



FEASTS

Fostering European Cellular Agriculture
for Sustainable Transition Solutions

FEASTS: Communication, Dissemination and Exploitation Plan

Deliverable 7.2

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Executive Summary

The FEASTS project is committed to fostering a comprehensive and impactful approach to communication, dissemination, and exploitation. The CDEP which constitutes Deliverable 7.2 outlines how we aim to achieve these goals, ensuring that all stakeholders are informed, engaged, and able to benefit from our research and other project outputs.

This plan details the objectives, target groups, and communication strategies, and provides an initial overview of exploitation that will guide our activities. By clearly identifying our key audiences – including researchers, food industry actors, farmers, policymakers, and consumers –we tailor our messages and dissemination efforts to maximize reach and impact.

Consortium partners and stakeholders are integral to the successful communication and dissemination of project results. Their active participation and collaboration will ensure the impact and further exploitation of project outputs. FEASTS communication and dissemination strategy entails clear, concise, and compelling messages tailored to each target group; a distinct visual identity; a dedicated project website and social media channels; a set of communication tools to facilitate partner communication activities and leveraging events and networking opportunities to disseminate project findings among partners and stakeholder networks. A commitment to open science principles promotes transparency, reproducibility, and collaboration, and enhances trust in FEASTS research findings. The exploitation focuses on translating project results into tangible benefits. It includes the development of a Digital Outputs Management Program to ensure that the data generated is managed, shared, and utilized effectively.

The FEASTS project is dedicated to creating a lasting impact on the food system through innovative research and strategic communication, ensuring that our knowledge base and the resulting technological advances are accessible and beneficial to all stakeholders.

Definitions

CM/CSF – cultured meat and seafood

CDEP – Communication, Dissemination and Exploitation Plan

DOMP – Digital Outputs Management Plan

DMP – Data Management Plan

TEA – Techno-Economic Analysis

LCA – Life Cycle Analysis

SLCA – Social Life Cycle Analysis

FAO – Food and Agriculture Organization

OCB – Office of Climate Change, Biodiversity and Environment

EC – European Commission

EFSA – European Food Safety Authority

USDA – U.S. Department of Agriculture

DOI – Digital Object Identifier

DPO – Data Protection Officer

IPR – Intellectual Property Rights

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1. Introduction

Demand for meat is soaring and is projected to double by 2050, yet livestock farming, excluding aquatic animals, generates approx. 17% of total global GHG emissions while it supplies only 37% of global proteins and 18% of global calories (figure for meat and dairy). Demand for seafood is also rising, whereas production faces capacity challenges due to overfishing and degradation of wild fish stocks. A projected 20% growth of seafood production by 2050 is solely based on increased aquaculture, which is associated with environmental and health challenges due to habitat destruction, pollution, diseases, parasites, genetic impact on wild populations and chemical contaminations of the product.

Provided vital challenges are addressed, cultured meat and seafood (CM/CSF) hold the potential to transform animal protein production and help meet growing global demand, while mitigating the adverse environmental and health impacts related to intensive animal farming and improving animal welfare.

To understand and address these challenges, FEASTS is conducting rigorous analyses regarding the sustainability, ethics, nutritional value, health, and economic and societal impacts of cell-cultured meat and seafood. Results may reveal opportunities to effectively (re)organize the food system and establish resilient CM/CSF value chains in the EU.

Through advanced research, interdisciplinary collaboration, and stakeholder engagement FEASTS employs a food-systems thinking approach to help understand the role of cultured meat and seafood in a resilient, equitable, and sustainable food system. A mission-led approach will serve to develop standards that can shape future development and implementation of CM/CSF technologies based on transparency, open science, and informed by ethical considerations.

Communication, dissemination, and exploitation (CDE) are key activities in FEASTS. This Communication, Dissemination, and Exploitation Plan (CDEP) aims to maximize the project's impact through efficient and targeted activities that reach relevant FEASTS target groups. Engagement and co-creation strategies will help responsibly

address the opportunities and challenges expressed by stakeholders. It will also allow the ongoing refinement of tools and methods to the specific perspectives of various target groups.

The CDEP includes a description of the target groups, key messages, tools and media channels, as well as communication and dissemination metrics and KPIs. The effectiveness of activities will be monitored throughout their duration, improvement measures implemented as needed and the plan updated according to the defined schedule.

The CDEP includes a preliminary overview of exploitation, outlining the approach for developing FEASTS key results and achieving impact. The successful exploitation hinges on the direct involvement of key players in the External Stakeholder Board, who will consistently support the project exploitation activities. Connections with international organisations such as the OCB at FAO and Good Food Institute will further the integration of the outcomes and main findings of the project in the existing body of knowledge for the CM/CSF sector. Meanwhile, the dedicated Digital Outputs Management Plan (DOMP) is a roadmap to secure open access to the project's core digital outputs. The DOMP is a living document and will be updated in keeping with major milestones throughout project implementation.

