



Deliverable D7.1 – Communication & Dissemination Plan

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1. Deliverable

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2. Executive Summary

This document constitutes the Communication and Dissemination Plan (CDP) of the SchoolMedDiet project, delivered under Task 7.1 as Deliverable D7.1.

SchoolMedDiet aims to transform school food environments across the Mediterranean by embedding the Mediterranean Diet (MD) as the core model for healthy, sustainable and culturally meaningful eating. The project establishes four national Living Labs in Greece, Malta, Morocco and Tunisia, functioning as participatory innovation ecosystems inside primary and secondary schools; it develops and deploys two flagship digital tools: an AI-powered Food Assistant mobile application with chatbot functionality, and VR-based educational experiences on Mediterranean food heritage, sustainable agriculture and nutritional literacy; and it co-develops MD-aligned public food procurement models with municipalities and school authorities, in line with EU Green Public Procurement criteria and WHO school food standards.

Communication and dissemination are not an accompanying activity in SchoolMedDiet but a condition of its impact. The project's impact depends on its ability to support healthier dietary behaviours among students, encourage teachers and families to engage with the project tools, and facilitate uptake of improved procurement practices by municipalities and schools. Each of these outcomes depends on reaching a specific audience, in its own language, with a message it recognises as its own.

Accordingly, this plan sets out:

- What we communicate: Chapter 7 presents the project's communicable assets and the key messages attached to them;
- To whom: Chapter 8 identifies the target audiences, from students and families to policymakers and the scientific community;
- How: Chapter 9 describes the visual identity, promotional materials, digital presence, events, publications and synergies through which those messages travel, together with the multilingual approach and the ethical safeguards that apply when communicating about minors;

- How we measure success: Chapter 10 sets out the Key Performance Indicators, the monitoring mechanism and the reporting obligations of each partner.
- When: Chapter 11 provides the indicative timeline of communication and dissemination activities across the 36 months of the project;

The plan is deliberately operational. It defines what each partner must do, when, and how they must report it, so that the consortium can act on it from M4 without further guidance.

This is the only contractual version of the CDP foreseen in the Grant Agreement. Progress against the targets set here will be assessed through D7.2 Stakeholder engagement tracker (M18 and M36), and final results will be reported in D7.3: Final dissemination report & impact kit (M36). The exploitation and sustainability dimension of WP7 is addressed separately in D7.4 Exploitation strategy (M36) and D7.5 SchoolMedDiet Toolkit for replication (M36) and is therefore treated here only where it interfaces with communication and dissemination. While no further version of this deliverable is contractually foreseen, the plan is a living instrument. In line with the project's DEC strategy, it will be reviewed at the M18 checkpoint (MS7.2) on the basis of stakeholder feedback and of the outputs delivered by WP2–WP6, and the consortium may issue a revised internal version where channels underperform or where the final form of the project's results requires it. This applies in particular to the digital tools, whose final digital toolkit is delivered under D4.2 (M16), followed by deployment preparation, teacher training and further refinement during the Living Lab implementation.

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5. List of Abbreviations

ABBREVIATION	–	Full name
AI	–	Artificial Intelligence
CDP	–	Communication and Dissemination Plan
D	–	Deliverable
DEC	–	Dissemination, Exploitation and Communication
DMP	–	Data Management Plan
DoA	–	Description of the Action
EU	–	European Union
GA	–	Grant Agreement
GDPR	–	General Data Protection Regulation
GPP	–	Green Public Procurement
KPI	–	Key Performance Indicator
LL	–	Living Lab
M	–	Month
MD	–	Mediterranean Diet
MoU	–	Memorandum of Understanding
MPC	–	Mediterranean Partner Country
MS	–	Milestone
PRIMA	–	Partnership for Research and Innovation in the Mediterranean Area
SDG	–	Sustainable Development Goal
SMA	–	Social Media Account
SME	–	Small and Medium-sized Enterprise
T	–	Task
TRL	–	Technology Readiness Level
VR	–	Virtual Reality
WCAG	–	Web Content Accessibility Guidelines
WP	–	Work Package

6. Introduction

6.1 Scope of the deliverable

This report, "*D7.1 Communication & Dissemination Plan*", designs the strategy, plan and activities to be implemented under WP7 of the SchoolMedDiet project, with a view to maximising the project's visibility and conveying its key messages effectively to its target audiences through the most suitable channels.

The deliverable is produced under *Task 7.1 Communication and branding strategy (M1–M4)*, led by IED with the participation of ACTIA, EVAV and UOWM. It provides the operational framework for *Task 7.2 Digital communication and media engagement (M2-M36, IED)* and *Task 7.3 Stakeholder engagement and dissemination activities (M4-M36, UOWM)*, and interfaces with *Task 7.4 Exploitation and sustainability (M19-M36, ACTIA)*. Task numbering, titles, durations and leadership follow the WP7 work package description in Annex 1 of the Grant Agreement, and this plan does not introduce any additional task. Where the impact section of the proposal refers to communication activities under a “Task 7.5” and to knowledge management and IPR under a “Task 7.6”, these activities are implemented within the contractual task structure, namely under T7.1 and T7.2 (communication) and under T1.4 and T7.4 (IPR management and licensing options), respectively.

This deliverable is limited to communication and dissemination. It does not define exploitation commitments, licensing terms, business models or commercial and non-commercial exploitation pathways, which are developed under T7.4 and reported in D7.4 Exploitation strategy and D7.5 SchoolMedDiet Toolkit for replication (M36). Where this plan refers to the digital tools, Toolkit, EdTech providers or market uptake, it does so only to describe how these will be communicated; any statement on their availability remains subject to the decisions taken under T7.4.

Specifically, this deliverable:

- defines the project's visual identity, messaging framework and communication guidelines, ensuring consistency across all partners and countries;

- describes the channels and tools to be used, the actions required and the resources available;
- allocates responsibilities among partners;
- sets out the multilingual and culturally adapted approach required by a consortium operating across four countries and two shores of the Mediterranean;
- establishes the ethical and data-protection safeguards that govern all communication involving minors;
- defines the internal monitoring, evaluation and reporting mechanism, including the KPIs against which performance will be assessed;
- provides an indicative timetable of activities for the full duration of the project.

6.2 Methodology and approach

The methodology applied builds on the established communication practice of IED as WP7 leader and on the requirements set out in the Grant Agreement (Article 17 and Annex 1). It follows a five-question logic: *what, to whom, how, when, and how do we know it worked*, which structures the chapters that follow.

Three principles have guided the design of this plan and should guide its implementation:

- **Audience-first, not output-first.** The plan starts from what each audience needs and is able to act on, and only then selects the format. A nine-year-old, a school caterer and a Ministry official do not respond to the same artefact.
- **Multilingual and culturally grounded by default.** English is the working language of the consortium, but it is not the language of most of our beneficiaries. Materials intended for students, families and local stakeholders are produced or adapted in the national languages of the four Living Lab countries.
- **Evidence-led adjustment.** Outreach metrics are collected continuously and reviewed at defined checkpoints, so that channels that underperform are corrected rather than continued.

