
D4.1. DISSEMINATION AND COMMUNICATION STRATEGY



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TABLE OF ACRONYMS

ADERA(UT2A): Ultra Traces Analyses Aquitaine
 AGRI: Agriculture and Innovation
 AHA: Active and Healthy Ageing
 APAL: L'Agence de Protection et d'Aménagement du Littoral
 ATEM: Association Tunisienne pour l'Education aux Medias
 ATPNE: Association tunisienne de protection de la nature et de l'environnement
 ATSE: Association Tunisienne Santé-Environnement
 BT: Board of Trustee
 CNNC: Centre National du Cuir et de la Chaussure
 CNRS: Centre national de la recherche scientifique
 CONECT: Confederation of Tunisian Citizen Enterprises
 DCS: Dissemination and Communication Strategy
 EC: European Commission
 EIP: European innovation partnership
 ES: Spain
 EU: European Union
 EW: Exploratory Workshops
 FR: France
 GA: Grant Agreement
 IFRC: Tunisian Red Crescent
 INRAP: Institut National de Recherche et d'Analyse Physico-Chimique
 IPR: Intellectual property rights
 IPREM: Université de Pau et des Pays de l'Adour. Institut des Sciences Analytiques et de Physico-Chimie pour l'Environnement et les Matériaux
 JSI: Jožef Stefan Institute
 KPI: Key Performance Indicator
 LA-ICP-MS: Laser Ablation Inductively Coupled Plasma Mass Spectrometry
 NCP: National contact point
 NGO: Non-governmental organization
 PARAMEDICALIS: Paramedicalis Association
 R&D: Research and Development
 RRI: Responsible Research and Innovation
 SI: Slovenia
 TN: Tunisia
 UAB: Universitat Autònoma de Barcelona
 URL: Uniform Resource Locator
 USG: Users' groups
 WP: Work Package
 WWF: World Wildlife Fund for Nature

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 INRAP, could you identify this ?

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EXECUTIVE SUMMARY

This document presents the dissemination and communication strategy (DCS) of the TUNTWIN project to coordinate and synchronize the dissemination and communication activities in order to achieve the best possible awareness of the project's activities and results.

The DCS identifies the communication channels and tools according to the needs and capacities of the different stakeholders/users groups. It also guarantees that the dissemination activities are highly targeted, in content and method, to achieve the highest possible impact. The activities are aimed to exploit the long-lasting cooperation among the involved partners and to create new networks able to consolidate INRAP position among academic and industrial communities. In addition, this DCS will establish guidelines for efficient internal communication between partners to foster the successful implementation of the project.

The dissemination and communication activities of TUNTWIN will make the project and the achievements attained by INRAP and the rest of the partners visible to the target audiences, establishing a cross-link with public authorities, the scientific community, and EU and Maghreb citizens. The DCS will guide all the project's public activities to guarantee that a coherent of messages is delivered among the different target groups.

The TUNTWIN's DCS is a living document that will be continuously updated (annually) accordingly to the project flow to reach the widest possible audience, create a framework for knowledge transfer between regions, and correct the errors in communication and dissemination activities that may appear.

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Ok for INRAP

1 INTRODUCTION

TUNTWIN aims to improve the research and innovation capacities and to stimulate scientific excellence and knowledge transfer of INRAP regarding mass spectrometry and synchrotron radiation techniques applied to environment, food and health sectors. These sectors are of high economic benefit and relevance for the development of both EU and Tunisian economy and legislation. To accomplish this, TUNTWIN will create an environment to get transnational cooperation and development, and a sustainable framework of research capacity building, research management, finance and administration, international networking to enhance the sustainable expertise of Tunisian scientists and stakeholders. The strengthening of INRAP's staff will be developed by EU partners of established scientific excellence in target topics, 6 cases of study, with proven record of experience.

TUNTWIN is structured into 5 work packages for 36 months, including: coordination; capacity building (through trainings, mobilities program, organization of summer schools, exploratory workshops, open days and stakeholders-oriented events); definition of new research avenues and approaches; networking and governmental support; and communication through awareness raising and knowledge co-creation. This document is included within the activities of WP4 (Dissemination, exploitation of results, communication, and networking), and it is referred to as the Dissemination and Communication Strategy (DCS) in the deliverable. It provides guidelines to be followed within the TUNTWIN project to engage civil society and to enhance the visibility of the research performed at INRAP monitoring the evolution of the project and its major achievements; as well as raise awareness of the objectives, activities and especially the results to be achieved during the project. It will also provide the indicators for the evaluation monitoring reports on dissemination and communication activities, and contribute to homogenize various activities developed through WP2, 3 and 5

DCS has a further key objective, which is to empower and coordinate all TUNTWIN consortium partners to foster civil society engagement and raise awareness of the initiative. In this way, the project expects a clear and consistent message to be shared among all partners and with the scientific community, the professional sectors (in particular the sector related with environment, food and health) at all territorial levels and all stages of the project, to describe the benefits of using advance analytical techniques based on mass spectrometry and synchrotron radiation to achieve valuable information hindered otherwise.

2 COMMUNICATIVE GOALS

The Dissemination and Communication Strategy (DCS) has been designed according to the EU guidelines set in the publication "Communication and Visibility Manual for European Union External Actions" (2018)¹ (Annex 1).

To increase both the visibility of the consortium regarding their actions through the TUNTWIN project, as well as the achievements attained under the project framework, the DCS has been designed as a reference document that will provide information and guidance to be followed by all partners in their communication and dissemination actions.

The communicative goals of TUNTWIN are focused on disseminating and communicating the project's outputs to targeted stakeholders/users group through the designed outreach and dissemination activities. This will be achieved through the successful communication of the results obtained from applying advanced analytical methodologies based on mass spectrometry and synchrotron radiation to the 6 cases under study related with the environment, food and health research areas. TUNTWIN partners will create an appropriate framework of collaboration for knowledge sharing and exchange of best practices.

