Communication plan update

Update of D7.2
Communication and dissemination plan for
(Month 36)

M34: Communication plan updates (M36)

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Contributors

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Revision history

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Abbreviations

AI	Artificial intelligence
MOOC	Massive Open Online Course
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
RA	Risk analysis
SFSN	Sustainable Food Systems Network
SMEs	Small and medium enterprises
SPOC	Small Private Online Course

Executive summary

This milestone report presents a second update of a former published "D7.2 Deliverable Communication and dissemination plan" after month 12 and 24. This report presents another update and outlines the strategy for the last year of the HOLIFOOD project of the period October 2025 (month 36) until September 2026 (month 48).

The HOLiFOOD Communication and Dissemination Plan is a strategic framework designed to effectively communicate the project's objectives, engage stakeholders, and disseminate results. As the project progresses, this plan will ensure that HOLiFOOD's goals and outcomes are widely known and utilised by relevant audiences, contributing to advancements in food safety and holistic risk assessment.

Proven to be efficient and well accepted by consortium members and project partners of HOLiFOOD, the strategic direction of the HOLiFOOD Communication and Dissemination Plan remains fully valid for the last quarter of the project with no structural changes. It confirms continuity and relevance of the research outcomes and the task to present it to the stakeholders and and research community.

During the fourth and last year of the HOLIFOOD project, specific focus will be given to:
- Strengthening outreach to reach all the defined target audiences
- Maintaining the visibility achieved in the first three years of the project
- Showcasing results, in particular scientific publications and practice abstracts
- Implementing HOLiFOOD's consumer awareness campaign
- Launching HOLiFOOD's training materials
- Promoting and participating to relevant events

Concluding, the HOLiFOOD Dissemination and Communication Plan is a flexible and efficient strategy implemented to maximize the impact of the HOLiFOOD project.

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1. Introduction

About HOLiFOOD

The overall objective of HOLiFOOD is to **improve the integrated food safety risk analysis (RA) framework in Europe to i) meet future challenges arising from Green Deal policy driven transitions in particular in relation to climate driven changes, ii) contribute to the UN's Sustainable Development Goals and iii) support the realization of a truly secure and sustainable food production.**

HOLiFOOD is applying a system approach, which takes the whole environment into account in which food is being produced, including economic, environmental and social aspects. Three supply chains have been studied: cereals (maize), legumes (lentils) and poultry (chicken). Artificial Intelligence (AI) and big data technologies are used in the development of early warning and emerging risks prediction systems for known and unknown food safety hazards. In addition, tools, methods and approaches are under developement for hazard detection and new holistic risk assessment methods have been implemented to embed food safety risk in a comprehensive cost-benefit analysis of the food system, including positive and negative health, environment and economic dimensions.

In parallel, an effective impact pathway is under implementation through integration of the HOLiFOOD outputs into the legal framework associated with the food risk analysis process. The impact pathway is supported by an electronic data and knowledge sharing platform aiming at the full digitalisation of food (safety) systems and supporting transparency and impact for all stakeholders.

To align with stakeholder priorities, preferences and user requirements, the HOLiFOOD innovations are designed and tested in a multi-actor approach (i.e. Living Lab) involving all stakeholders (e.g. authorities, food producers and citizens).

2. Communication and dissemination strategy: continuity and focus

The HOLiFOOD Dissemination and Communication Plan (D7.2) is a strategic document that outlines a multifaceted approach for effectively communicating project objectives to stakeholders through digital and traditional media. Published in M6 with updates in M12 and M24, this plan remains unchanged and focuses on clear, efficient communication across different audiences.

2.1. Stakeholder engagement

A significant aspect of the plan is identifying and targeting eight key stakeholder groups, see Table 1:

No.	Stakeholder group	Tools of communication
1	EU Policymakers and Risk Managers: ensure that policymakers are informed about the project's contributions to food safety risk assessment, aligning with EU goals and regulations.	Sustainable Food Systems Network (SFSN), Website, Press Releases
2	Food Industry and SMEs: Including farmers, to adopt innovative practices and technologies that enhance food safety.	Networking and Collaboration
3	Scientific Community: Engage researchers and academicians to collaborate and validate the project's findings.	Conferences and Events, Sustainable Food Systems Network (SFSN)
4	Risk Assessors: Provide them with data and insights for improved risk assessment frameworks.	Networking and Collaboration, Sustainable Food Systems Network (SFSN)
5	Educators and Trainers: Equip educators with the necessary tools and knowledge to teach risk assessment practices.	E-learning Approaches
6	Consumer Associations and Media: Enhance public understanding of food safety issues and the project's contributions.	Networking and Collaboration, Traditional Media, Press Releases