Throughout this plan, three types of action are distinguished, each linked to specific WP7 tasks and reporting instruments:

- **Communication** – actions that raise awareness and visibility of the project, its objectives and its progress among multiple audiences, including the media and the general public (visual identity, website, social media, newsletter, press, promotional material, campaigns and interactive formats). Communication is implemented mainly under T7.1 and T7.2 (IED), recorded in the communication tab of the reporting file (Annex III) and summarised in D7.3.
- **Dissemination** – the sharing of project results and knowledge with those who can use them, in particular the scientific community, educators, practitioners and policymakers (peer-reviewed publications, conference presentations, open datasets, policy outputs, results-oriented workshops and briefings). Dissemination is implemented mainly under T7.3 (UOWM), recorded in the dissemination and publications tabs of Annex III and reported in D7.3 Final dissemination report & impact kit.
- **Stakeholder engagement** – active, two-way interaction with target groups, in which stakeholders contribute feedback, knowledge or commitments (stakeholder roundtables, policy dialogues, open days and workshops with external stakeholders). Stakeholder engagement is implemented under T7.3 (UOWM), in interface with WP3 and WP6, and is logged in D7.2 Stakeholder engagement tracker (M18, M36).

Activities that are primarily implementation activities of other work packages, such as Living Lab sessions under WP3 or procurement pilots under WP6, are not WP7 actions in themselves; WP7 communicates and disseminates their outputs (see Sections 9.4 and 10.1).

6.3 Structure of the deliverable

The remainder of this document is structured as follows:

- **Chapter 7: Project assets and key messages:** the communicable results of the project and the messages attached to them;
- **Chapter 8: Target audiences:** the stakeholder groups addressed by the project's communication and dissemination activities;

- **Chapter 9: Channels and tools:** the visual identity, promotional materials, digital presence, events, publications, synergies, multilingual approach and ethical safeguards through which the project communicates;
- **Chapter 10: KPIs and monitoring:** the indicators, targets, counting rules, monitoring mechanism and partner reporting obligations;
- **Chapter 11: Timeline and implementation plan:** the indicative schedule and calendar of activities across M1-M36;
- **Chapter 12: Conclusions.**

The Annexes contain the operational forms partners are required to use.

7. Project assets and key messages

7.1 What SchoolMedDiet communicates

Four categories of content will be communicated throughout the project:

- **Vision, objectives and key facts.** The project's rationale, its five specific objectives, its consortium and its alignment with the PRIMA SRIA, the EU Farm to Fork Strategy, the European Green Deal, the Common Agricultural Policy, the EU Organic Action Plan, the UNESCO recognition of the Mediterranean Diet as Intangible Cultural Heritage, and SDGs 2, 3 and 12.
- **News and progress.** Milestones, events, partner activities, and the ongoing life of the four Living Labs, published on the project website and social media and relayed through partner channels.
- **Stories from the Living Labs.** SchoolMedDiet's most distinctive communication asset is not a document but a set of lived experiences: students co-designing a menu, a school garden, a cooking workshop, a food heritage session, a family testing the app at home. These stories, captured as photographs, short videos and written testimonials, are the material that makes the project legible to non-expert audiences and will be systematically collected in each Living Lab country once the Living Labs are set up (from M13), in line with the consent rules in Section 9.6.2.
- **Expected results and outputs.** The formal outputs the project is expected to generate, listed in Table 1 below together with their status at M4 and their expected availability.

Table 1. SchoolMedDiet's main assets and results

#	Asset / result	Source WP	Status at M4 / expected availability
1	Living Lab methodology guide and co-design protocols	WP2	Due at M4 – D2.1 (M4)
2	Engagement tools & materials kit for students, families and educators	WP2	Expected output – D2.2 (M8)
3	Monitoring & evaluation framework (KPIs, ethical guidelines, instruments)	WP2	Expected output – D2.3 (M10)
4	Four national school-based Living Labs (Greece, Malta, Morocco, Tunisia)	WP3	Expected output – set-up from M13 (T3.1); operational by M15 (MS3.1)
5	AI-powered Food Assistant mobile application with chatbot	WP4	Under development – beta D4.1 (M12); release for Living Lab deployment D4.2

			(M16), followed by refinement based on user feedback
6	Three VR educational experiences on Mediterranean food heritage, sustainable agriculture and nutritional literacy	WP4	Under development – beta D4.1 (M12); release for Living Lab deployment D4.2 (M16), followed by refinement based on user feedback
7	Teacher training package (manuals, videos, onboarding resources)	WP4	Expected output – D4.3 (M22)
8	School evaluation toolkit, including validated MD adherence instruments	WP5	Expected output – D5.1 (M24)
9	Cross-country impact evidence on MD adherence in school settings	WP5	Future result – D5.2 (M34)
10	MD-aligned public food procurement models and templates	WP6	Future result – procurement pilots from M26 (MS6.1); D6.1 (M32)
11	Policy briefs & upscaling roadmap (D6.3): four national policy briefs and one Mediterranean-level policy brief (PRIMA KPI 24), together with the upscaling roadmap	WP6	Future result – D6.3 (M36)
12	Mediterranean Living Lab Knowledge Hub	WP2/WP7	Expected output – populated progressively as Living Lab outputs become available (from M13)
13	SchoolMedDiet Toolkit for replication (D7.5)	WP7	Future result – D7.5 (M36)

At M4, the assets already available are the project identity (logo, templates and D&C guidelines, Annex I) and the project website and social media accounts (MS7.1); all other items in Table 1 are expected outputs and will be communicated as such until they are delivered and, where relevant, validated. The identification of the project's key exploitable results and of their exploitation routes is carried out under T7.4 and reported in D7.4; the classification above is used for communication planning only.

7.2 Key messages

The project's overarching message is that **the Mediterranean Diet belongs in the school, and children can be the ones who bring it back there.**

Three cross-cutting messages support it:

- **The Mediterranean Diet is more than a diet: it is also a shared cultural heritage.** SchoolMedDiet frames the MD as a cultural and social model recognised by UNESCO, not as a restrictive nutritional prescription, a framing that is essential to acceptance by children and families.

- **Children are co-creators, not recipients.** The Living Lab methodology gives students agency over their own food environment. This is what distinguishes SchoolMedDiet from information campaigns.
- **Changing what schools buy changes what children eat.** The project is designed so that behaviour change in the classroom is reinforced by structural change in procurement. The two halves of the project are one argument.

8. Target audiences

SchoolMedDiet addresses a wider and more heterogeneous set of audiences than most research projects, ranging from nine-year-old children to national policymakers. Table 2 identifies each group, the tools used to reach it and the message it receives.