¹ https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018_en.pdf

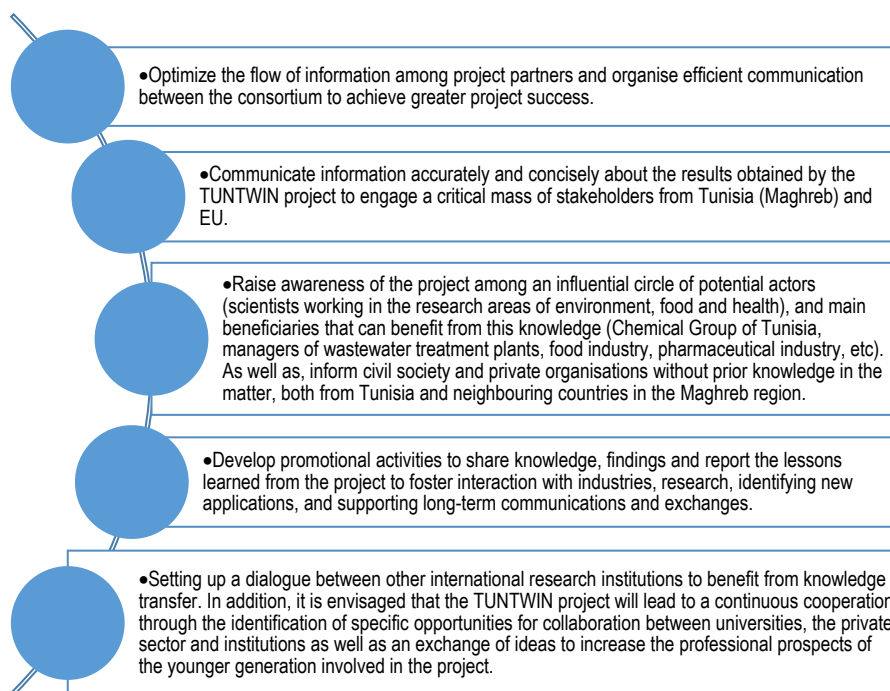


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OK

Links with the DMP ?
OK



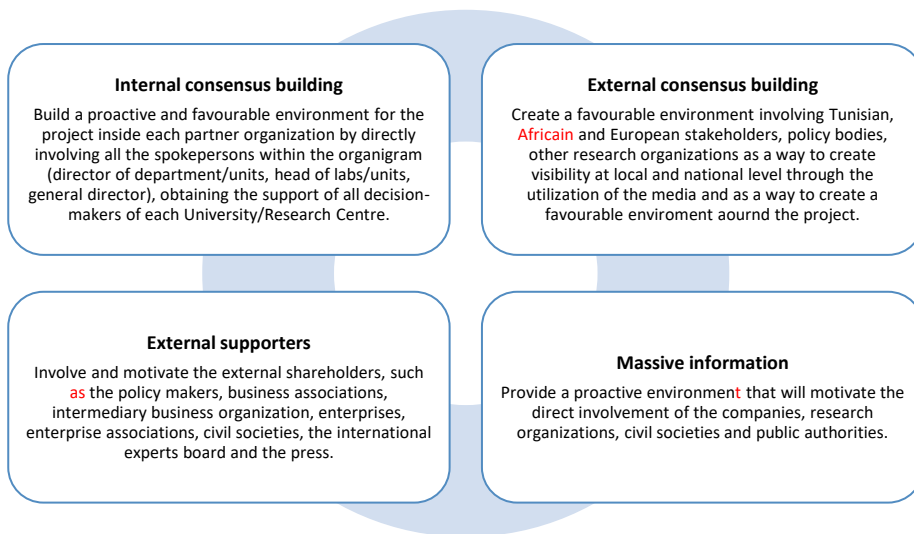
In this sense, it will be a priority to establish cross-links to public authorities, stakeholders, the scientific community as well as Tunisian and EU citizens through tailored dissemination and communication actions and support material throughout the entire project duration to:



The DCS will guide all the project's communication activities to guarantee the coherence of their messages and of the dissemination tasks. For this reason, any communication activity carried out by a partner under the TUNTWIN Project framework, must respect and follow the principles stated in the document.

3 STRATEGY

The DCS has been developed to provide partners with a strategy to reach the TUNTWIN's communication objectives, as well as to coordinate the project partners in its implementation. The DCS includes innovative elements, project's global vision, from its beginning until its later end, considering, not only resulting products but involvement of all possible players, the processes and methods used, the resulting experiences (negatives and positives) and the permanent dialogue among all involved partners, so as to foster a better transfer and applicability of results. This strategy is composed by 4 phases:



The members of the DCS Editorial Board from each partner organization would be:

INRAP:

Houyem Abderrazak, Radhia Souissi, Ibtissem Jlalila, Cheima Fersi, Mouna Ouadhour

IPREM:

ADERA(UT2A):

JSI:

UAB: Roberto Boada

CNRS(ISA):

Commented [RBR6]: To be completed by each partner.

3.1 INTERNAL COMMUNICATION

The internal communication strategy aims to organise the information flow within the Consortium to ensure the effective and transparent management of the project, and the efficient communication between the project partners through a regular exchange of emails, calls and video-calls. Effective management and execution of the project is contingent on organising a strategic communication between the Project Coordinator and the partners, as well as between the partners themselves. Keeping members informed of common actions, administrative and financial obligations, as well as monitoring and evaluation activities and results will help overcome any issues that may arise during the execution of the project and will help achieve its objectives.

It should be noted that the TUNTWIN Project Consortium will have a single representative and spokesperson, INRAP, who will be responsible for the communication with the European Commission and the Project Officer.

Online repository area restricted to the project consortium where to store the key project documents, photos and videos of the different activities (e.g. press releases, pictures of trainings and events, newsletters, Policy Briefs, outputs, document/agenda workshop...).

Commented [RBR7]: This could be linked to the TUNTWIN's website in a private area or can be external in a dedicated on-line repository. To be decided by INRAP.

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It will be in Intranet via the TunTwin website

3.2 EXTERNAL COMMUNICATION AND DISSEMINATION

The primary objective of this type of communication strategy is to increase the impact and transferability of the project by disseminating the results, engage target audiences as well as create and maintain the project's constant visibility. In that respect, TUNTWIN partners will activate synergies and ensure a continual cohesion and coherence between the actions planned at different levels to effectively disseminate project activities and results to target groups and stakeholders, including public authorities, industry, scientific communities, the EU, Tunisia and citizens in the target territories.

ISA-CNRS, WPL 4, will manage the TUNTWIN dissemination, exploitation of results, communication and networking campaign, to create awareness of the project activities, and to ensure that TUNTWIN stakeholders are kept informed about the project outcomes in a consistent way. To do so, TUNTWIN will count on with the benefit of current digital tools to guarantee effective, interactive and maintainable solutions that will be adopted and applied, following previous successful experiences developed by EU partners. The dissemination strategy will benefit from the expertise of one of the EU consortium members (IPREM) which has promoted since more than 20 year the European Virtual Institute for Speciation Analysis (EVISA www.speciation.net). Dissemination is a central component of the TUNTWIN proposal. The continuous interaction with all participating stakeholders is essential to mature the broadest network of researchers and technicians, to cover the most crucial cross-sectoral needs (research and policy maker communities), and to rise user understanding and acceptance (environment, food and health sector stakeholders) of innovative and sustainable practices. TUNTWIN will thus be based on awareness campaigns and participatory processes aiming at the cross-fertilization of ideas between actors, and co-creation of solutions with participants.

It is important to pitch external communication efforts at different levels of audience awareness, including stakeholders, policymakers, media and the general public, taking into consideration varying degrees of familiarity with the project and its main topics. To achieve this, the language of communication and the terminologies used will be pitched at different levels according to the target audience. Moreover, if required, the project outcomes will be translated into layman's terms so that all major outcomes of the project can be accessible to non-specialist audiences.

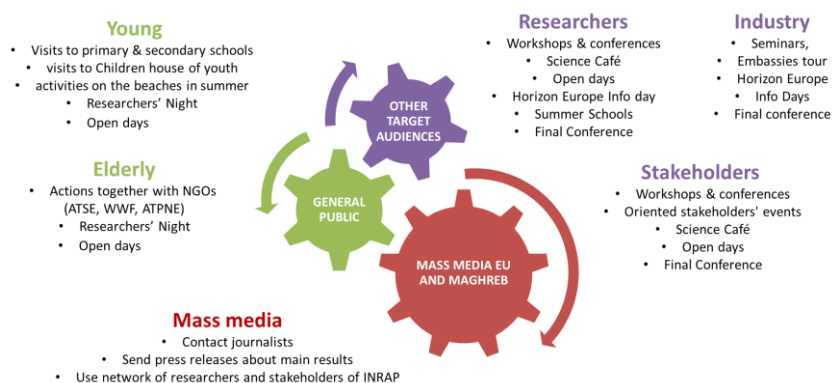
The civil society will be especially addressed through outreach activities about INRAP's developments and outcomes throughout the organization of the 3 INRAP Open Days, the 5 exploratory workshops, the 5 side Science Cafe events and the yearly participation of INRAP researchers at the different events organized during the Researchers' Night in Tunisia. Tentative dates are giving in the table below.