The work package leader is EIT Food CLC NE with essential support from all other WP leaders, who constitute the Communication, Dissemination, and Exploitation Board (CDEB). The plan is based on the premise that all FEASTS consortium partners will be actively involved in CDE activities, reflecting their role in the project, and will communicate and disseminate to their networks, while actively seeking opportunities for further outreach.

2. Objectives

The objective of FEASTS' communication and dissemination activities defined in WP7 is to share the project's findings among relevant target groups and to encourage engagement and uptake of the results. Special attention will be paid to activities that address consumers and farmers, as their acceptance and active participation in

the transition are essential to FEASTS' impact. Insights from these activities will be used to adapt the communication strategy for this target group and update the CDEP, which is due at Month 18.

The communication and dissemination objectives of WP7 are as follows:

1. Communicate on the project scope, goals, progress, expected and achieved results, and potential opportunities and challenges of CM/CSF via publications, conferences, and other dissemination channels to raise FEASTS' profile and opportunities for impact on researchers, policymakers, society, and other key stakeholders.
2. Enable the uptake of the research findings by relevant stakeholders in academia and the food value chain to ensure impact.
3. Identify target groups through participatory and co-creation activities and establish two-way communication with interested actors.
4. Leverage networks and outreach capacity of consortium partners vis-a-vis target groups.
5. Explore synergies between planned events and FEASTS-dedicated activities to create networking opportunities and encourage collaboration between project partners and stakeholders including researchers, industry, consumer associations, government agencies, policymakers, etc.
6. Exploit synergies with relevant ongoing and recent projects to enhance the impact of FEASTS.
7. Implement a structured action plan of interventions advocating for relevant policy change.
8. Exploit the results through a funding watch and establish an International Cell Agri hub upon completion of the project.

The effectiveness of these activities will be measured through the number of articles published in scientific journals and the media, posts, and articles on the project's channels and their reach, the impact on social media, references on other websites, presentations, workshops, and other engagement activities.

3. Target Groups

By acknowledging the needs and concerns of diverse audiences, FEASTS will plan and deliver tailored communications to the project stakeholders, where possible fostering their engagement with the project. Dissemination of relevant results across the target groups will ensure that project findings and reports reach the audiences that have the potential to magnify FEASTS' impact.

3.1 Researchers and academia

Researchers and academic communities working in the fields of bioprocessing, cellular agriculture, food systems, sustainability, nutrition, health, safety, and food law are key targets for FEASTS communication and dissemination efforts. Information on the findings about cultured meat technologies and assessments performed throughout the project can be shared through academic journals, conferences, online platforms, and social media channels of the project itself and the consortium partners. Networking with researchers and organizations in this field will also help spread awareness about the knowledge base created by researchers working within the project.

To keep this target group updated about ongoing research and the latest developments of the project, FEASTS partners will:

- publish reports in peer-reviewed journals with open access,
- submit abstracts to academic conferences and events,
- present at international, national, and local conferences, seminars, and workshops.

This target group and CM/CSF producers will benefit directly from the platform for safe data sharing and the opportunity to assess collaboration and co-development with Fromfauna.org. Academic researchers, cell line producers, and CM/CSF producers will be able to exploit the food-grade open-access FEASTS cell line and share it with interested stakeholders. Key exploitable results for researchers and CM/CSF producers include the bioprocess specification matrix, catalogues, and reports on the key steps of the production of CM/CSF (from a choice of cell lines

to food formulation and nutritional outcomes). Defined standard practices and curated information will be used as a base for developing new models.

3.2 Investors

Investors are essential to the development of the CM/CSF sector, providing capital for further R&D, upscaling and commercialization, investing in market penetration and branding, attracting talent, and building partnerships and value chains. The goal is to effectively communicate and disseminate to investors the project findings regarding potential return on investment, market growth drivers and potential economic and environmental impact opportunities for scaling up production and sustainable technological solutions.

To reach this audience FEASTS will engage in the following activities: submit abstracts and participate in events attended by this target group such as Anuga FoodTech, MEVO, Bridge2Food Summit, EIT Food's NewAgventures, New Food Paradigm Conference, and others; disseminate detailed reports on the CM/CSF economic potential coupled with sustainability impact, research findings, methodologies, and implications through the FEASTS website and social media channels, and those of partner platforms like LinkedIn and Twitter to share insights, infographics, and links to more detailed reports; participate in networking events; take advantage of vulgarization opportunities in titles such as Horizon Magazine, Food Unfolded, Food Navigator; distribute press releases to media targeted at investors and the financial sector and general interest media.

These platforms and tools will ensure effective communication and dissemination of relevant FEASTS research findings to investors, enhancing their understanding, further improving informed investment decision making and fostering trust in the CM/CSF sector. They will be able to access FEASTS white papers detailing systems dynamic modelling, techno-economic, life cycle, and social life cycle analyses for informed insights into the impact and economics of CM/CSF technologies.