Table 2. SchoolMedDiet target audiences

Target audience	Includes	Tools and channels	Key message
Students (9–18)	Primary and secondary students in and beyond the Living Lab schools, with attention to girls and students from underserved communities	VR experiences, AI Food Assistant app, Living Lab activities, school gardens, cooking workshops, SchoolMedDiet Days, gamified campaigns, social media (for ages 13+)	<i>Mediterranean food is yours: it's fun, it's yours to shape, and you can make it happen in your school</i>
Parents and families	Parents, caregivers, extended family	App, family workshops, co-cooking events, printed take-home materials in national languages, community events, Facebook	<i>Eating the Mediterranean way can be affordable, familiar and good for your children, and here are the tools to do it at home</i>
Educators and school staff	Teachers, school heads, canteen and catering staff	Teacher training package, engagement tools & materials kit, webinars, teacher workshops, Knowledge Hub, LinkedIn, newsletter	<i>SchoolMedDiet is developing ready-to-use, curriculum-compatible resources designed to make food education engaging and measurable</i>
Municipalities and public authorities	Local and regional authorities, education authorities, procurement officers, Ministries of Education, Health and Agriculture	Policy briefs, procurement templates, policy dialogues, roundtables, briefings, MoUs, final conference	<i>SchoolMedDiet is co-developing MD-aligned school food procurement models designed to be feasible and compliant with GPP rules, and to support health, environmental and local economic benefits</i>
Scientific community	Researchers in nutrition, public health, education sciences, food systems, HCI	Peer-reviewed publications, conference presentations, open datasets, open-access repositories, LinkedIn	<i>SchoolMedDiet is designed to generate harmonised, cross-country evidence on school-based MD interventions and digital health engagement</i>
Local food producers and agri-food SMEs	Smallholders, cooperatives, local suppliers	Procurement pilot activities, stakeholder roundtables, national events, ACTIA and INAT networks	<i>School food procurement can become a real, accessible market for local producers, and</i>

			<i>SchoolMedDiet is piloting ways to open it</i>
EdTech providers and digital SMEs	Developers, education technology companies	Stakeholder roundtables, final conference, Toolkit (D7.5); engagement on exploitation led under T7.4	<i>SchoolMedDiet is developing digital tools for schools that may be made available for adaptation and integration, subject to the licensing decisions taken under T7.4</i>
Civil society and NGOs	Health, education, environmental and community NGOs; parent associations	Community events, webinars, social media, newsletter, partner networks	<i>SchoolMedDiet is developing and testing a participatory Living Lab model that could be brought to your own community</i>
PRIMA and EU networks	PRIMA-IS, PRIMA-funded projects, related Horizon and national projects, EU institutions	PRIMA events, synergies and joint activities, project website, CORDIS-type repositories, final conference	<i>SchoolMedDiet aims to contribute replicable methods and evidence to the wider Mediterranean food systems agenda</i>
Media and general public	Local, national and specialised media; wider public	Press releases, media outreach, project video, infographics, exhibitions, social media	<i>Mediterranean children are losing the Mediterranean Diet; here is a project that is doing something about it</i>

The key messages above express the project's intended contribution and the change it is designed to support. Until the corresponding results have been produced and validated, in particular through the WP5 evaluation and the WP6 procurement pilots, they are communicated as aims and expected benefits, not as demonstrated findings. They will be reviewed at M18 (MS7.2) and updated for the final dissemination phase on the basis of validated evidence.

9. Channels and tools

SchoolMedDiet uses a blend of online and offline channels, calibrated to the fact that a substantial part of its audience (children, families, canteen staff, local producers) is reached more effectively in person and on paper than through digital campaigns.

The full set of channels comprises the following (the prevailing type of action, as defined in Section 6.2, is shown in brackets):

- Graphical identity (logo, colour palette, templates, guidelines) (communication)
- Promotional materials (leaflet, poster, roll-up, infographics) in five languages (communication)
- Project video and multimedia content (communication)
- Project website and Mediterranean Living Lab Knowledge Hub (communication; dissemination of public results)
- Social media accounts (Facebook, LinkedIn, YouTube) and partner accounts (communication)
- Newsletter and mailing list (communication)
- Press releases and media outreach (communication)
- Scientific publications and conference presentations (dissemination)
- Project events: webinars, teacher workshops, community events, school fairs, SchoolMedDiet Days, final conference (dissemination and stakeholder engagement)
- Participation in external events (dissemination)
- Synergies with related projects and initiatives (dissemination and stakeholder engagement)
- Partner networks and local multipliers (communication and dissemination)

9.1 Visual identity and promotional material

A coherent visual identity ensures that SchoolMedDiet is recognisable across four countries, five languages and ten partner organisations. IED, as WP7 leader, is responsible for the identity and for approving all materials produced under the project. **Partners must consult IED and obtain approval before producing any communication or promotional material bearing the project identity.** This applies to communication and promotional material, including material about the digital tools. The interface and in-tool content of the AI Food Assistant and of the VR experiences are WP4 deliverables: they are validated through the WP2/WP4 process and, for nutritional content, by the responsible academic partner (see below), and do not require separate WP7 approval.

Scientific validation. IED's approval covers communication quality, visual identity and consistency. In addition, any content containing nutritional, dietary or health-related statements (e.g. recipes, infographics, campaign messages, press releases, news items and descriptions of the AI Food Assistant) must be checked for scientific accuracy by a qualified project partner before publication: the relevant national academic partner (UOWM, UOMA, IAV-CHA, UOMO or INAT) for national-language material, and the partner responsible for the corresponding scientific content for consortium-level material. This is consistent with the role foreseen for the academic partners in ensuring nutritional accuracy in WP4. For the nutritional content of the digital tools, validation is coordinated by UOWM, with the national academic partners reviewing country-specific content, and feedback is returned to EVAVEO within ten working days of receipt, so that it can be integrated within the WP4 development cycle. The AI Food Assistant is communicated as an educational tool that promotes Mediterranean food literacy and healthy eating habits; it must not be presented as providing medical or dietetic advice, or as producing health outcomes that have not been scientifically validated within the project (WP5).

9.1.1 Project logo

The SchoolMedDiet logo was developed in M2 (July 2026) and adopted by the consortium following consultation with all partners. The logo is a combination mark pairing a pictorial icon with a rounded, playful wordmark. The icon shows a stylised child with arms raised inside a green apple (the apple standing for healthy, fresh Mediterranean produce and the school setting), and the figure at its centre for the child as an active co-creator of their own food environment rather than a passive recipient of nutritional advice. The soft, rounded



Figure 1. SchoolMedDiet official project logo

typography and the tricolour treatment of the wordmark are deliberately child-facing, signalling that the project speaks first to students and families; the palette of green (#7CBE51), yellow (#FDC528) and blue (#0D72B9) evokes Mediterranean fields, sunlight and sea, while the warm sand background (#F8F5EF) grounds the identity in the region's landscape.