In addition, INRAP will promote the teaching of the specific case studies in some of the schools of engineers, fostering there, a continuous training via PhD within the different partners of TUNTWIN consortium. These developments, mainly the "Cases studies", will be also presented to regional Tunisian governing bodies concerned with several of the case studies promoted, as well as the key associations in charge of environmental protection, food quality or health assessments. All these actions will be supported by communication material giving the project a well-identified development and ease of access to the actions developed to the wider public.

Meeting	Venue	Month	Participants
Stakeholder oriented event 1	Tunis, TN	M9	INRAP. USG community
Open day 1	Tunis, TN	M9	INRAP. Society at large
Workshop EW1	Tunis, TN	M9	All partners, BT and USG
Tunisian Researcher's Night	Tunis, TN	M9	INRAP. Society at large
Summer school GT1 & GT2	Pau, FR	M12	Selected applicants
Summer school GT3	Lyon, FR	M15	Selected applicants
Workshop EW2	Lyon, FR	M15	All partners and local stakeholders
Open day 2	Tunis, TN	M18	INRAP. Society at large
Workshop EW3	Tunis, TN	M18	All partners and local stakeholders
Tunisian Researcher's Night	Tunis, TN	M21	INRAP. Society at large
Summer school GT4	Barcelona, ES	M22	Selected applicants
Workshop EW4	Barcelona, ES	M22	All partners and local stakeholders
Summer school GT5	Ljubljana, SI	M24	Selected applicants
Open day 3	Tunis, TN	M30	INRAP. Society at large
Workshop EW5	Tunis, TN	M30	All partners and local stakeholders
Tunisian Researcher's Night	Tunis, TN	M33	INRAP. Society at large
Stakeholder oriented event 2	Tunis, TN	M36	INRAP. USG community
Plenary conference	Tunis, TN	M36	All partners, BT, USG and society at large

4 TARGET AUDIENCES AND COMMUNICATION MEASURES

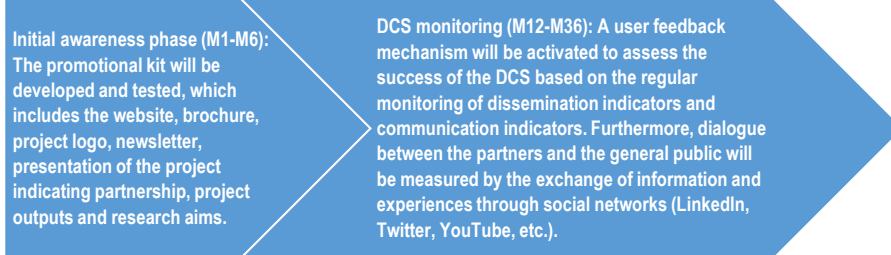
The target audiences that are the potential beneficiaries from the TUNTWIN project's results have been identified in-line with the main objectives of the DCS. Overall, the strategy targets three main groups: General Public, other audiences including Researchers, Industry and Stakeholders, and the Mass Media.



The main message and the communication measures will depend on both, the case of study and the target audience, since different support events and tools will be used to address them. As describe in the following table, the activities and the communication tools will be tailored to each case of study and spectator.

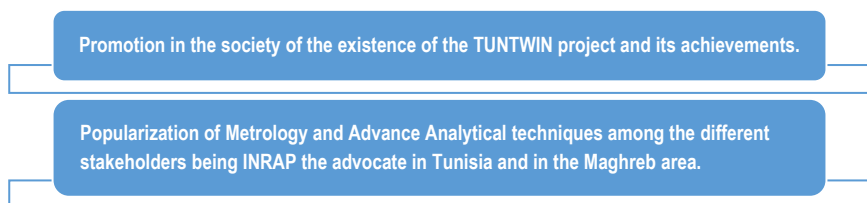
	GENERAL PUBLIC		OTHER TARGET AUDIENCES		
ENVIRONMENT (Cases of Study 1-3)	Message: 1) To find novel and optimum solutions for environmental remediation, 2) The results of the research (nanoparticles concentrations and species, microplastics types and distribution, pharmaceutical residues, etc), will be used for better decision-making by stakeholders and policy makers.		Message: 1) To find novel and optimum solutions for environmental remediation, 2) The results of the research (nanoparticles concentrations and species, microplastics types and distribution, pharmaceutical residues, etc), will be used for better decision-making by stakeholders and policy makers.		
	Young People <i>Support events:</i> 2x visits to primary school and 2x visits to secondary schools, 2x visits to Children house of youth. Organize activities on the beaches in summer. Researchers' Night. Open days <i>Tools:</i> Promotional kit, social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Old People <i>Support events:</i> Actions together with NGOs (ATSE, WWF, ATPNE). Researchers' Night. Open days <i>Tools:</i> Promotional kit, website social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Researchers <i>Support events:</i> Open days, workshops, conferences, Oriented stakeholders' events, Science Café. Horizon Europe Info day. Summer Schools. Final Conference <i>Tools:</i> Promotional kit, website, social media. Newsletters & factsheets. Posters & roll-ups	Stakeholders <i>Support events:</i> Open days, workshops, conferences, Oriented events, Science Café. Final Conference <i>Tools:</i> Promotional kit, website, social media. Newsletters & factsheets. Posters & roll-ups	Policy Makers <i>Support events:</i> Seminars, embassies tour, Horizon Europe Info Days. Final conference <i>Tools:</i> Promotional kit, website, social media. Events announcement. Newsletters & factsheets. Posters & roll-ups
FOOD (Cases of Study 4-5)	Message: Tunisian consumers need to be aware of the values of its own national product (e.g. olive oil)		Message: Tunisia (INRAP) will have new analytical tools to prove the authenticity of agri-food products protected by a quality or controlled origin label		
	Young People <i>Support events:</i> 2 x visits to primary school and 2x visits to secondary schools, 2x visits to Children house of youth. Researchers' Night. Open days. Activities with APAL. <i>Tools:</i> Promotional kit, social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Old People <i>Support events:</i> Actions together with NGOs (APIA, ATP, FAO). Researchers' Night. Open days <i>Tools:</i> Promotional kit, website, social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Researchers <i>Support events:</i> Open days, workshops, conferences, Oriented stakeholder events, Science Café. Horizon Europe Info day. Summer Schools. Final Conference <i>Tools:</i> Promotional kit, website, social media. Newsletters & factsheets. Posters & roll-ups	Stakeholders <i>Support events:</i> Open days, workshops, conferences, Oriented events, Science Café. Final Conference <i>Tools:</i> Promotional kit, website and social media. Events announcement. Newsletters & factsheets. Posters & roll-ups	Policy Makers <i>Support events:</i> Seminars, embassies tour, Horizon Europe Info Days. Final conference <i>Tools:</i> Promotional kit, website, social media. Events announcement. Newsletters & factsheets. Posters & roll-ups
HEALTH (Case of Study 6)	Message: The general public must be aware that the generic products have good quality according to the current standards.		Message: The general public must be aware that the generic products have good quality according to the current standards.		
	Young People <i>Support events:</i> Actions together with NGOs (ATEM, IFRC, CNNC, PARAMEDICALIS). Researchers' Night. Open days <i>Tools:</i> Promotional kit, social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Old People <i>Support events:</i> Open days, Researchers' Night. Open days <i>Tools:</i> Promotional kit, website, social media. Video and radio interviews with local radio stations and press releases in national newspapers. Posters & roll-ups	Researchers <i>Support events:</i> Open days, workshops, conferences, Oriented stakeholder events, Science Café. Summer Schools. Final Conference <i>Tools:</i> Promotional kit, website, social media. Events announcement. Newsletters & factsheets. Posters & roll-ups	Stakeholders <i>Support events:</i> Open days, workshops, conferences, Oriented events, Science Café. Final Conference <i>Tools:</i> Promotional kit, website, social media. Events announcement. Newsletters & factsheets. Posters & roll-ups	Policy Makers <i>Support events:</i> Seminars, embassies tour, Horizon Europe Info Days. Final conference <i>Tools:</i> Promotional kit, website, social media. Events announcement. Newsletters & factsheets. Posters & roll-ups