3.3 Industry and food system actors

The food industry is an important stakeholder in the FEASTS project. Engaging with food industry players is key for communicating the potential opportunities related to the adoption of cultured meat and seafood technologies, as interest from established companies and startups can potentially result in the uptake of the project findings in the future. By investing in and promoting research, the food industry can also drive innovation and increase awareness about and demand for CM/CSF, while production and marketing activities from adopters could contribute to making CM/CSF products accessible to many. Their feedback can provide valuable insights for the project.

This audience can be effectively reached through industry events, trade fairs, digital communication, and traditional media channels such as press releases, articles, and interviews. The content will be adapted from reports, white papers, policy briefs, and other outputs of the FEASTS project.

3.4 Farmers and aquafarmers

Farmers and aquafarmers are a key FEASTS audience and at the same time, they are a stakeholder group vital to the CM/CSF sector, producing essential raw materials for bioprocessing like starter cells and media for CM/CSF. Active dialogue with this group and dissemination of key outcomes such as the FEASTS Blueprint for farmers can provide education on CM/CSF and information about potential business model alternatives offered by the CM/CSF sector to farmers and aquafarmers as stakeholders of the supply chain. By staying informed on the latest research and advancements, farmers and producers can make better decisions about the crops they grow and their production methods.

FEASTS recognizes that engaging with this audience is a significant challenge and should happen only once this stakeholder group has been fully mapped, its perspectives understood, and key messages refined to resonate with the findings. At the same time, FEASTS acknowledges that the adoption of cellular agriculture is predicated on consumer acceptance on one hand and on the other on the attitudes of farmers. Effective strategies for reaching this audience include targeting specialist

magazines such as La France Agricole and Matériel Agricole (France), topagrar.de and Profi (Germany), or Tierras and Interempresas (Spain). Additionally, participating in farming industry conferences to showcase the project and directly engage with this target audience, and inviting representatives of farmers to panel discussions, workshops, and co-creation activities can help them voice their perspectives and understand the opportunities offered by CM/CSF. Potentially, farming associations can promote some findings to their networks, communities, and stakeholders. This approach is a potential avenue to interest some farmers in cellular agriculture, benefiting the entire food system.

The key exploitable result directed at this target group is the blueprint for meat farmers and aquafarmers detailing the opportunity to adapt their infrastructure to producing CM/CSF and the blueprint being tested at one or more meat farms.

3.5 Policymakers and regulators

Policymakers and regulators require trustworthy, objective analyses, assessments, and recommendations for decision making and drafting regulatory frameworks and policies regarding CM/CSF, ensuring that consumers have access to safe, nutritious, and adequately labelled products of cellular agriculture.

To ensure that this target group has access to relevant FEASTS findings, dedicated stakeholder dialogue workshops will be organized to foster direct engagement with policymakers (EFSA, DG SANTE, DG AGRI, national representatives, national food safety authorities) and ensure capacity building and future exploitation. Activities will aim to engage both European and national authorities and build contacts conducive to advocacy, ensuring the interests of key stakeholders are represented. A national action plan report will be developed and disseminated through direct contacts, seminars, a final event, the exploitation platform, and other digital platforms.

Key exploitable results aimed at this target group will be FEASTS white papers including systems dynamic modelling, TEAs, LCAs, SLCA, and a strategic roadmap developed for CM/CSF. The goal for these white papers is to be cited and used as references by policy and decision makers such as FAO, the EC, and national parliaments by relevant working groups on cellular agriculture. Equally the aim for food

labelling guidelines resulting from FEASTS research is to be taken into due consideration in the framework of the current proposal for a revision of the Regulation on Food Information to Consumers, while the goal for the critical control points for food safety established by FEASTS is to become integrated and further discussed in the framework of EFSA Novel Foods risk assessment procedures.

3.6 General public incl. consumers and civil society

Consumer acceptance is critical for the market success of novel foods. Therefore, communication and engagement with consumers to understand their preferences, concerns, and expectations will inform FEASTS research. The resulting findings and insights will in turn provide support for producers and retailers in developing formulations, products, and messaging to meet market demands and build effective marketing strategies. Such activities as planned consumer living labs in three different markets (France, Germany, and Denmark) held to assess CM/CSF product concepts and contribute to the design of marketing strategies, are an engagement activity but also a communication and dissemination opportunity for publishing materials of general interest to the public.

Another way of reaching consumers is through consumer organizations such as those propagating a shift to diverse sources of proteins like Proveg and Eating Better Alliance. Relevant information about the project and its outcomes, invitations to workshops, and other activities are important for disseminating and communicating the project results and ensuring transparency.

This audience can be reached through the website, digital communication across social media platforms, and traditional media channels such as press releases, articles, and interviews. The content will be adapted from the outputs of the FEASTS project.