9.1.2 Templates

The following branded templates have been produced and distributed to all partners:

- Deliverable and report template
- Presentation template

- Project letterhead

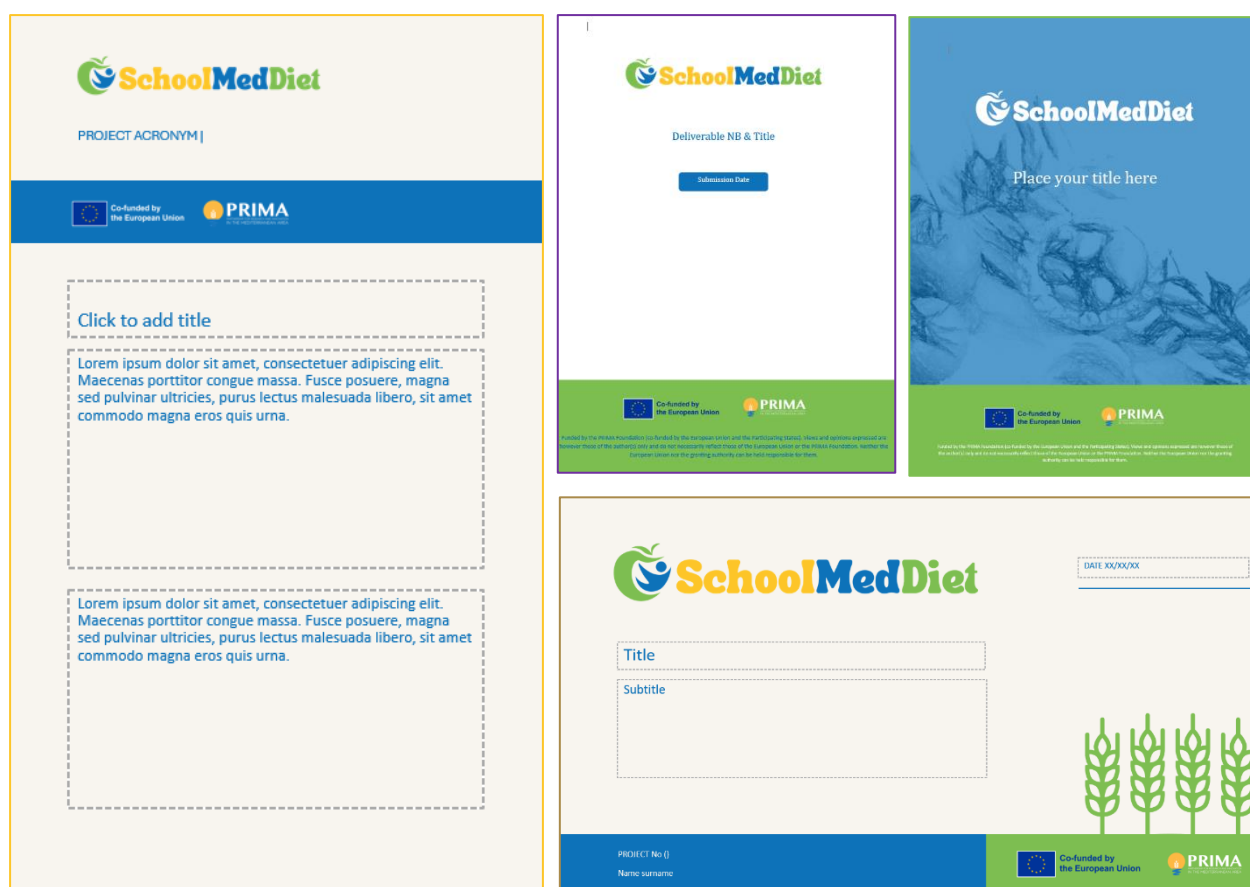


Figure 2. SchoolMedDiet *letterhead, deliverable, report, presentation* templates

9.1.3 EU and PRIMA visibility requirements

In accordance with **Article 17.2 of the Grant Agreement**, all communication and dissemination activities, materials and major results funded by the grant must:

- acknowledge that the activity was carried out with funding from the European Union;
- display the **EU emblem and the PRIMA Partnership logo**;
- include the statement: *"The PRIMA Partnership is co-funded by the European Union and the Participating States"*.

The EU emblem must remain distinct and separate, must not be modified, and where displayed alongside other logos must appear at least as prominently. No other visual identity or logo may be used to highlight EU support.

In accordance with **Article 17.3**, all communication and dissemination outputs must use factually accurate information and carry the following disclaimer, translated into local languages where appropriate:

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Figure 4. The EU flag and funding acknowledgement



Figure 3. PRIMA logo

9.1.4 Promotional materials

The following materials will be produced under T7.1 and T7.2:

- **Project leaflet:** general project overview, produced by M6, in English and adapted into Greek, Maltese, Arabic and French;
- **Poster and roll-up banner:** for use at project and external events, produced by M6;
- **Infographics:** thematic, produced on a rolling basis (MD principles, Living Lab method, procurement, results);
- **Family- and student-facing materials:** take-home leaflets, activity sheets, recipe cards and classroom posters produced in support of the Living Labs, adapted to each national context by the respective national partners.

Each partner is responsible for translating and printing materials according to local needs. Living Lab partners (RDEWM, GLC, IAV-CHA, UOMO, with UOWM, UOMA and INAT) should treat translation of student- and family-facing material as mandatory rather than optional: material distributed in a Moroccan or Tunisian school in English will not be read.

9.2 Digital presence

9.2.1 Project website

The project website, www.schoolmeddiet.eu, is the central information hub of SchoolMedDiet and has been online since M3 (August 2026), in fulfilment of Milestone MS7.1. IED is responsible for its design, operation and maintenance.

The website is fully responsive, accessible without restriction on all devices, and hosts:

- project overview, objectives, methodology and consortium;
- the four Living Labs, with dedicated national pages and ongoing stories;
- the digital tools (AI Food Assistant, VR experiences), with access information once the tools are released, prepared in coordination with WP4 (EVAV) and in line with the licensing decisions taken under T7.4;
- news, events and press coverage;
- public deliverables, publications and open datasets;
- policy briefs and procurement resources;
- the newsletter subscription form;
- links to project social media and to partner websites;
- contact details.

Mediterranean Living Lab Knowledge Hub. As foreseen in the Grant Agreement, the website will also host the Mediterranean Living Lab Knowledge Hub, a dedicated digital space that will serve as an open-access repository and peer-learning resource, during and after the project, to encourage replication of the SchoolMedDiet approach beyond the consortium. The Hub will gather case studies, co-creation outputs, localised procurement templates and video stories from each of the four Living Labs in Greece, Malta, Morocco and Tunisia. It will be populated progressively as Living Lab outputs become available (from M13, see Table 1), drawing on the documentation of the Living Labs and on the procurement work carried out under WP6, with contributions from the national partners. IED hosts and maintains the Hub as part of the website; all material involving minors is published in line with the consent rules in Section 9.6.2, and tools and templates in line with the licensing decisions taken under T7.4.