The DCS is designed to ensure that results are communicated to all stakeholders throughout the project lifecycle. It consists of a set of well-designed strategic and tactical activities that take into consideration the core purpose of the project, the intended target user, potential communication channels, as well as promote commercial and further exploitation of the project results. These dissemination activities are planned in accordance with the project development stages described in the proposal. The dissemination activities will be performed according to the following logical schedule:

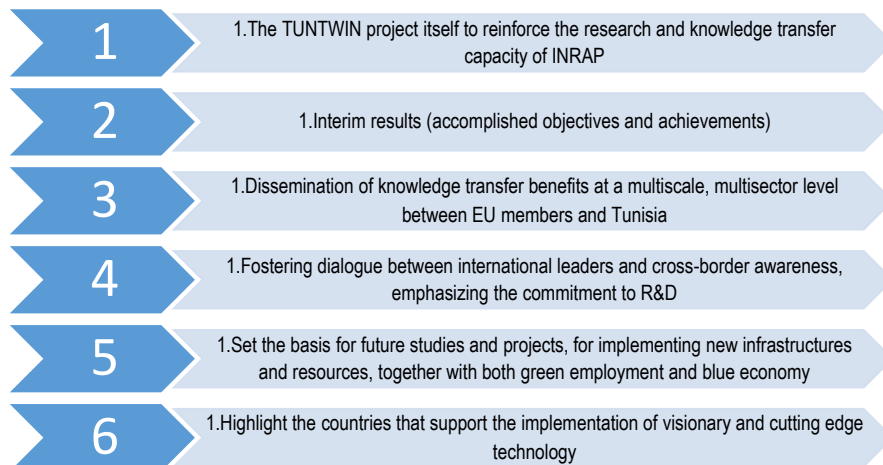


5 THE KEY MESSAGE

In brief, the proposed DCS is based on the identification of certain key strategic priorities:



The main thrusts of the dissemination drive that have been identified include:



6 COMMUNICATION CHANNELS

6.1 VISUAL IDENTITY



The visual identity of the TUNTWIN project will be unique, impactful, modern, clean and easy to relate to. It must reflect the core values and characteristics of the project in a smart and intuitive manner. It must be flexible enough to support all online and offline communications of the project in all identified channels and in all dissemination tasks. It must remain timeless throughout the life of the project and be powerful enough to support the development of brand awareness and equity in all completed outputs under the project framework. The logo (see top left) must be included in all promotional materials throughout the project implementation and will be clearly highlighted during awareness-raising campaigns. Furthermore, it will be a visual identity tool in the design of a brochure, a poster and a roll-up banner as well as in printed and online materials. All partners must use the corporate design and branding in all project communications.

The TUNTWIN logo will be available in vector and web formats (Appendix B). It will be recommended that the logo is used in its original colours, whilst the monochrome version can be used if a colour printing presents technical difficulties. Besides the project logo, it is imperative to use the EU emblem as denoted by the guidelines provided by the EU (https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf). The EU flag and EC logo can be downloaded at https://europa.eu/european-union/about-eu/symbols/flag_en and https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en respectively.



Whenever possible, the European flag should be accompanied by the mandatory statement: "This project has been funded with support from the European Commission. GA No. 952306".

6.2 WEBSITE

The TUNTWIN project has a website with public access at <https://tuntwin.org>, which was launched at the beginning of March 2021. While INRAP will be in charge of updating the content of the website, all partners are encouraged to contribute items related to the subject, including news, local events and relevant information, and in particular project updates, videos, images, and news related to project outputs.

The TUNTWIN website, which will be the cornerstone of the DCS, as a comprehensive and dedicated open data platform, representing a discussion, sharing, and learning space for innovation where partners can share, communicate and collaborate together to enhance synergies on innovative e-ways among TUNTWIN and other EU/Tunisia initiatives. It will increase the visibility of the project and its products throughout its lifecycle. The website will be updated to reflect the activity of the project and revamped according to the needs of the project. The website, once available, will be updated at least 4 times in the first two months of operation to address any detail or information missing and to implement the suggestions received from the different partners and visitors when appropriated. Afterwards, the update will be performed regularly 2 times a month. INRAP will be in charge of editing and updating the website with news, events and deliverables on a regular basis connected with CNRS(ISA).

All main TUNTWIN activities and information relating to the project (such as public deliverables) will be uploaded to the website offering other public authorities and innovation-driven players tools to improve and foster the coordinated actions in policies related to wastewater treatment issues, food authenticity, food safety and analysis of pharmaceutical products. In addition, it will have links to a range of social media channels which will be exploited for dissemination purposes.

The official languages of the website are English, French and Arabic.

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It's OK

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OK, We agree to update the website regularly 2 times a month. However, for the moment we are updating the website according to the different partners and visitors recommendations.

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For open access, we agree.
For DMP, please specify more details

Commented [RBR13]: To be double check with INRAP.

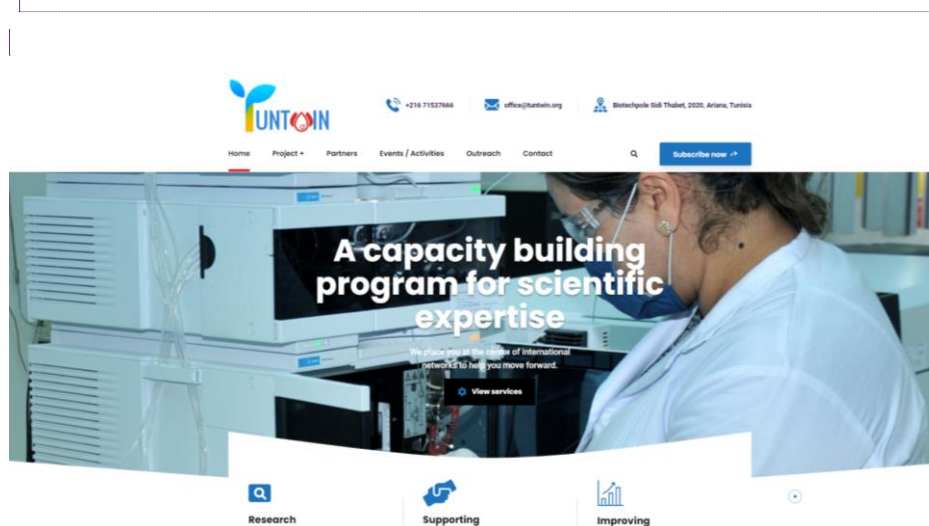
Commented [GPG14R13]: More official languages, more work, is up to INRAP

Only English

It is important to note that all partners must link their own websites with the project website, as well as the forthcoming project workshops. This is a proven method of informing the consortium partner's own ecosystems about their participation and at the same time direct traffic to the project website.