4. Consortium Partners and Stakeholders

The communication and dissemination activities of FEASTS will be run by EIT Food, the leader of the work package entailing CDE, and all consortium partners, who will use their channels and leverage their existing networks to ensure targeted delivery and amplification of results.

4.1 Partners

In particular, partners will be involved in the following activities:

- Sharing of project-relevant news across partners' and staff's social media channels and websites where possible.
- Open-access publication of scientific materials to support knowledge transfer and dissemination of project results.
- Participation of project partners in conferences, workshops, and seminars to disseminate project results and foster engagement with stakeholders.
- Integration of communication activities within partners' established networks such as:
 - EIT Food: Protein Diversification Think Tank, Consumer Observatory, and Business Creation Team
 - AU: CellFood Hub
 - SAFE: "An integrated Food Policy" campaign
 - Shake-up: Bridge2Food and Institut Proteus
 - EHU: EurSafe
 - NH: Cultured Meat Safety Initiative (CMSI), OpenCellAg
- Expert advice-sharing to FAO, USDA, X-PRIZE Foundation.
- Localization of communication and dissemination materials into national languages, facilitating the uptake among national audiences, especially consumers and food system actors.

4.2 Stakeholders

Members of the External Stakeholder Board and other relevant influential stakeholders, acting under the stakeholder engagement plan will provide support in FEASTS communication activities, disseminating relevant outcomes to their networks

and partners and acting as the project's ambassadors. FEASTS communication tools and dissemination materials will be made available to the stakeholders.

5. Communication and Dissemination

FEASTS core outputs will be designed and/or adapted in a way to allow the communication of the core project outcomes in an accessible, direct, and engaging way. All communication tools will be designed and managed taking into account learnings from the recent FAO communication toolkit on food biotechnologies.¹

FEASTS will use traditional and online media's outreach potential at regional, national, and European levels to share relevant information about FEASTS to the wider audience and the general public. It will also make full use of social media channels and other digital platforms to maximise the reach of the project.

5.1 Acknowledgement of EU support

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

¹ 7 FAO. 2020. Developing a communication toolkit on food biotechnologies - Proceedings of the 2020 technical consultation meetings. Rome. <https://doi.org/10.4060/cb2022en>



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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

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5.2 Visual identity

FEASTS has a distinctive visual identity which was designed to ensure recognition and build awareness about the project. The project has its own logo and necessary variants whose use and applications are defined in the FEASTS style guide. The logo and style guide are available for download on the project website to all interested parties including project partners, who can also access them through the FEASTS Sharepoint, the project's internal communication platform.

All communication tools developed for use in the project including the website, social media channels, report templates, leaflets, roll-up, videos, and animations will adhere to the visual identity.

5.2.1 Logo



Figure 1. FEASTS logo with full project name – colour version



Figure 2. FEASTS logo – colour version

The colour version of the logo is designed for use on white and pale backgrounds and light or translucent photographs.



Figure 3. FEASTS logo – white versions

The white version of the FEASTS logo is designed for use on dark or multicolour backgrounds and photographs.



Figure 4. FEASTS logo – black versions

The black version of the logo is for use on black and white materials.

5.2.2 Colour palette

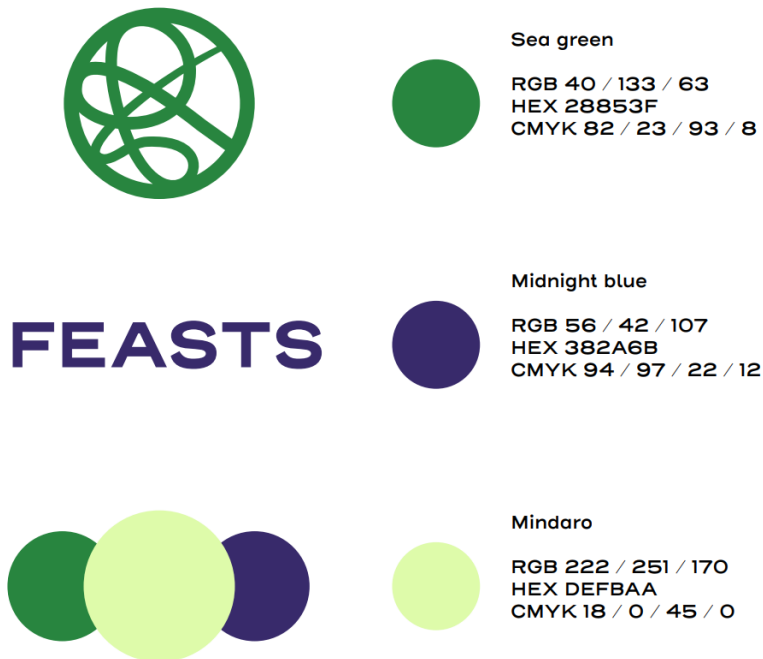


Figure 5. FEASTS logo – colour palette

In the logo, the vivid 'sea green' paired with bold 'midnight blue' creates a distinct contrast. The palette also includes an auxiliary colour - 'mindaro', used mainly for supporting elements and to add vibrancy.