The site is available in English. Static pages and key public-facing content, in particular the national Living Lab pages, the project overview and the resources addressed to students, families and educators, are also provided in Greek, Maltese, Arabic and French, translated and culturally adapted by the relevant national partners and checked by them before publication (see Section 9.6.1). Automatic translation is used only for dynamic content, such as news items.

Website traffic is monitored via Google Analytics 4 from the first day of operation. Statistics on visits, sessions, referral sources, most-viewed pages and time on site are reported at the monitoring checkpoints defined in Chapter 10. The target is at least **1,000 accesses** over the project lifetime.

All partners are required to contribute news items, using the news reporting form in Annex II and following the internal workflow below:

- **Submission and lead time.** Partners send the completed news reporting form to IED at least five working days before the intended publication date for announcements of upcoming activities, and no later than ten days after the activity for reports on activities that have taken place.
- **Required assets.** A short text in English (approx. 150–300 words) and, where relevant, its national-language version; two to five good-quality photographs, with confirmation that the consents required under Section 9.6.2 cover the intended public use; the logos of any external organisations involved; relevant links; and a contact person.
- **Review and approval.** IED edits the item for consistency with the project identity and key messages and approves it for publication. Items containing nutritional, dietary or health-related statements undergo the scientific validation step described in Section 9.1, and items presenting a specific project output are checked with the relevant WP leader.
- **Publication.** IED publishes approved items on the website within five working days of receiving a complete submission and relays them on the project social media accounts; partners then share them through their own institutional channels.

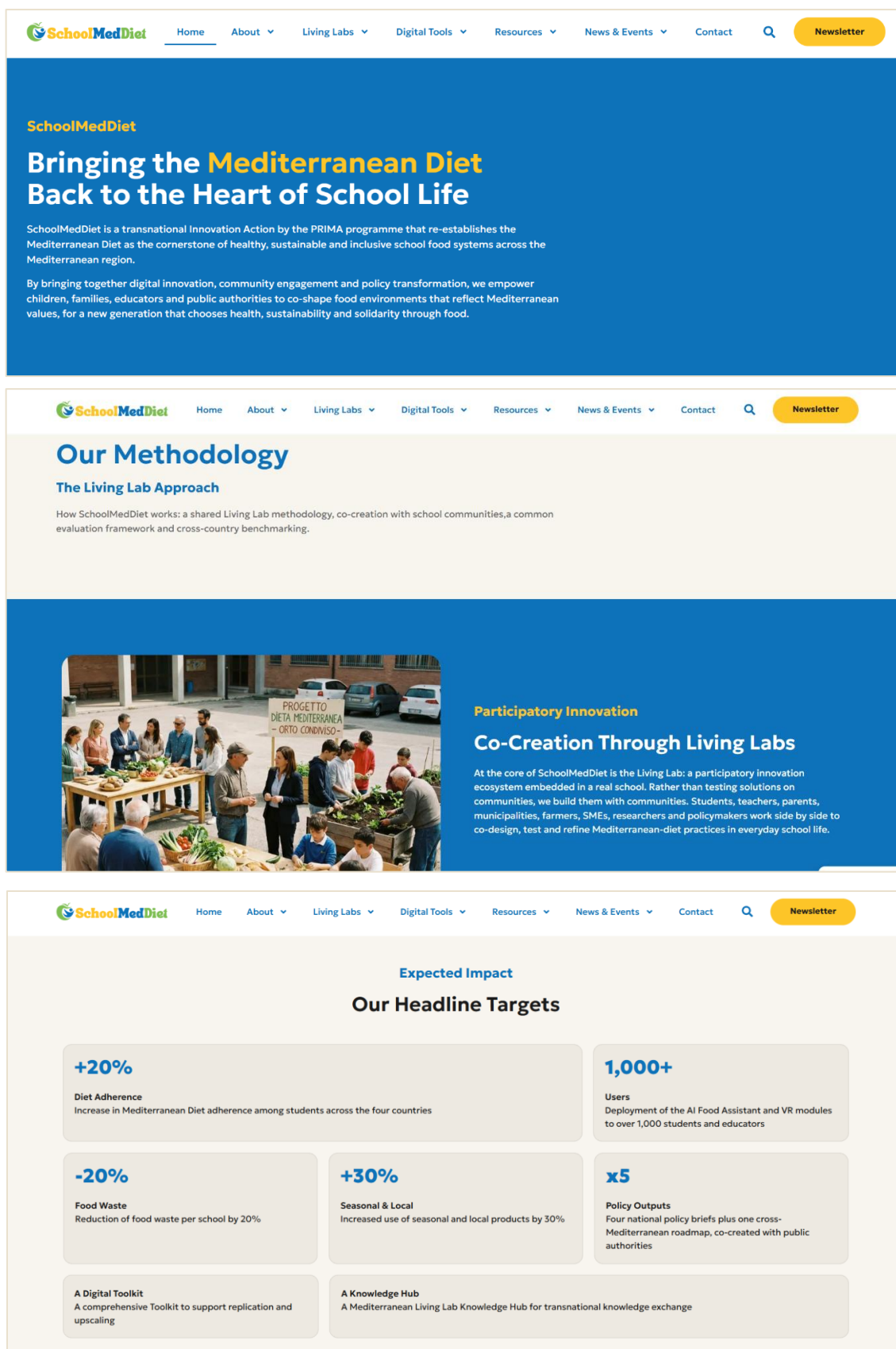


Figure 5. SchoolMedDiet website screenshots

9.2.2 Social media

SchoolMedDiet maintains accounts on the platforms listed in Table 3, selected on the basis of audience fit: Facebook for parents and local communities, LinkedIn for educators, researchers and policy actors, and YouTube for video content.

Table 3. SchoolMedDiet social media accounts

Platform	Account name	URL	Primary audience
Facebook	SchoolMedDiet	https://www.facebook.com/people/Schoolmeddiet/61591564532770/	Parents, families, local communities
LinkedIn	SchoolMedDiet	https://www.linkedin.com/company/schoolmeddiet/about/	Educators, researchers, policymakers, SMEs
Youtube	SchoolMedDiet	https://www.youtube.com/@SchoolMedDiet	All audiences (video content)

Accounts were launched in M2 (July 2026), in fulfilment of Milestone MS7.1. IED administers all project accounts, following a structured editorial calendar with a minimum publication frequency of four posts per month on Facebook and on LinkedIn (on average one per week, increasing around events and Living Lab activities) and at least one video per quarter on YouTube from M13, when Living Lab activities start generating video content. This frequency is set to support the target of at least 1,000 social media followers (Table 5) and is reviewed at each quarterly consolidation. Content is published primarily in English, with national-language content published around Living Lab activities and national events, produced by the responsible national partner and supplied to IED. The following hashtags are used consistently:

#SchoolMedDiet #MediterraneanDiet #PRIMAProgramme #LivingLabs #SchoolFood #AI #VR #DigitalTools

All partners are required to: follow all project accounts; share and amplify project posts through their institutional accounts; and supply IED with content, photographs and short videos from their national activities.