Website Sections:

SECTIONS	CONTENT
Home	This section includes the index summarizing the sections of the TUNTWIN website, a carousel with the news, and the contact and location details of INRAP. In addition, the logo of TUNTWIN project and the European Union flag appears at the bottom of the webpage (as in all the areas).
Project +	This section includes the project description and information about the specific objectives. In addition, the description of the workpackages is included in a sub-tab.
Partners	This section provides a list of each partner institution involved in the project, together with a link to their respective websites.
Events/Activities	All the events organised by the project (conferences, workshops, etc.) are displayed.
Outreach	It displays a list of submenu webpages: i) PhD Thesis, ii) Scientific Conferences, iii) Publications, iv) Patents, v) New research projects, v) Stakeholders events, vi) public events, vii) Public media
Synergies	All agreements and collaborations between TUNTWIN and other European projects are described and detailed in this section.
Contact	This section includes a contact e-mail and a form for questions, information requests and issues.



Commented [GPG15]: Once done, snapshots to be included from each project partner website

We agree

Commented [RBR16]: Subscribe redirects to the contact area, not to the subscription to the Newsletter

Commented [MS17R16]: OK it will be updated accordingly

Commented [RBR18]: Including a dedicated section to the News displaying the project news and items of interest related to the project might be useful.

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Commented [MS21R20]: OK this will be updated

Commented [RBR22]: INRAP may consider renaming this since outreach only covers communication activities and not the content of that area.

Commented [MS23R22]: It could be renamed as : Outreach and sustainability

Commented [RBR24]: This could go into a different section called "Publications"

Commented [RBR25]: Consider moving this to the Events/Activities tab

Commented [MS26R25]: OK

Commented [RBR27]: This could be useful to highlight the links with other projects such as MASSTWIN and ITN Food TraNet.

Commented [MS28R27]: OK

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E.g. the one of the intranet and how to access should be also reflected. It will be added

6.3 PROMOTIONAL KIT

The promotional kit will be used as additional communication material for the global dissemination of TUNTWIN activities and outcomes and will be produced in **English, French and Arabic**.

These materials will be used for dissemination purposes and will describe the objectives of the project, provide a brief yet comprehensive overview of its current status, and outline the achievements of the TUNTWIN project. Employed as branding and marketing material that will assist in establishing the identity and credibility of the project.

Furthermore, it will support the dissemination activities undertaken during the project lifetime and implant project ideas in the minds of the target audiences. It will be used in all external communication concerning the project, to ensure a professional and coherent visual identification and immediate recognition of project related activities to increase TUNTWIN visibility and public awareness. The use of these tools will vary according to the information being communicated and the specific group being targeted. In the following table, each of these tools is described in more detail:

TOOL	USE
Brochures	The production of brochures in English, French and Arabic will broaden the project reach, allowing other potentially interested stakeholders and the general public to be informed about the project. The brochure will focus on specific elements of TUNTWIN (logo, consortium, financing programme, project description, project themes and the contact point), and will have clarity in both design and language, mirroring the principles of the project through attractive graphics and meaningful images. The brochure will be available electronically to be forwarded via e-mail and downloadable from the website . Furthermore, there will be printed versions for use at conferences and live events.
Posters	All research partners of the TUNTWIN consortium will display the project poster at relevant events to increase the project's visibility. The poster will follow the TUNTWIN branding guidelines and reference the EC funding. The poster will include the project logo, the EU flag and the partners' institutional logo; an overview of the project and its objectives; a description of the importance of the topics discussed; the results and expected impacts of the project and activities; details of planned activities; the URL of the website; social networks; and contact information.
Promotional material	Seminars, conferences, training events, fairs and other proceedings require their own promotional material. They will be in line with the corporate design and the rest of the project materials. CNRS/INRAP will be responsible for the design of all promotional material. Therefore, CNRS will train INRAP and remind the partners the need to use the promotional material for the events. In addition, INRAP will provide "the check list before the event" to facilitate the request of the promotional material. Each request must be made at least 1 month before the deadline, and INRAP will prepare the copies of the promotional material when it will necessary. All the specific material will include details of social media accounts (see below), the general hashtag #TUNTWIN and a specific hashtag for the event.
Press kit	The press kit will provide a quick way for media organisations to access all the TUNTWIN project information. The kit will be available in digital format on the website and in hard copy to be distributed before and during relevant events.

Commented [RBR30]: To be reviewed and agreed with INRAP (PC) /CNRS (WPL4)

Commented [MS31R30]: ok

Commented [GPG32]: Snapshots of each tool should be included

Commented [RBR33R32]: To be included in the annexes

Commented [MS34R32]: Only the English version is ready for the moment. The French and Arabic texts will be provided according the topic evolved and the corresponding event and targeted public.

Commented [RBR35]: To be agreed.
OK

Commented [RBR36]: CNRS/INRAP ???

Commented [MS37R36]: OK we agree

Commented [RBR38]: To be decided by INRAP

Commented [MS39R38]: Ok no problem

Commented [RBR40]: To be agreed with INRAP

Commented [MS41R40]: OK it will be prepared

	The kit will include the Project Coordinator's contact details, the logo of TUNTWIN, a project summary and its objectives, and participants' profiles.
Roll-Up Banners	Two project roll-up banner will be created to capture the attention of visitors and participants at conferences, exhibitions, workshops and other events, one will be in Tunisia and another one in EU. This roll-up will show the TUNTWIN logo accompanied by the EU and the consortium members' logos. Other information including the website and social media profiles will be displayed. The purpose of this roll-up is to give the TUNTWIN project a boost by strengthening the impact of its image.
Standard presentation	project A presentation will be created for members of the Consortium to be used when presenting the project at internal meetings, external conferences or fairs. The presentation length can be tailored to the time available at a particular event as long as the core content remains the same.
Policy Brief	TUNTWIN will extract policy-relevant knowledge from the project findings in a comprehensive, clear and concise form to engage non-specific audience. When the results are getting results (maximum one month after the result), at least, one Policy brief per partner will be written in basic level, which will be editing and layout by CNRS/INRAP. Policy Briefs will be published during the course of the project.
Videos	Video material will be developed for usage at public events and promoted through the website and social media. It will explain in an easy and accessible way conflict prevention experiences and the potential of the EU in the field. INRAP also intends to record short videos to strengthen the communication of the thematic areas of the project, the 'whole of society' concept, and why this is so important for successful peace-building strategies. Short interviews and statements from our community of practice, events participants and project partners will be used to add a narrative component to TUNTWIN's communication. A TUNTWIN YouTube channel will be created where all relevant videos of the project will be found.

Commented [RBR42]: CNRS/INRAP ?
Good idea. INRAP agree

Commented [RBR43]: To be decided.

Commented [MS44R43]: OK, we think about it

Commented [MS45]: In English and French

Commented [RBR46]: To be agreed.

6.4 NEWSLETTER

The project will publish a periodic newsletter in English, French and Arabic every six months. The objective of the newsletter is to present information about the project's activities and outcomes and to proactively initiate dialogues with stakeholders about on-going research themes. The newsletter can also be used as a platform for experts' and stakeholders' opinions about specific case of studies. A readership mailing list will be created, and subscription will be possible through direct contact with TUNTWIN partners. A newsletter engine such as MailChimp will be set up to facilitate the management of the mailing list and the newsletter circulation. This task requires cooperation from all partners. The newsletter will also be made available via the project website. The Key Performance Indicators (KPIs) to be in account will be Delivery Rate (Quantity of Emails Delivered / Number of Emails Sent * 100); Open Rate (Single emails openings / Mails sent * 100); Unique Click Rate (Number of unique clicks in the newsletter/ Number of unique openings).

6.5 SOCIAL NETWORKS+

The rapid increase in popularity of social media tools is a trend that cannot be ignored as it presents a major set of tools for communication with young generations. Messages communicated through social media can have an instant impact, reaching a wide mass of individuals.