7	General Public: Raise awareness about food safety risks and the benefits of the project's outputs.	Consumer Awareness Campaigns, Website, Press Releases
8	Related Research Projects: Collaborate and share findings to enhance overall food safety research efforts.	Networking and Collaboration, Conferences and Events

Table 1: Stakeholders and selection of instruments of communication and dissemination

The engagement strategy involves tailored communication and dissemination activities to meet the specific needs and expectations of each group.

3. Update Communication and Dissemination plan 2025 and 2026

3.1 Tools

The HOLiFOOD project will continue to employ a range of instruments, including digital platforms, media outreach, and collaborative networks. These tools (Figure 1) will enhance visibility, foster engagement, and support the project's overarching goals.

Figure 1: Overview Tools and Instruments Communication and Dissemination HOLIFOOD

The tools and instruments outlined in the original plan have proven efficient and remain central to the strategy. In the fourth year, the focus will be on further activating and fine-tuning these tools in light of the increased availability of project outputs.

The toolkit's adaptability allows for minor adjustments and intensified use based on concrete dissemination needs, without altering the plan's structure (Table 2).

No.	Tool	Update and Remarks
1	Brand Identity	Represents the vision, mission and core objectives of the HOLiFOOD project. It allows the target audiences to clearly identify the brand. Partners maintain consistent use of the visual identity across all relevant channels and assets. The brand guidelines from the first phase will continue to guide all communication outputs until the project ends.
2	Website	As the main information hub of the HOLiFOOD project, it ensures stakeholder access to relevant information and project-related content. Updates will intensify as scientific results and educational materials become available.
3	Press Releases	The distribution mechanism via partner channels and networks remains unchanged. Press releases will maintain their role in amplifying results and project milestones.
4	Social Networks	A regular posting schedule and alignment with project milestones will ensure continued stakeholder engagement Partners will help by sharing and amplifying content. HOLiFOOD's presence on platforms such as X (Twitter) and LinkedIn continues to grow steadily.
5	Traditional Media	Exploration of traditional media outreach for stories or outcomes relevant to wide audiences.
6	Sustainable Food Systems Network (SFSN)	HOLiFOOD will continue leveraging the SFSN for project promotion and stakeholder engagement.
7	E-learning Approaches	Educational materials (MOOCs/SPOCs) are being finalized and will be published in the last quarter of the project. Integration of these materials into training settings will be actively promoted thanks to universities' networks

		(e.g. into lectures and seminars at universities and training with research staff), along with promotion on social media (LinkedIn, X).
8	Consumer Awareness Campaigns	After organising individual workshops with each work package, EUFIC has set the base of HOLiFOOD communication strategy and campaigns to come (target groups, main messages, digital storytelling and influencer engagement).
9	Networking and Collaboration	Collaboration with other EU projects will continue, particularly through joint events and shared dissemination content. (e.g. FoodSafeR, EFSA-Network FORA…). HOLiFOOD partners will continue to liaise with other food safety projects on events and conferences.
10	Conferences and Events	Presentation of results and networking with relevant stakeholders will be prioritized HOLiFOOD partners will maintain active participation in key conferences.
11	Additional Materials	New visual and promotional materials (social media cards, posters, etc.) will be developed where needed to support targeted dissemination activities.

Table 2: Tools and instruments communication and dissemination plan throughout the project duration

3.2 Project timeline and communication phases

The project timeline is divided into several phases, each with specific goals and activities:

- Initial phase (first 3 months): Focus on developing the dissemination plan and establishing operational elements such as brand identity and the website.

- First year: Aim to build the HOLiFOOD brand, creating awareness about the project and its goals. Messages during this phase will be of a general nature, focusing on promoting the project's mission and the benefits to society and food systems.

- Second and third year: Targeted communication tailored to the needs of specific stakeholder groups based on interactions and project results. This phase aims to increase the project's impact through more focused engagement.

- Final phase (last year): Emphasise research results and maximize outreach to ensure the project's findings are widely disseminated and adopted.

The HOLiFOOD project will operate soon into the fourth year, where emphasis is given to research results and to maximise outreach to ensure the project's findings are widely disseminated and adopted.