Editorial framework. Each post in the editorial calendar is assigned to one of the following content categories, which allows IED to keep a balanced mix and to monitor engagement by category:

- project progress and milestones;

- Living Lab stories (from M13, subject to the consent rules in Section 9.6.2);
- student and family engagement (campaigns, SchoolMedDiet Days, take-home activities);
- digital tools (development updates and, once released, how to use the AI Food Assistant and VR experiences, in coordination with WP4);
- Mediterranean food heritage (recipes, seasonal produce, traditions, UNESCO heritage);
- sustainability and school food procurement (in coordination with WP6);
- partner activities and national events;
- scientific results (publications, conference presentations and validated findings);
- policy messages (policy briefs and dialogues, as validated by WP6);
- events and calls to action (upcoming events, newsletter subscription, surveys and invitations).

IED reviews the distribution of posts across categories and their engagement metrics at each quarterly consolidation (Section 10.2) and rebalances the calendar where needed.

9.2.3 Newsletter

A project newsletter is produced every six months (six issues over the project lifetime, an internal WP7 target), and archived on the project website. Each issue presents project progress, Living Lab stories, tool updates, upcoming events, policy developments and news from related initiatives.

IED compiles and distributes the newsletter; all partners contribute content and are required to distribute each issue through their own networks. The mailing list is built and maintained by IED exclusively from contacts who have actively opted in to receive the newsletter, through the subscription form on the website or an explicit opt-in box on event registration forms. Participation in a project event or membership of a partner network does not in itself constitute consent: partners promote the subscription form through their networks but do

not transfer their contact lists to IED for newsletter purposes. The list is administered in full compliance with the GDPR, including records of consent, a functioning unsubscribe mechanism in every issue and no transfer of personal data outside the consortium.

9.3 Scientific dissemination

SchoolMedDiet will produce **at least 10 peer-reviewed publications** and **at least 5 presentations at major conferences and PRIMA events** over its lifetime, coordinated under T7.3 by UOWM with the participation of all research partners.

In accordance with Article 17 and Annex 5 of the Grant Agreement, beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, at the latest at the time of publication, a machine-readable electronic copy of the published version or of the final peer-reviewed manuscript accepted for publication must be deposited in a trusted repository for scientific publications; immediate open access must be provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights (for monographs and other long-text formats, the licence may exclude commercial uses and derivative works, e.g. CC BY-NC, CC BY-ND); and information must be given via the repository about any research output or other tools and instruments needed to validate the conclusions of the publication. Metadata of deposited publications must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles. Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with these requirements. Only publication fees in full open access venues for scientific publications are eligible for reimbursement. At least five datasets will be made available in open repositories (PRIMA KPI 11), in line with the Data Management Plan (D1.4).

Partners must give at least **15 days' advance notice** to the other beneficiaries (unless agreed otherwise) before disseminating results, with sufficient information on what will be disseminated, in accordance with Annex 5 of the Grant Agreement. **Any partner may object within 15 days if its legitimate interests would be significantly harmed.**

All publications must acknowledge EU and PRIMA funding and cite Grant Agreement No. 2531.

Table 4. Indicative target journals

Journal	Field
Nutrition Reviews	Nutrition, public health
Public Health Nutrition	Public health nutrition
Appetite	Eating behaviour
Food Policy	Food systems, procurement
Food Security	Sustainable food systems, food security and policy
Frontiers in Public Health	Public health interventions
Computers & Education	Educational technology
Journal of Nutrition Education and Behavior	Nutrition education
Health Promotion International	Health promotion

Indicative conferences and events include PRIMA annual events and info-days, the FENS European Nutrition Conference, the European Public Health Conference, the International Conference on Nutrition and Growth, EFFoST, and national conferences on nutrition, education and food policy in each partner country.

9.4 Events and stakeholder engagement

Under T7.3, led by UOWM, SchoolMedDiet will deliver at least **30 thematic stakeholder workshops, Living Lab open days and educational fairs, at least 10 educator and policymaker briefings, at least 10 co-created campaigns for children and families**, and at least **10 interactive formats** such as animations, explainer videos, exhibitions and school-community events. These are contractual targets set in the approved proposal (see Table 5). Their production lies with WP7 and the national partners. For the digital tools, EVAVEO (WP4) supplies screenshots and a short screen capture of the AI Food Assistant and of the VR experiences at D4.1 (M12) and again at D4.2 (M16), for use in campaigns, interactive formats and other communication material; any further WP4 contribution is agreed with EVAVEO sufficiently in advance to be planned within the development schedule.

A clear distinction is made between WP7 dissemination and stakeholder-engagement events and the core implementation activities of WP3 and WP6. Living Lab co-design workshops, school gardens, cooking workshops, food heritage sessions and procurement pilot activities are implementation activities: WP7 supports their communication (stories, photographs, news items), but they are not counted as WP7 dissemination events. Only events that are open to, or specifically target, stakeholders beyond the regular Living Lab participants and that

serve a dissemination or stakeholder-engagement purpose count towards the WP7 KPIs, according to the counting rules in Section 10.1.

Project events comprise:

- **Living Lab open days:** events in which Living Lab schools showcase their work to other schools, parents, local authorities and other stakeholders, from the set-up of the Living Labs (M13) onwards; the regular Living Lab sessions themselves (co-design workshops, school gardens, cooking workshops, food heritage sessions) are WP3 implementation activities and are communicated, but not counted, as WP7 events;
- **SchoolMedDiet Days:** school-community events combining student presentations, family activities, local producer participation and public visibility, organised in each Living Lab country;
- **Teacher workshops and webinars:** national and cross-country, supporting the roll-out of the teacher training package and the digital tools;
- **Stakeholder roundtables and policy dialogues:** engaging municipalities, procurement officers, education authorities and local producers, organised in coordination with WP6 and feeding into its work; the policy content and messages are developed and validated by WP6;
- **School fairs and educational exhibitions:** reaching schools beyond the four Living Labs;
- **Final conference (M36):** a high-visibility Mediterranean Food and Education Forum bringing together policymakers, educators, researchers, international organisations and the media to present the project's results, launch the SchoolMedDiet Toolkit and promote replication. Organised under T7.4 with support from all partners, with an internal target of at least 100 participants (a WP7 management target: the Grant Agreement foresees a final high-visibility event but does not set a number of participants).