5.3 Key messages

FEASTS communication activities present it as a project that employs advanced research, interdisciplinary collaboration, and stakeholder engagement in a food-systems thinking approach to help understand the role that CM/CSF might play in a resilient, equitable, and sustainable food system.

Key messages are developed in collaboration with the CDEP and will be further refined and elaborated based on the outcomes of stakeholder mapping and engagement activities, which will provide further understanding of the perspectives of the different target groups. These outcomes will also help identify and hone key

messages for different audiences so that FEASTS communications address specific concerns and points of view.

Key messages of the FEASTS project:

- FEASTS is a groundbreaking, collaborative research program with the goal to deliver a comprehensive, unbiased knowledge base about cultured meat and seafood (CM/CSF), and their place in the food system.
- FEASTS' mission-led approach serves to develop standards that can shape future development and implementation of CM/CSF technologies based on transparency, open science, and informed by ethical considerations.
- FEASTS will establish a stewardship model to guide the development and potential implementation of CM/CSF technologies in the EU in a way that secures overall mission goals.
- FEASTS will provide openly available information and solutions to technical challenges and bottlenecks connected to the production of CM/CSF, allowing researchers and industry to build on the knowledge gathered and expanded by FEASTS.
- FEASTS engages key stakeholder groups relevant to cultured meat and seafood across Europe in co-creation strategies that integrate their perspectives for the responsible development of the sector.
- FEASTS is a resource for policymakers and regulators, open to dialogue and feedback, and ready to address identified knowledge gaps.
- FEASTS addresses the regulatory and food-safety framework of CM/CSF in Europe by providing open, independently verified research, in close cooperation with EFSA, leading to the definition of an adjusted framework for relevant food safety analytics and standards.
- FEASTS' ambition is for the project findings to serve as a support tool for informed policy and decision-making in the EU.
- FEASTS centres health and safety by addressing knowledge gaps in nutrition and food safety while promoting rigour, transparency, and open collaboration among developers, regulatory agencies, and independent researchers.

- More research is needed to fully understand the potential health advantages of CM/CSF. FEASTS studies the nutritional value of these foods and explores solutions for potential nutritional challenges.
- CM/CSF have the potential to reduce the use of resources such as water, energy, or land and limit greenhouse gas emissions and deforestation. FEASTS is conducting research to provide insights into the sustainability of CM/SCF, based on principles of “sustainability by design”.
- FEASTS will employ food-system thinking to deliver rigorously assessed, co-created transition plans and alternative business models, allowing farmers, aquafarmers, and other actors in the current meat and seafood supply chains to respond to changing markets.
- FEASTS will assess the environmental, economic, and social impacts of different types of cultured products (structured, hybrid, non-structured) and production methods (centralized, decentralized) by comparing them to traditional products or other alternative proteins.
- FEASTS will provide technological knowledge and guidance to foster novel key enabling technologies and processes (KETP) for the production of responsible and sustainable cell-based food.
- FEASTS will provide a comprehensive review of existing CM/CSF technologies and available processes: cells, media, scaffolds, bioreactors, and food formulation.
- FEASTS will provide an overview of existing bioreactor concepts and processes and propose sustainable and standardizable solutions.
- FEASTS will map technologies, criteria, and methodologies to develop culture-specific medium and scaffold materials and their ingredients and develop strategies to obtain these materials in a cost-effective, sustainable, food-safe, and ethically responsible way.

5.4 Project website

The FEASTS project website is available at www.feasts-innovation.eu. The website will be maintained by EIT Food for the duration of the FEASTS project and will remain online for 3 years after the completion of the project. It is optimized for desktop computers, tablets, and smartphones. Website analytics on traffic and visitors will be collected, and analyzed, and relevant data presented in project reports.



Figure 6. FEASTS website

It provides an overview of the project's scope, aims, and goals and is a source of constantly updated, accessible information about the FEASTS and all its activities. It is conceived as an information hub aimed primarily at external target audiences, including the scientific community, food system actors who are the project stakeholders, the food industry and related entities, associations, and the general public.

The website has a Content Management System which allows for the majority of necessary modifications to be effectuated by the project partner leading FEASTS communications. All project partners will provide content for the website such as information about relevant news and events in which they participate, publications relevant to the project (i.e. deliverables, reports, technical reports), and any other information of interest to enhance the website.

A section of the website is devoted to collecting submissions from stakeholders interested in engaging further with the project. It also features a blog section devoted to interesting content on a wide range of pertinent topics to be provided by partners and stakeholders, driving further engagement and expanding potential for sharing interesting information.