4. KPIs Key performance indicators: Ongoing monitoring

All KPIs remain valid and will continue to serve as reference points for internal monitoring and reporting. Where relevant, additional qualitative indicators may be tracked to complement the established framework (e.g., stakeholder feedback, event quality...). The three colour system indicates the status of work and the progress made so far:

- 🟢 Take minor action

- 🟡 Implement moderate action

- 🔴 Intensify work

Tool No.	Tool(s)	Metrics method	Expected results	Results by Aug.2025
1, 2	Project website and visual identity	Number of visits, content shared and appreciated (by the end of the project)	Visitors: at least 50,000 visitors (unique pageviews) • News items: at least 6 per year • Blog posts: at least 6 per year	Visitors: 9,653 unique pageviews News: 82 items, including lay articles 3 infographics 🟡
3	Press releases	Number of journalists contacted and downloads	Number of journalists contacted (direct email): >50 in total Downloads from the website: >50	Number of press releases: 2 Downloads: the analytical system doesn't count the downloads but the pageview of the PR uploaded in the website is 45 views and the one uploaded on the journalistic repository AlfaGalileo has been read 142 times 🟢
4	Social Networks	Number of posts, Impressions, user acquisition	At least 90 social media messages posted on @SciFoodHealth with an average total reach of >70,000 impressions	124 posts in total (68 on Linkedin – 54 on X) Total reach of 52.628/ 70.000 impressions 🟢
5	Other media (traditional)	Number of experts contacted	At least 30 journalists/communication experts contacted	Number of journalists contacted: 45 specialised media has been contacted for the press releases. This KPI is connected to N.3 and can be achieved with a press release. 🟢
6	SFSN	Number of posts and interactions	At least 30 posts written by HOLiFOOD • At least 1,000 interactions with the posts • At least 30 news items integrated in the SFSN newsletters (of the food safety subgroup)	Posts: 13 Interactions: 16 appreciations of the posts Views: 4,261 News items at newsletter: 6 🟡
7	Webinars/ users workshops	Numbers of webinars	Number of webinars: 6	Number of webinars: 4 Number of views: Webinar 1 = no stats

		and views per webinar	• Number of views for each webinar: at least 100	Webinar 2 = recorded by FoodSafer, 84 views online, 50 people attended Webinar 3 = 183 views online, 98 attended, 153 registered Webinar 4 = 85 views online, 90 attended, 131 registered 🟢
7	Training and Educational materials	Number of pieces of educational material produced and used by European food safety educational courses	6 pieces of educational material produced, uptake by 3+ European food safety educational courses.	Activity ongoing 🟢
8	Consumer Awareness Campaigns	Number of people reached	500K+ people reached through project and multipliers (incl. website, social media, events etc).	Workshop with WP representatives finished, plan elaboration, activity ongoing 🟢
9	Networks	Number of total networks	>30 networks	Among the events attended by partners, at least 10 led to networking activities 🟡
10	Scientific publications	Number of scientific publications published, submitted or in draft by project end	At least 30 publications (published, submitted, or drafted)	10 publications pubished/accepted 🔴
10	Project presentations	Number of presentations during the project	At least 40 presentations of the project made by partners	40 presentations given by HOLiFOOD project partners 2022: 0 presentations 2023: 11 presentations 2024: 17 presentations 2025, till Aug: 12 presentations 🟢
10	Conferences and events	Number of partners	At least 70 events attended by partners	42 attendances to events by HOLiFOOD project partners 2022: 1 event attended

		attending International and European events		2023: 15 events attended 2024: 18 events attended 2025 Aug: 8 events attended 🟡
11	Practice guides and abstracts	Number of total abstracts uploaded to the EIPAGRI project database	>30 practice abstracts uploaded	8 available online 4 drafted 🟡
11	Policy briefs/discussion papers	Number of policy briefs produced & disseminated	4 policy briefs sent to 30 relevant policy makers each	Ongoing activity 🟡

Table 3: Key performance indicators

5. Next steps and focus areas

As HOLiFOOD enters the final phase of the project, several key activities will take precedence, and reflecting on audience stakeholders linked to all WP's.

Consumer awareness campaign
After gathering valuable insights and ideas from several workshops conducted in 2025, WP7 is now working on scaling up a campaign plan involving influencers and dissemination multipliers in the field of food safety, such as chefs, bloggers, and medical professionals. These individuals will be identified and engaged to increase public awareness within their existing target groups.