External events. Partners will participate in external conferences, fairs and policy events relevant to the project. When doing so, partners must:

- use the branded project presentation template, unless the host event mandates its own;
- distribute project promotional material;
- take photographs (respecting the consent rules in Section 9.6.2);
- inform the WP7 leader of the participation and share photographs within ten days of the event along with the respective news template filled in (Annex II);

9.5 Synergies with related projects and initiatives

SchoolMedDiet will establish active synergies with related projects and initiatives, to exchange knowledge, avoid duplication and amplify reach. The approved proposal foresees coordination with ongoing PRIMA and Horizon projects and the establishment of formal Memoranda of Collaboration and data-sharing agreements with several of the consortia on which SchoolMedDiet builds; in addition, WP7 sets itself the internal target of active synergies with at least five related projects and initiatives by M36. Priority partners for collaboration are the PRIMA and EU-funded projects on which SchoolMedDiet builds:

- **SWITCHtoHEALTHY:** digital engagement methods, gamification and nudge strategies in family dietary change;
- **MED4Youth:** validated MD adherence tools for adolescents;
- **MEDIET4ALL and MedDietMenusCampus:** procurement practice and MD-based menu planning;
- **Tool4MEDLife:** MD education tools for families and educators;
- **DELICIOUS and FEED:** multi-stakeholder engagement platforms and educational frameworks;
- **FutureFoodS:** frameworks for sustainable localised food systems and policy synergies;
- **EDULIA:** school-based food education.

Synergy activities may include joint webinars, cross-promotion on social media, mutual participation in events, joint policy briefs, and shared dissemination campaigns. As foreseen

in the proposal, formal Memoranda of Collaboration and data-sharing agreements will be established with several of these consortia.

IED coordinates synergy building with the support of all partners. Partners are asked to notify IED of relevant projects in their networks and to facilitate introductions. Results of synergy activities will be reported in D7.2 and D7.3.

In addition, the project will be visible through PRIMA's own communication channels (PRIMA website, newsletter, social media and events), the PRIMA project database, open-access repositories for publications and datasets, and partner institutional channels and networks, which collectively reach educators, researchers, agri-food actors and public authorities in all four countries.

9.6 Multilingual and ethical communication

Two considerations run across every channel described above and constrain how it is used.

9.6.1 Multilingualism and cultural adaptation

SchoolMedDiet operates in four countries on both shores of the Mediterranean, with distinct languages, education systems and food cultures. English is the working language of the consortium and the default language of the website, scientific outputs and consortium-level materials. However:

- All **student-, family- and community-facing materials** are produced in English and adapted in the relevant national languages: **Greek** (Greece), **Maltese** (Malta), **Arabic and French** (Morocco and Tunisia);
- **National-language content** on social media and the website is produced by the national partners and supplied to IED. Key static web content (e.g. Living Lab pages and public-facing resources) is human-translated or manually adapted and checked by the national partners; automatic translation is limited to dynamic content such as news items;
- **Cultural adaptation goes beyond translation.** Food references, imagery, recipes and examples are adapted to the local context by the national partner. A message about

Mediterranean food heritage that works in Kozani will not necessarily work in Rabat, and should not be assumed to.

Responsibility for translation and cultural adaptation sits with the national partners: UOWM, IED and RDEWM (Greek); UOMA and GLC (Maltese); IAV-CHA (Arabic/French, Morocco); UOMO and INAT (Arabic/French, Tunisia).

Accessibility. Beyond language, SchoolMedDiet's communication must be accessible to children aged 9–18, to families with different levels of literacy and digital access, and to potentially vulnerable or underserved groups. Partners producing communication material apply the following principles:

- plain-language, age-appropriate wording, with short sentences and technical terms explained;
- captions or subtitles for all project videos, in the national language where the video targets national audiences;
- alternative text for images published on the website and social media;
- readable fonts, adequate font sizes and sufficient colour contrast, applied within the project's visual identity;
- accessible formats for documents published online, and printed alternatives for families with limited digital access;
- alignment of the project website with the Web Content Accessibility Guidelines (WCAG) 2.1, level AA, as far as technically feasible.

9.6.2 Ethical communication involving minors

SchoolMedDiet's principal beneficiaries are children and adolescents aged 9-18. This places obligations on the project's communication that go beyond standard practice, and all partners must observe them without exception:

All communication involving minors must follow the project-wide ethics procedures established under WP1 (T1.5 Ethical management) and the guidance of the project's Ethical

Advisor, appointed by UOWM. The rules below apply these procedures to communication activities; in case of doubt or conflict, the WP1 procedures prevail.

- **No photograph, video or audio recording of an identifiable minor may be captured, used or published without prior, documented, informed consent** from a parent or legal guardian, obtained using the consent forms approved under WP1/WP2 and compliant with national law in each country and with the GDPR;
- **Assent from the child** should also be sought, in age-appropriate terms, in addition to guardian consent;
- **No personal data of minors:** names, school class, contact details, health or dietary data, may appear in any public communication material. Testimonials from minors are anonymised by default (e.g. “a student, aged 12, Greece”); attribution by first name is used only where the explicit communication consent covers it and the WP1 ethical and legal framework permits it, and never in combination with the school, class, city, photograph or other information that would make the child identifiable;
- **Consent is revocable.** Partners must maintain records enabling material to be withdrawn on request;
- **Where consent cannot be obtained,** partners should use non-identifying imagery: hands, activities, materials, wide shots without recognisable faces, which is in any case often more usable;
- **Anonymised and aggregated data only** may be used in public reporting of Living Lab results;
- Communication addressed to children must be **age-appropriate, non-stigmatising and free of body-image or weight-related framing.** SchoolMedDiet communicates about food culture, taste, heritage and sustainability, not about body weight.

Photo/video consent and media-use workflow. Since Living Lab stories are a core communication asset, the following workflow applies to all photographs, videos and audio recordings of identifiable minors:

- **Collection.** Consent from parents or legal guardians and the child's assent are collected by the national partner responsible for the Living Lab school, in cooperation with the school, before any recording takes place and using the WP1-approved forms. The forms specify the uses covered (e.g. internal documentation only; project website and newsletter; social media; printed material; media).
- **Storage.** Signed forms are stored securely by the collecting partner, in line with the Data Management Plan (D1.4) and national law. Each national partner keeps a consent register recording the scope of consent given by each participant and any withdrawal.
- **Check before publication.** When supplying material to IED, the partner confirms through the news reporting form (Annex II) that valid consent covers the intended use, including public and social-media use. IED does not publish material without this confirmation, and material covered only by internal-use consent is never published.
- **Withdrawal.** Withdrawal requests are handled by the collecting partner, which informs IED without delay. The material concerned is removed from all project channels under the consortium's control (website, social media, newsletter archive) within five working days and is not reused. Information sheets explain that printed material already distributed cannot be recalled.

Regarding the WP4 digital tools, EVAVEO's working approach is to process meal images directly on the user's device, so that photographs taken by students are not transmitted to or stored on project servers. The technical feasibility of this approach is being assessed and will be confirmed in the architecture note prepared ahead of T4.1. Whatever the final design, it will comply with the commitment made in the proposal that the food assistant collects no personal data and operates on anonymised interactions, and will be validated against the WP1 ethics and data management framework (T1.5 Ethical management and the Data Management Plan, D1.4).