Traffic to the website will be driven by links between the partners' websites and other relevant websites, providing links to the website on FEASTS social media profiles and on communications tools and dissemination materials.

5.5 Newsletter

A bi-annual newsletter will be distributed among the subscriber base built via the website and partner and stakeholder networks. It will contain information about the progress of the project, articles, links to project publications, announcements, interviews, and other project information. Information linking to the newsletter subscription and content will also be posted on FEAST social media channels.

5.6 Press releases

Throughout the project press releases will be distributed to publicize the achievement and results of noteworthy stages. The first such release was distributed in January 2024 to announce the project launch. EIT Food will draft press releases with the support of the CDEP in English and distribute them at the European level and to international media covering relevant topics, while partners will be encouraged to localize the releases and distribute them to their media lists.

5.7 Social media

FEASTS social media profiles have been established to provide information about the project and its objectives, engage target audiences, share project developments, support dissemination, and gather feedback. Twitter and LinkedIn are the primary platforms, updated continuously with relevant content. A YouTube channel hosting video formats, interviews, and other audiovisual outputs will be set up and embedded on the project website.

FEASTS social media channels will be used to drive traffic to the project website, while content on LinkedIn and Twitter is posted regularly to maximize outreach. By sharing posts, articles, videos and reposting relevant content, FEASTS aims to raise awareness about its research, attract followers and engage stakeholders from across all target groups.



Figure 7. FEASTS LinkedIn profile

The LinkedIn profile at <https://www.linkedin.com/company/feasts/> was set up in January 2024, contains 18 posts and currently has 682 followers with content posted and reposted regularly.



Figure 8. FEASTS Twitter profile

The Twitter profile <https://x.com/FeastsE89529> was set up in February 2024, contains 16 tweets and currently has 44 followers with content tweeted regularly.

FEASTS social media platforms are monitored regularly to analyze engagement metrics and provide input for dissemination reports. Social media efforts are managed by EIT Food with the support from project partners.

5.8 Dissemination materials

In order to share information about FEASTS and its results at conferences, meetings and other events, dissemination materials have been produced and made available for download on the FEASTS project website. More materials will be made available with the progress of the project and will also be distributed among partners and stakeholders. These materials, aimed at wider audiences, are written and created to be accessible to the general public. Formats include:

- project brochure(s)
- video
- animation
- infographic
- fact sheet
- roll-up

Project partners will be encouraged to share the materials with their networks, interested partners and project stakeholders to help increase the visibility and impact. Where relevant, partners can localize materials into national languages using templates or open files made available on the FEASTS Sharepoint.

5.9 Means of dissemination

FEASTS' central commitment is to deliver a comprehensive, unbiased knowledge base about CM/CSF, and their place in the food system. For the project to achieve the desired impact, scientific and vulgarization articles aimed at different stakeholders will be disseminated, targeting defined project audiences. All IP requirements will be clarified with the consortium partners before publication. Means of dissemination include:

- *Scientific publications:* to present FEASTS results throughout the project lifecycle, articles will be published in open-access scientific journals such as the International Journal of Molecular Sciences, Journal of Materials Research & Technology, Nature Food, Food Research International, Journal of Food Engineering, Nature Communication, PloS One. The Open Research Europe platform will be used to allow open access to the project's peer-reviewed scientific publications. **KPI – at least 20 articles**
- *Technical reports:* throughout its lifecycle, the project will produce technical reports including whitepapers, blueprints for farmers, bioprocess specification matrix, catalogues, and others which provide a source of information regarding knowledge and innovation development relevant to various stakeholders.
- *Vulgarization articles:* articles written, secured with relevant media, and promoted by different project partners will be published in non-scientific magazines, selected branch media, journals, blogs, and other media relevant to key target groups, including Horizon Magazine, Food unfolded, Food Navigator, Alt Meat News, Science Business, Food Market, Green Queen, Bioeconomy Investor, Future farming, Vegconomist. The articles will be directed at various target groups such as investors, industry players, technological providers, policymakers, social platforms, and the general public. National CellAgris will also promote its own publications at the national level. **KPI – at least 15 articles**
- *Presentations to International events:* project partners will deliver presentations about FEASTS during professional fairs/conferences to present the project findings directed to the research community, industrial, investors, and public authorities. Conferences relevant to FEASTS include Kind Earth Tech, MEVO, World Conference on Food Science Technology, Bridge2Food European Summit, EIT NextBite, EFSA's Scientific Colloquium on CELL Cultured derived Foods and Ingredients, International Cellular Agriculture Conference, International Cell Agri Portugal Conference, The New Food Paradigm Conference. A full list of relevant conferences is available on the FEASTS Sharepoint. **KPI – at least 10 presentations**

- *Dedicated events:* to secure continuous and targeted dissemination of the project's main results and raising awareness about the FEASTS project, planned events include:
 - 4 workshops with key stakeholders for Food systems Thinking in Task 2.1
 - workshops with CM/CSF producers and innovators as part of Task 2.2
 - at least 6 webinars or seminars as part of Task 4.2
 - Transnational workshop in Bilbao planned in Task 4.2
 - workshops, co-creation activities, and living labs as part of Task 4.3
 - 4 roundtables with farmers and aquafarmers as part of Task 4.5
 - co-organized events with connected projects in Task 7.2
 - Final event with policymakers in at Month 36.