As all workshops have been completed, the developed strategy emphasizes **cross-work package synergies**, integrated storytelling, and strong visuals to engage both technical and non-technical audiences. Whenever possible, content will serve multiple interests in one action (e.g., joint webinars, infographic series), **ensuring complete coverage of the consortium's work.**

Globally, the main stakeholders that would be touched in this activity are the scientific community, educators, EU policymakers and the general public.

This activity contributes to KPI 8 (consumer awareness campaign).

Training materials and E-learning approaches
The development of training materials is entering its final stage with the launch of e-learning tools and supporting resources. The implementation covers main topics: the preparation of the videos for script 1, scripts for topics 2–4, production of the corresponding videos by summer 2026. Dissemination of the materials will take place in

summer 2026, both within selected target groups and to participating universities, with the aim of integrating the content into food safety courses.

Globally, the main stakeholders that would be touched in this activity are educators and the general public (students).

This activity contributes to KPI7 (6 pieces of educational material produced, uptake by 3+ European food safety educational courses).

Scientific publications
Between the start of the Holifood project in October 2023 and September 2025, researchers elaborated ten publications which highlight key advances in food safety and nutrition (see full list in appendix). Topics include holistic risk assessments, PFAS contamination, risk–benefit analyses, and innovative detection methods for mycotoxins and pathogens. Further studies explore AI applications, big data insights from the CHEFS database, federated learning, and health impact assessments, providing a comprehensive scientific basis for evidence-based food system strategies.

HOLiFOOD will intensify work in this area and will focus on producing scientific publications to share insights and data with the broader scientific community.

The main stakeholder targeted in this activity is mainly the scientific community, with this activity contributing to KPI10 (At least 30 publications (published, submitted, or drafted)).

Practice abstracts
The HOLiFOOD project develops innovative methods and tools to improve food safety risk analysis and strengthen the resilience of European food systems. Practice abstracts play a central role in translating research results into practical insights for stakeholders, including food producers, regulators, policymakers, and consumers.

So far, eight practice abstracts are available through a specific network. The abstracts highlight topics ranging from explainable AI and integrated monitoring technologies to climate change adaptation, emerging risk communication, and citizen science approaches.
These abstracts aim to bridge the gap between science and practice, summarising key findings in a concise, accessible format. These support knowledge transfer across different actors and promote the adoption of innovative solutions for food safety and sustainability.
The list will be continuously updated as new abstracts are drafted, reviewed, and published throughout the project's duration.

Main stakeholders targeted in this activity are mainly the scientific community, the general public and EU policymakers, with this activity contributing to KPI11 (>30 practice abstracts uploaded).

Event attendance and presentations
Active participation in conferences and events will be maintained, with an emphasis on presenting project outcomes to increase the project's visibility and influence.

The final stage of a project gives the advantage to provide tangible advancements and results that could be shared in an event. While project partners have been involved in several conferences and presentations, there is an expectation of this number to be increase in the last year of the project.

Examples of events in which partners are planning to present HOLiFOOD's work through a presentation or simply by attending an event:
- "Living Labs for Regenerative Futures Connecting Local and Global Innovation Ecosystems #OLLD25 (30/09/2025 - 3/10/2025)
- FoodSystems Microbiomes (FSM) conference (25 - 28/11 2025)

Main stakeholders targeted in this activity are mainly EU policymakers, the food industry and the scientific community, with this activity contributing to KPI10 (At least 40 presentations of the project made by partners + At least 70 events attended by partners), number left to reach this number).

Final Symposium
In summer 2026, the HOLiFOOD project will host an end-of-project conference where food safety stakeholders can debate food safety challenges, as well as hear presentations from both HOLiFOOD and the FoodSafeR sister project.

The concept of this final symposium is on the draft stage but there are already fixed elements:
- Collaboration between **FoodSafeR and HOLiFOOD projects**
- Wednesday 10 June 2026 + Thursday 11 June 2026
- Sessions around AI and emerging food safety identification, poster presentations, discussions…

The event is open to everyone, but the main stakeholders should be EU policymakers, the scientific community, related research projects, the food industry and educators. This activity contributes to KPI9 (networks) and KPI7 (webinars).

In conclusion, this updated communication plan emphasized a strategic, multi-channel approach to communication and dissemination. The current strategy remains robust, flexible, and aligned with project goals as it enters its final phase. By ensuring that activities occurring in the final stage of the project reach as many targets as possible (based on the stakeholder engagement), we increase the dissemination, the visibility and the outreach of this project.

