Feel free to contact us at <a href="mailto:foodsmartphone@foodsmartphone.eu">foodsmartphone@foodsmartphone.eu</a> with any suggestions for improvement of this e-Newsletter, for future collaboration or dissemination opportunities, or just for a friendly chat.</p> <div style="text-align: right;">  <p><i>Michel Nielen, coordinator</i></p> </div> <p><i>For now I wish you all very nice summer holidays!</i></p>
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### The FoodSmartphone project in a nutshell

<p><b>Key facts:</b></p> <p><b>Grant Agreement:</b> 720325 – FoodSmartphone - H2020-MSCA-ITN</p> <p><b>Start date:</b> January 2017</p> <p><b>Duration:</b> 48 months</p> <p><b>Volume:</b> 2.8 MC</p> <p><b>Coordinator:</b> Prof. Dr. Michel Nielen RIKILT Wageningen University &amp; Research Wageningen The Netherlands</p> <p><b>Website:</b> <a href="http://www.foodsmartphone.eu">www.foodsmartphone.eu</a></p> <p><b>Twitter:</b> @FoodSmartphone</p> <p><b>Facebook:</b> FoodSmartphone</p>	<p>Imagine how many random and suspect samples are being taken in national monitoring plans within the European Union (EU) for food quality and safety testing: millions each year again and again. Typically, all these samples are taken on-site at farms, slaughterhouses, border inspection points, retail shops, etc., documented, transported to a control laboratory, screened for target substances such as food contaminants and drug residues, and finally the few suspects from the screening methods have to be confirmed by validated instrumental methods in order to declare the sample non-compliant or compliant. Despite all these efforts, we are still facing frequent food incidents and fraud issues. A paradigm shift in food quality and safety testing is required in order to free resources for an intensified combat against fraud in the food chain. As an enabling technology solution to the problem, FoodSmartphone proposes the development of smartphone-based (bio)analytical sensing and diagnostic tools, for simplified on-site pre-screening of quality and safety parameters and wireless data transfer to servers of relevant stakeholders. Bioanalytical chemists, biologists, physicists, micro/nanotech engineers, mathematicians, organic- and food chemists will work together on the joint supra-disciplinary goal. FoodSmartphone offers the 11 ESRs an extensive programme of network-wide training events and intersectoral secondments. The scientific training in novel smartphone-based technologies plus the complementary skills training provided, will have a major impact on future EU monitoring practices and, moreover, pave the road for Citizen Science.</p> <div style="text-align: right;">  </div> <p><b>Overall objectives of FoodSmartphone:</b></p> <ul style="list-style-type: none"> <li>➢ To study the supra-disciplinary challenge of smartphone-based analysis systems having advanced biorecognition, signal transduction, microfluidic sample handling and image data handling solutions.</li> <li>➢ To develop user-friendly, rapid integrated sample preparation and smartphone-compatible Apps, to ultimately ensure adequate field implementation for both professionals and future Citizen Science.</li> <li>➢ To develop a unique range of smartphone-based on-site screening demonstrators</li> </ul>
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**Figure 7** FoodSmartphone Dissemination activities template



**FoodSmartphone**  
Smartphone analyzers for on-site testing of food quality and safety

**List of specific project Dissemination and Communication Activities**  
(All achieved and planned dissemination activities will be periodically updated.)

<p><b>Type of activity (please select one of categories listed below):</b></p> <ul style="list-style-type: none"> <li>• Organisation of a Conference</li> <li>• Organisation of a Workshop</li> <li>• Press release</li> <li>• Non-scientific and non-peer-reviewed publication (popularised publication)</li> <li>• Exhibition</li> <li>• Flyer</li> <li>• Training</li> <li>• Social Media</li> <li>• Website</li> <li>• Communication Campaign (e.g. Radio, TV)</li> <li>• Participation to a Conference (presentation, poster)</li> <li>• Participation to a Workshop (presentation, poster)</li> <li>• Participation to an Event other than a Conference or a Workshop</li> <li>• Video/Film</li> <li>• Brokerage Event</li> <li>• Pitch Event</li> <li>• Trade Fair</li> <li>• Participation in activities organized jointly with other H2020 projects</li> <li>• Publication</li> <li>• Other</li> </ul>	<p><b>Type of audience (if possible, please specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories):</b></p> <ul style="list-style-type: none"> <li>• Scientific Community (Higher Education, Research)</li> <li>• Industry</li> <li>• Civil Society</li> <li>• General Public</li> <li>• Policy Makers</li> <li>• Media</li> <li>• Investors</li> <li>• Customers</li> <li>• Other</li> </ul>
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Partner N <sup>o</sup>	Type of activity	Main leader	Posters, Presentations, other activities at events – please describe Author(s), Title, Event	Date	Place	Type of audience	Size of audience	Countries addressed

## 5 Conclusions

In this WP7 document, the outreach plan is presented. The overall dissemination process that will be followed by all FoodSmartphone partners as well as respective ESRs is described. By the diversity of the communication channels which the FoodSmartphone project plans to use, the project results will be largely disseminated not only to the research and industrial communities, but also to the general public including young people and universities and high schools

This Outreach plan will be regularly reviewed on the basis of the project evolution to add new dissemination actions and/or modify existing ones if necessary.