5.10 Communication timeframes

In the initial stages of the project, the communication activities will focus on addressing the research community and stakeholders within the cultured meat space. The goal of these activities is to educate and raise awareness about the project as a collaborative, interdisciplinary approach to identifying and filling knowledge gaps regarding the various aspects of CM/CSF. This will position FEASTS as a potential resource for various target groups and provide information on why they would want to engage with the project. Partners will share information on FEASTS with their networks and conduct outreach activities as part of their tasks (e.g. CNTA, SAFE, CSCP, EIT Food, Cell-Ag organizations). Social media will be used to direct users to the website, link to relevant publications, and consequently drive traffic to the website.

As the project progresses and deliverables become available online, communication and dissemination activities will intensify around these milestones, with social media campaigns across the project's own channels and support from the partners, culminating at times of key milestones.

To ensure a continued level of communication activities, EIT Food with the support of consortium partners will work to maintain the project in the public eye. Communications activities will include announcements of upcoming events and post-event summaries, highlighting notable achievements of project partners related to

the project though not necessarily part of the project, publishing project infographics and multimedia content, calls for stakeholders to join the project, and other activities.

6. FEASTS Digital Outputs Management Program

The FEASTS project is dedicated to principles of transparency and open science, with the ambition of promoting data-sharing on diverse aspects of CM/CSF production. This is done to improve the state of public understanding and policy-making around CM/CSF, as well as the scientific discourse itself. And it will involve data-sharing between consortium members and multi-stakeholders outside the consortium.

The goal is to become a trusted resource of neutral, unbiased information about CM/CSF that can be used by researchers as well as the public, while the project runs and long after it ends.

The Digital Outputs Management Plan (DOMP) is a living document that supplements the Digital Management Plan (DMP) in describing the types of information/data that will be generated and made accessible by FEASTS, as well as plans on how it will be collected, stored, and made accessible.

The FEASTS Digital Outputs Management Plan:

6.1 Datasets and other digital outputs

What types of datasets or digital outputs is the project expected to produce, re-use, and hold long-term value for other researchers?

FEASTS will produce information across a range of topics, defined by the specific focus of work packages 2-7, but may be generally divided into three broad categories: technical (scientific data regarding the components, processes, and products of CM/CSF technologies that would be relevant to scientists and engineers); socio-economic (data or findings relevant to those interested in social science,

economic/business, political, or ethical aspects of implementing CM/CSF technologies for food production); and analytical modelling (computational modelling/assessment of scientific and/or socio-economic aspects of cultured meat, using large data sets). Given the diverse nature of these topics, this will include qualitative and quantitative data, in digital, written, or visual/multimedia formats.

Technical data will cover the entire production process from cell sourcing to final product, necessary to understand the development and viability of CM/CSF technologies, as well as nutrition and safety analytics relevant to understanding how these processes or products could affect consumer health. This will come from both literature and experimental research conducted by consortium partners and where possible shared by external stakeholders.

Socio-economic data will cover aspects relevant to the implementation of this technology, such as supply chains necessary to scale up production, consumer perspectives, potential business models, safety and regulatory policies (including labelling), and views of/potential impact on stakeholders in the current food value chain. This will come from both literature research and workshops with relevant stakeholder groups, conducted by consortium partners and where possible shared by external stakeholders.

Analytical modelling data will generally involve computational analysis of large data sets, such as TEAs and life-cycle analyses LCAs relevant to understanding necessary parameters for the development and implementation of CM/CSF technology at different scales/production-distribution models, using data provided by consortium partners, or where possible shared by external stakeholders.

Databases for each class of data may be created by partners working directly on specific topics, though it is expected that they may be combined/grouped where possible under specific work packages or a consortium-wide umbrella database.

6.2 Supporting documentation and other information

What supporting documentation, or other information, such as metadata, are planned to make data and digital outputs publicly accessible and to support their longer-term reuse?

Data and findings from the project will be handled using FAIR principles (Findability, Accessibility, Interoperability, and Reuse), in support of Open Science practices. This includes the use of relevant and adequately descriptive keywords and metadata to help drive their discovery by different stakeholders. Further, permanent identifiers such as Digital Object Identifiers (DOIs) for publications and ORCIDs for authors will be used.

Findings are expected to be shared in a timely fashion throughout the project in peer-reviewed journals with a preference for open publications.