6. Appendix

No.	Title	Status
1	Explainable AI for food safety hazard prediction	Published
2	Technology development for integrated monitoring of emerging foodborne hazards	Published
3	Implementing Living Labs to Foster a Multi-Actor Approach in Addressing Emerging Food Safety Risks	Published
4	Communicating about emerging food risks with the public	Published
5	Food Safety in the Face of Climate Change: Practical Insights of Climate Adaptation	Published
6	HOLiFOOD Lunch Webinar 1 – "Site Analytics" on potential food safety risks	Published
7	HOLiFOOD Lunch Webinar 2 – "Infrastructure & system design"	Published
8	HOLiFOOD Lunch Webinar 3 – "Emerging risk identification"	Published
9	Digital Tools and Citizen Science to Combat the Spread of the Asian Hornet in Germany	Drafted
10	Consumer Perspectives on Food Risks and Risk Communication in Germany	Drafted
11	New dashboard for holistic risk assessment to identify and monitor existing and emerging food safety risks in a changing global environment	Drafted

Table 4: Practice abstracts (published and drafted, period Oct 2023 till September 2025)

No.	Full reference	Year of publication
1	Erika Országh, Constanza De Matteu Monteiro, Sara M. Pires, Ákos Jóźwiak, Stéphan Marette, Jeanne-Marie Membré, Rodney J. Feliciano, Holistic risk assessments of food systems, Global Food Security, Volume 43, 2024, 100802, ISSN 2211-9124, https://doi.org/10.1016/j.gfs.2024.100802.	2024
2	Dimitrakopoulou, ME., Karvounis, M., Marinos, G. et al. Comprehensive analysis of PFAS presence from environment to plate. npj Sci Food 8, 80 (2024). https://doi.org/10.1038/s41538-024-00319-1	2024

3	Matteu Monteiro CD, Membré J-M,Poulsen M, Thomsen ST and Pires SM (2024)Risk–benefit assessment of foods and its roleto inform policy decisions: outcome of aninternational workshop.Front. Nutr. 11:1458531.doi: 10.3389/fnut.2024.1458531	2024
4	N. Logan, C. Cao, S. Freitag, S. A. Haughey, R. Krska, C. T. Elliott, Advancing Mycotoxin Detection in Food and Feed: Novel Insights from Surface-Enhanced Raman Spectroscopy (SERS). Adv. Mater. 2024, 36, 2309625. https://doi.org/10.1002/adma.202309625	2024
5	EFSA (European Food Safety Authority), 2025. Symposium on Data Readiness for Artificial Intelligence. EFSA supporting publication 2025:EN-9434, 28 pp. doi:10.2903/sp.efsa.2025.EN-9434	2025
6	Kızılışöley, İ.K. et al. (2025). Food safety trends across Europe: insights from the 392-million-entry CHEFS database. arXiv:2507.13802. (Danksagung HOLiFOOD).	2025
7	Zuzanna Fendor, Bas H.M. van der Velden, Xinxin Wang, Andrea Jr. Carnoli, Osman Mutlu, Ali Hürriyetoğlu, Federated learning in food research, Journal of Agriculture and Food Research, Volume 23, 2025, 102238, ISSN 2666-1543, https://doi.org/10.1016/j.jafr.2025.102238.	2025
8	De Matteu Monteiro C, Feliciano R, Membré J-M, Monteiro Pires S, Thomsen ST, Marette S (2025) Health impactassessment and cost–benefit analysis: Exploring complementarities of methods to assess the impacts of regulations on foodconsumption. PLoS One 20(7): e0326946. https://doi.org/10.1371/journal.pone.0326946	2025
9	Feliciano, Rodney and Membré, Jeanne-marie and Delaunay, Louis, Microbial Risk and Health Burden Associated with the Domestic Preparation of Lentils in France and Hungary. Available at SSRN: https://ssrn.com/abstract=5371268 or http://dx.doi.org/10.2139/ssrn.5371268	2025
10	Heidy M.W. den Besten, Johanna Mentani and MarcelH. Zwietering, Sampling and testing for pathogens in food: finding the needle ina haystack and the impact of the food microbiomeShort Title: Pathogen detection,Current Opinion in Food Science, (2025)doi:https://doi.org/10.1016/j.cofs.2025.101332	2025

Table 5: List of publications (period Oct 2023 till September 2025)