Social networks such as, Twitter, YouTube, LinkedIn, and Facebook, will play a major role in enabling the project to capture and interact with our target audiences throughout its lifecycle. They will facilitate dialogue and help fuel conversations, engaging users with the project as well as constantly directing traffic to the project website.

A strong online and social media presence is also vital to reach identified influencers. In combination with our website and the newsletters, social media channels will not only help us in the initial dissemination period but also will lead to the creation of a vital ecosystem around TUNTWIN.

6.5.1 Twitter

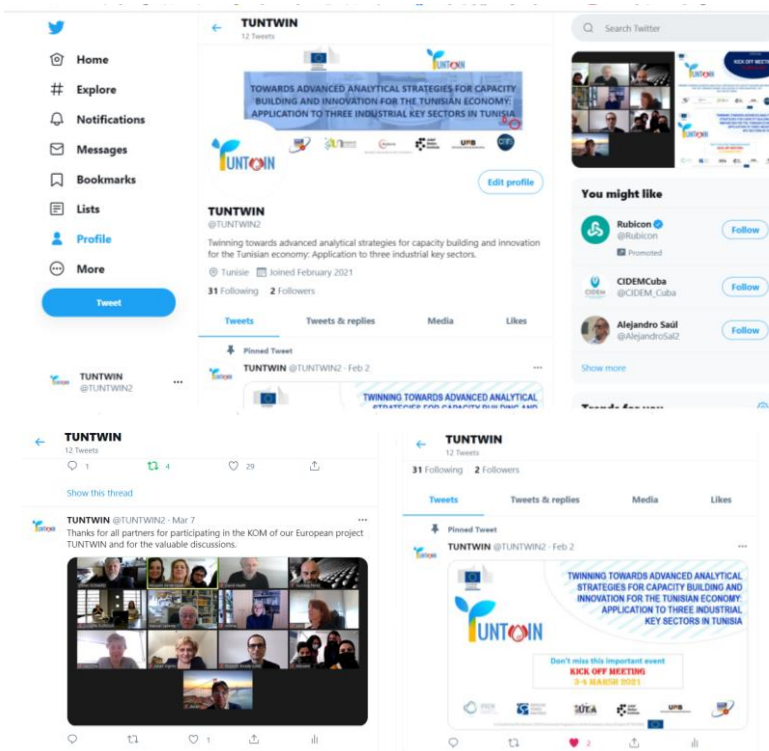
Twitter is one of the most effective channels used by a high percentage of researchers, policy makers and citizens. Not only might Twitter be the most effective social media tool for dissemination but in the later stage of the project it can be used as a substitution for a phone line through which stakeholders can give instant feedback. The link is: <https://twitter.com/TUNTWIN2> and the account name: @TUNTWIN2

All partners are encouraged to follow the TUNTWIN twitter account through their institutional and/or personal accounts. Partners should use the hashtag #TUNTWIN or mention it using the Twitter handle @TUNTWIN2. Those partners who are not using Twitter are strongly encouraged to open an account. All partners are encouraged to retweet any tweets made by the project accounts to increase the project's social media presence.

Commented [GPG47]: Who manage/monitor the account ? credentials to publish ?

Commented [MS48R47]: Radhia, Houyem, Ibtissem (ICM) and the contractual

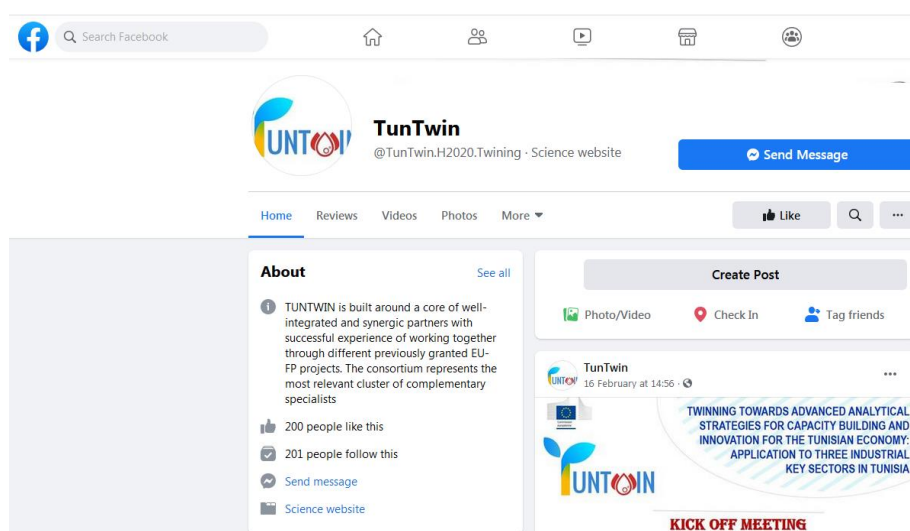
Commented [RBR49]: To be confirmed by INRAP
OK



6.5.2 Facebook

Facebook is by far the biggest global social network and allows people with similar interests to create new networks, as well as enriching communication by delivering information and providing a platform for community comment and collaboration. It is also widely used by researchers, policy-makers and citizens. INRAP will exploit the graphics and video options to make project posts attractive and may use its video livestreaming capabilities to disseminate content. There may be constraints on such activities for a research project like TUNTWIN, therefore, all partners are requested to share relevant images from meetings, workshops, and case study countries with INRAP.

The link is: <https://www.facebook.com/TunTwin.H2020.Twinning/>



6.5.3 LinkedIn

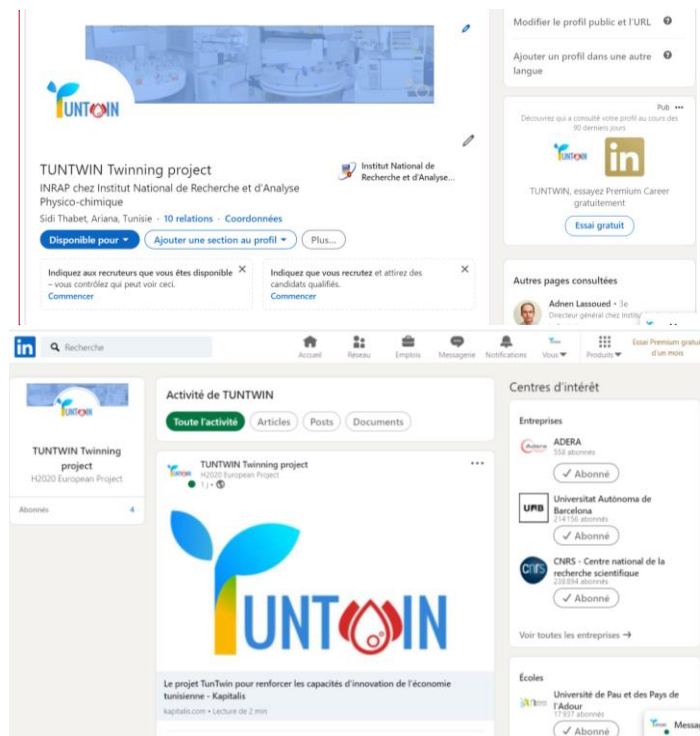
LinkedIn is a professional networking platform and an important channel for reaching stakeholders in industry and academics who might not use Facebook or Twitter but may have a LinkedIn account. Information and topics shared via this channel will be specifically tailored to the target audience.

The link is: <https://www.linkedin.com/in/tuntwin-twinning-project-969132209/>

Commented [RBR50]: This is a group not a dedicated page

Commented [RBR51]: In addition Radhia, it might be better if you could create a screenshot from your account to picture yourself since you are the owner of the LinkedIn Group and from INRAP.