Online repositories such as ZENODO and BioRxiv will be used to make project publications accessible past the end of the project, as well as for pre-prints of articles in high-impact journals that may not be published open access. More than one repository may be used, including the potential for building repositories by partners to house publications/data.

Datasets will be made available on publication of research, or within timeframes set by consortium or other (for external collaborator) agreements when they include confidential/proprietary data. The Data Management Plan (DMP) explains the process for housing and protection of data in more detail.

6.3 Persons responsible for the DOMP

Which members are responsible for developing, implementing, overseeing, and updating the DOMP?

Individual work packages and task leaders are responsible for the appropriate development and implementation of data collection, storage, and sharing activities according to DMP and DOMP for data generated under their oversight.

The task lead for WP7, task 7.4 (Dwayne Holmes, New Harvest-NL), is responsible for developing, overseeing, and updating the DOMP, in conjunction/alignment with updates to the DMP that are implemented and overseen by the Project Coordinator (Frederico Ferreira, IST-ID) and project DPO.

6.4 Data protection

How will data and digital outputs be managed during the project to protect their long-term value?

See the DMP point 3 (Data Security) for details. More detailed descriptions will be added to the DOMP as platforms are developed and defined for data storage, handling, and output.

6.5 Data accessibility

How and by which members will data and other digital outputs be managed after the project ends to ensure long-term accessibility?

Data is planned to be stored for at least 5 years after the end of the project. The DOMP will be updated to identify relevant partners with sufficient infrastructure and resources to maintain archival platforms.

The leader of WP7, task 7.4, (Dwayne Holmes, NH-NL) in conjunction with the Project Coordinator (Frederico Ferreira, IST-ID) will work to ensure publications and data are archived for long-term storage in a certified repository.

6.6 Restrictions

What restrictions could be placed on how data and digital outputs can be accessed or reused?

Technical data in particular may contain information that is sensitive, whether confidential or proprietary. Restrictions on how such data from consortium partners can be accessed and reused, especially by persons/entities outside the

consortium/project will be guided by project contract agreements. For data shared by external persons/entities, restrictions will be guided by bilateral agreements between project partners and data sharers.

Socio-economic data, especially those involving personal questionnaires or reporting (including internal to the project), may contain sensitive information for persons/entities. A detailed description of how such information will be handled can be found in section 4 (Ethics) of the DMP. Briefly, FEASTS will comply with Regulation (EU) 2016/679 of the European Parliament and the Council of 26.04.2016 (known as GDPR, the general data protection regulation), as well as Directive 2002/58/EC of the European Parliament and of the Council of 12 July 2002. Such data protections may also fall under the national legislation of specific partners. For example, the FEASTS partner which leads consumer analysis is Aarhus University and the collection of personal data will be regulated by the Danish Act on Processing of Personal Data (Act No. 502 of 23 May 2018) entered into force on 25 May 2018, which implements GDPR.

Analytical models may employ sensitive data of a technical and/or personal nature. Restrictions on storage, handling, and access will be guided by the relevant agreements and/or regulations mentioned above.

Generally speaking, informed consent and issues related to long-term storage will be addressed before data collection. To protect sensitive data, the handling, storage, and retrieval (whether for internal or public use) may involve levels of anonymization, regarding data or sources of data.

6.7 Data security, privacy, and IPR

What measures will be used to ensure that data security, privacy, and intellectual property restrictions associated with datasets and digital outputs are preserved, including in derivative products?

Handling of intellectual property rights (IPR) for data shared or generated by consortium partners is set out in the Consortium Agreement. For external collaborators, this will be determined by bilateral agreements with relevant consortium partners.

It is expected that published research and supporting data will be published open access, with the use of CC licenses to ensure proper re-use.

6.8 Public access

What publicly accessible mechanisms/documentation are planned to support long-term discoverability and reuse of the data and digital outputs?

The FEASTS website (<https://feasts-innovation.eu/>) will be used as a central mechanism to disseminate project information to the public, including conference dates and presentations, planned workshops and results, informal perspectives on relevant topic (blogs), publications (pre-prints, journal articles, and permanent repositories), and expected milestones and deliverables.

The DOMP will be updated with any additional internet-based platforms for information/data-sharing, similar to the FEASTS website, as they become available.

Papers are expected to be published open access, using pre-prints in public repositories where high-impact journals preclude this possibility for print versions.

Use of DOIs, ORCIDs, keywords, and detailed metadata for papers and datasets are described in the DMP as well as section 7.2 (above) in the DOMP.

6.9 Costs

How are the costs necessary to ensure long-term accessibility of data and digital outputs being secured?

As described in the DMP, consortium partners will be responsible for the costs of curation and preservation of relevant data they produce/handle/store.

The DOMP will be updated for costs related to any long-term platform(s) developed to hold collective data (across tasks, including the entire project) that are not reducible to any individual partner.



FEASTS

Fostering European Cellular Agriculture
for Sustainable Transition Solutions



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