We change the link and pictures



6.5.4 Youtube

YouTube provides a user-friendly platform for anyone with online access to upload and share videos that can be commented on and viewed by other community members. TUNTWIN will produce several videos to reflect interviews, testimonials, participation in seminars and congress, etc. We will use YouTube and Facebook to host these videos.

YouTube home IMAGE here

6.6 MASS MEDIA

Working with the media is also key to the promotion of the project activities and scientific results for them to reach a broader audience.

Press releases will be produced at main project milestones to increase their impact, and to preview, initiate and celebrate milestone achievements, including the launch of major contributions to the implementation of the TUNTWIN, milestones related to water management, the release of reports and studies, and the conclusion of the project.

To reach all the EU and Maghreb mass media the project will actively contact journalists, sending them press releases about the main results of the project, and will take advantage of the network of researchers and stakeholders of INRAP, offering them local communication guidelines.

Commented [RBR52]: To be decided.

Commented [GPG53R52]: Recommended to record meetings and events and interviews....

Commented [MS54R52]: We agree

Commented [A55]: I think : Environnement, health and food

Commented [A56]: Users group !!!

INRAP will provide a template (Appendix E) for members to fill in and send one month before the date of the event. This template will include the title of the event, the place and date of completion, the partner in charge and the main participants/speakers and a summary line of the objective of the event.

RECOPHARMA project website - Event Information & checklist

Event Date	Event Title	Event Place	Event Info	Key Words	Brief Description	Link	Key questions	Participating as Invited Presenters (Yes)	Participating as Audience (Yes)	Time Participating	Participate or Not (Yes)	Yes	No

Commented [A57]: We agree

Commented [RBR58]: To be provided by INRAP.
It is so small we can't read the content

INRAP will publish three press releases for each event: 3 weeks before, 1 day before, and 2-3 days after, as appropriate for each situation. The press release will be published on the project website and distributed via social networks.

All the information related to communication must be sent to the following mail address: office@tuntwin.org

Commented [A59]: A vérifier

Commented [MS60R59]: OK

The press releases will be adapted to the language of the specific media channel, using headlines, subheadings, and with information organised to reflect a hierarchy of relevance, using visual tools (graphs, photographs, etc.), and data to attract a captive audience. The language will be clear and direct. There will be concerted efforts to liaise directly with journalists and editors to ensure publication in the media. Meetings, working groups, workshops and seminars are ideal opportunities for press conferences or public presentations of the project in the media. On all occasions, the project website and point of contact will be highlighted and the EU H2020 program funding will be acknowledged. Each partner will be in charge of issuing press releases in their countries and for their own activities or events.

6.7 EVENTS

Networking and participation in meetings and events in the thematic areas of environment, food and health are essential to disseminate TUNTWIN results.

To implement a successful DCS from the outset of the project, a mixture of interrelated outreach activities has been designed to inform society. It will pay particular attention to increasing the public's understanding of science. The final project meeting will include both a presentation of results by the partners and a group discussion workshop targeted at invited local governments, EU bodies, and other policymakers.

The project team will organise Workshops and public events tailored to specific themes or participant profiles to engage various target audiences in dialogue: from small groups of experts to wider communities.

Beyond the consortium partners' networking activities in their home countries, TUNTWIN will be promoted at several European and Tunisian conferences to reach a broader international public. The project partners will identify the most suitable conferences focusing on the research topics devoted to the cases of study.

TUNTWIN also intends to address several stakeholders outside the project that have shown a keen interest in water issues. A highly effective way of guaranteeing full exploitation and transferability of TUNTWIN results is through the organisation of workshops. These workshops, through the involvement of the main local stakeholders, will allow the consolidation and exchange of the concepts and outputs developed by the project.

Exploratory Workshops: 5 different workshops will be organized along conferences where round tables are held to highlight and share experience between participants. Such workshops will support raising the profile of INRAP, producing a crowding-out effect facilitating the access of INRAP to integrate and join other EU networks in different research fields. The workshop activities will last between 2,5-3 days and will be complemented and supported by the sequential or simultaneous activities designed under T4.5 (e.g. open days, science cafe or stakeholders'-oriented events) to generate a bigger impact and reach a wider audience. The workshops will be addressed to:

- EW1: Providing research training in science, RRI, IPR, open access, entrepreneurship, project formulation (to be organized in Tunisia by UAB, IPREM and CNRS at INRAP) (M9)

- EW2: The use of mass spectrometry for both inorganic and organic analysis to trace the food quality (to be organized in France by CNRS, JSI and IPREM) (M15)
- EW3: Metrology in isotope ratio measurements and isotopic dilution (to be organized at INRAP by IPREM & ADERA(UT2A)) (M18)
- EW4: Basic introduction to Synchrotron Radiation characterization techniques applied to environmental and food domains (to be organized in Spain by UAB) (M22)
- EW5: The use of mass spectrometry (LA-ICP-MS) in support of health (to be organized in Tunisia by IPREM at INRAP) (M30)

7 MONITORING

The main purpose of monitoring is to assess the effectiveness of the dissemination and communication tools used. The results of the communication and dissemination strategy will be constantly monitored and evaluated by INRAP throughout the duration of the project to assess its effectiveness, its progress and to formulate change requirements where necessary

A user feedback mechanism will be activated to understand the success of the DCS based on regular monitoring of dissemination indicators (e.g. n° of published articles, presentations at international conferences, participations in trade fairs) and communication indicators (e.g. n° of accesses to the website, n° of conferences/workshops attended, n° of newsletters downloaded, n° of flyers/leaflets/brochures distributed, n° of produced posters, attendance at the kick off meeting and the final conference, n° number of press releases circulated and press conferences organized). Furthermore, it will be measured the dialogue between the partners and the general public by the exchange of information and experiences through social networks (ResearchGate, LinkedIn, Twitter, YouTube, etc.). A mapping of key influencers will be done, that will be activated to multiply the reputation and dissemination of the project. A strategy to use the potential of specialized media will be designed and implemented.

The evaluation will also ensure that objectives are on track with the goals and are ultimately met or surpassed. Every three months, it will be organised and recorded a conference call by Zoom.us to guarantee the partners understand the outputs of the monitoring campaign. Every six months, an evaluation will be performed, presenting the corresponding results to all partners in the consortium meetings.

The information gathered during the last period will be analysed to correct any shortcomings or weaknesses identified in the DCS and incorporated into the reporting as an overview of activities performed in the on-going period. The final report to be delivered to the EC at the end of the project will include the evaluation monitoring reports of indicators reflecting DCS dissemination and communication activities.

All consortium partners are encouraged to report the results of each dissemination activity immediately after completion. Also, each TUNTWIN partner should be committed to achieve efficiency and effectiveness in communication by using all the opportunities linked to the project's field of action and to communicate the project results in their own language.

To facilitate this task, for each dissemination channel, KPIs have been identified. Target numbers on the expected TUNTWIN performance were not defined as no appropriate benchmark numbers are available and too many uncertainties exist, e.g. in regard to planned project outcomes, change in political and societal interest in the topic, delays in other parts of the project, lack of input from partners for dissemination activities, etc. Therefore, the KPIs will be benchmarked regarding the growth in number for the various activities during the project lifetime.

In the following table are shown the communication methods and KPIs:

COMMUNICATION METHOD	ACTIVITY INDICATOR	RESULT INDICATOR	CONSORTIUM PERFORMANCE INDICATOR
Website	Updates on the front page per semester	>300 visits/month	Link to partners' websites

Commented [GPG61]: To check repetition with the table below.....

Commented [RBR62]: Frequency to be agreed

Commented [MS63R62]: We agree with the frequencies

Commented [RBR64]: KPI to be reviewed by partners

Commented [A65]: It is important

Promotional Kit	Number of brochures distributed + eLeaflet downloads	> 3000 views	
TUNTWIN event announcements Newsletter	Distribution	>300	
	Copies sent	6 issues published (>3000 views)	Number of content items provided by partner
Copies printed of roll-up/posters		3 items (times used >5); Presentation in >20 events	
Social Media: - Twitter - Facebook - LinkedIn - YouTube	Number of tweets	Number of followers (>200)	Partners following accounts Retweets/likes by partners
	Number of posts	Number of followers and retweets (>200)	
	Number of posts	Number of followers and likes: >500	
	Number of videos	Number of followers: >1000	
		Number of followers and plays: >300	
		Overall: >150 visits/month	
Webinars	Number of webinars	Number of participants >30 Total number of total webinars: 3	Number of partners attending / organising webinars.
Media impact	Number of press releases	3 Press release (electronic and printed)	Press releases by partner
Events	Events organised	Number of events organised: 10 Number of registered participants of events: 30-50 (depending on the event)	External events organised by partner
Scientific Publications by INRAP	Number of publications produced	Increase the current publication record 40% (up to 50/year)	

8 CONCLUSION

The DCS seeks to use the most efficient means to capitalise information and disseminate project results. This DCS has established a bottom-up approach that seeks to gather local data to disseminate it at all targeted levels.

The proposed DCS Roadmap is designed to ensure that the project effectively communicates results to the widest possible audience by using the appropriate channels and tools; targets specific groups and key actors; promotes networking; and establishes a coordinated approach to maximize impact. Communication will be implemented right from the project start and throughout the project's lifecycle, differentiated in terms of actions, tools and target groups addressed, according to the project's stage of implementation.

9 APPENDICES

APPENDIX A: TUNTWIN LOGOS

The TUNTWIN logo is the most immediate and visible symbol of the Project, therefore, the strength of TUNTWIN's identity depends on all the people involved in its implementation making correct use of the identity of the project.

Versions of the logo:

Commented [RBR66]: For INRAP to upload them into a repository from where the partners could get access to.



APPENDIX B: ROLL UP

Commented [RBR67]: English, French and Arabic ??

Commented [MS68R67]: No just in English for the moment



APPENDIX C: FLYER (FRONT)



Commented [RBR69]: English, French and Arabic ??

Commented [MS70R69]: According to the event, the thematic and the target audience we will choose the language

APPENDIX D: POSTER

[IMAGE **different language**]

Commented [RBR71]: English, French and Arabic ??

APPENDIX E: CHECK LIST

Event information								
Date	Title	Location	Type	Brief description	Link	Key question ⁽¹⁾	Role of participant ⁽²⁾	Name of the participants

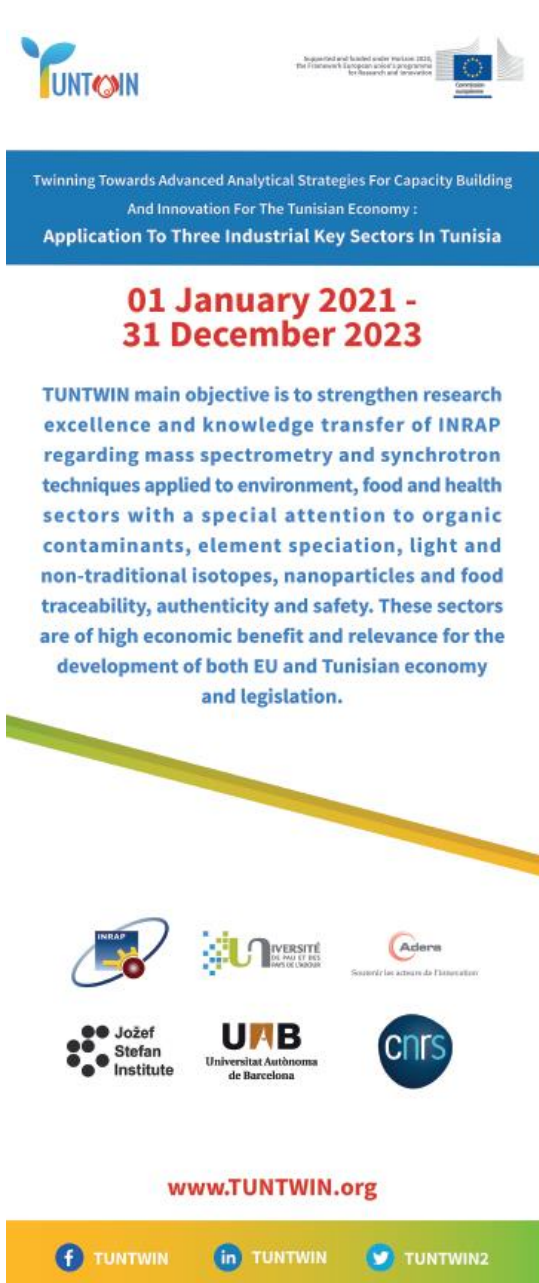
⁽¹⁾ Relation of the event with the TUNTWIN thematic

⁽²⁾ Attendee, presenter, organizer, other.

Commented [RBR72]: To be generated by INRAP in excel format and included in the repository.

ANNEX 1 ROLL UP

Commented [RBR73]: Note to UAB : to include the rest of the images of the PDF on the final version.



TUNTWIN

Supported and funded under Horizon 2020, the European Union's programme for research and innovation

**Twinning Towards Advanced Analytical Strategies For Capacity Building
And Innovation For The Tunisian Economy :
Application To Three Industrial Key Sectors In Tunisia**

**01 January 2021 -
31 December 2023**

TUNTWIN main objective is to strengthen research excellence and knowledge transfer of INRAP regarding mass spectrometry and synchrotron techniques applied to environment, food and health sectors with a special attention to organic contaminants, element speciation, light and non-traditional isotopes, nanoparticles and food traceability, authenticity and safety. These sectors are of high economic benefit and relevance for the development of both EU and Tunisian economy and legislation.

Partners:

- INRAP
- UNIVERSITÉ DE PAU ET DES PAYS DE L'ADOUR
- Adere
- Jožef Stefan Institute
- UAB Universitat Autònoma de Barcelona
- CNRS

www.TUNTWIN.org

Social Media: f TUNTWIN in TUNTWIN T TUNTWIN2





Twinning Towards Advanced Analytical Strategies For Capacity Building
And Innovation For The Tunisian Economy :
Application To Three Industrial Key Sectors In Tunisia

**01 January 2021 -
31 December 2023**

SPECIFIC OBJECTIVES

SO1 To increase research excellence of INRAP in analytical techniques related to mass spectrometry.

SO2 To support INRAP's scientific and technical networking with outstanding research institutions and policy-makers.

SO3 To develop a sustainable knowledge transfer framework with EU partners.

SO4 To improve a high-quality high-value commercial offer around a platform of Analytical Services to Tunisian and North African stakeholders.



TUNTWIN



TUNTWIN



TUNTWIN2





Supported and funded under Horizon 2020,
the EU Framework Programme for Research and Innovation



**Twinning Towards Advanced Analytical Strategies For Capacity Building
And Innovation For The Tunisian Economy :
Application To Three Industrial Key Sectors In Tunisia**

TUNTWIN aims to improve research and innovation capacities and stimulate scientific excellence in the field of spectroscopic techniques, mainly for advanced mass spectrometry methods for both inorganic and organic compounds of key application for the Tunisian economy within environment, food and health sectors. It will reinforce research and knowledge transfer capacity of INRAP.



TUNTWIN



TUNTWIN



TUNTWIN2



FLYER