Partners must consult IED as WP7 leader and UOWM as project coordinator and WP1 leader, who will involve the Ethical Advisor where needed, in case of any doubt.

10. Key performance indicators

10.1 KPIs

Table 5 sets out the KPIs against which SchoolMedDiet's communication and dissemination performance will be measured. It distinguishes between contractual targets, set in the approved proposal (Description of the Action, Annex 1 of the Grant Agreement, including the PRIMA KPIs), and internal management targets set by WP7. The M18 interim targets are internal milestones used at the mid-term review (MS7.2) to enable mid-course correction; they do not modify the contractual targets. For the three indicators that depend on Living Lab activities with students (workshops / open days / fairs, co-created campaigns and interactive formats), the interim targets are measured at M21 rather than M18: Living Lab activities with students are expected to start around M17, and their status at M18 is reported as progress towards these targets.

Table 5. SchoolMedDiet communication and dissemination KPIs

Indicator	Type	M18 interim target (internal)	Final target (M36)	Basis of target
Website accesses	Communication	≥400	≥1,000	Contractual – DoA §2.2
Social media followers	Communication	≥400	≥1,000	Contractual – DoA §2.2
Peer-reviewed publications	Dissemination	≥1 submitted	≥10	Contractual – PRIMA KPI 10
Conference presentations	Dissemination	≥1	≥5	Contractual – DoA §2.2
Open datasets	Dissemination	– (as per DMP, D1.4)	≥5	Contractual – PRIMA KPI 11
Workshops / open days / fairs	Dissemination & engagement	≥6 (M21)	≥30	Contractual – DoA §2.2
Co-created campaigns	Communication	≥2 (M21)	≥10	Contractual – DoA §2.2
Educator/policymaker briefings	Dissemination & engagement	≥3	≥10	Contractual – DoA §2.2
Interactive formats	Communication	≥3 (M21)	≥10	Contractual – DoA §2.2
Policy briefs (PRIMA KPI 24)	Dissemination	– (T6.3, M30–M36)	5 (4 national + 1 Mediterranean-level)	Contractual – PRIMA KPI 24; delivered within D6.3 Policy briefs & upscaling roadmap
Newsletter issues	Communication	3	6	Internal (WP7)
Synergies with related projects and initiatives	Dissemination & engagement	≥2	≥5	Internal (WP7)
Final conference participants	Dissemination	–	≥100	Internal (WP7)

Counting rules. To ensure consistent reporting and to avoid double counting, the following rules apply to the quantitative KPIs; they are also applied in the reporting file (Annex III):

- **General rule.** Each activity is counted once, under the single KPI that best matches its primary purpose, and is documented in Annex III with date, place or channel, target audience, number of participants and evidence (agenda, photographs, links).
- **Workshops / open days / fairs.** One count is one distinct thematic stakeholder workshop, Living Lab open day or educational fair (linked to WP3 and WP6), held on a given date and open to, or specifically targeting, stakeholders beyond the regular Living Lab participants (e.g. other schools, parents at large, local authorities, producers). Regular Living Lab sessions (co-design sessions, cooking workshops, school-garden or food heritage activities) are not counted. An event addressing several stakeholder groups, or lasting more than one day, counts once.
- **Educator/policymaker briefings.** One count is one briefing session, in person or online, presenting project results or tools to educators, school or education authorities or policymakers; a session attended by several groups counts once.
- **Co-created campaigns.** One count is one campaign concept co-created with children and/or families and run over a defined period. The same campaign implemented in several countries counts once, with national roll-outs reported as reach; a campaign substantially redesigned for a national context counts separately.
- **Interactive formats.** One count is one distinct format (e.g. an animation, explainer video or exhibition). Translations and language versions of the same format count once. SchoolMedDiet Days count once per country and per edition.
- **Publications and conference presentations.** A publication is counted once, when accepted for publication. A presentation is counted once per event: presenting the same result at different conferences or PRIMA events counts separately, as each reaches a different audience, while repeated presentations at the same event count once.
- **Open datasets.** One count is one dataset deposited in a trusted repository with a persistent identifier.
- **Website accesses and social media followers.** Website accesses are measured as cumulative sessions recorded by Google Analytics 4; social media followers are the

sum of followers or subscribers of the project accounts listed in Table 3 at the reporting date, excluding partner institutional accounts.

- **Policy briefs.** Counted upon delivery of the four national policy briefs and the Mediterranean-level policy brief within D6.3.

10.2 Monitoring and reporting

Meeting these targets requires continuous, distributed effort. Partners must therefore report their communication and dissemination activities on a rolling basis, using the **SchoolMedDiet Dissemination and Communication Reporting File** (Annex III), which contains separate tabs for communication activities, dissemination activities, external events and publications.

The monitoring mechanism is as follows:

- **Continuous reporting.** Partners record each activity in the reporting file as it occurs, and in any case no later than 10 days after the event. Photographs, materials and links must be attached.
- **Quarterly collection.** IED issues a reminder each quarter and consolidates the reporting file, cross-checking against website and social media analytics.
- **Mid-term review (M18, MS7.2).** IED assesses performance against interim targets, identifies underperforming channels and audiences, and proposes corrective measures to the Steering Committee. Results are reported in the first version of **D7.2 Stakeholder engagement tracker**.
- **Final reporting (M36).** Cumulative results are consolidated in the second version of **D7.2** and in **D7.3 Final dissemination report & impact kit**.
- **Approval of materials.** All project-branded communication material produced by any partner must be reviewed and approved by IED as WP7 leader before publication or distribution; content with nutritional, dietary or health-related statements must also pass the scientific validation step described in Section 9.1. The interface and in-tool content of the digital tools are validated within WP4 (see Section 9.1).

- **Escalation.** Partners must contact IED promptly where they identify opportunities, risks or obstacles in planning or implementing communication actions.
- **Sensitive and crisis communication.** Situations such as ethical or safeguarding incidents involving minors, the withdrawal of a school or partner, adverse or inaccurate media coverage, data-protection incidents or significant delays in the digital tools require a coordinated response rather than routine communication. The following workflow applies:
 - the partner that becomes aware of the situation informs IED (WP7 leader), UOWM (coordinator) and the relevant WP leader immediately, and in any case within one working day, and suspends any related planned communication;
 - IED, UOWM and the WP leader agree whether and how to communicate and define a single consortium position; for ethical or data-protection matters, the Ethical Advisor and the data protection officers of the partners concerned are involved, and personal data breaches follow the notification procedures of the GDPR and of the Data Management Plan;
 - only UOWM as coordinator, or IED on its behalf, speaks publicly for the project; partners refer media enquiries to them;
 - where a communication activity is expected to have a major media impact, the granting authority is informed beforehand, in accordance with Article 17.1 of the Grant Agreement;
 - the case and the response are recorded and reported to the Steering Committee.

IED is overall responsible for monitoring and evaluating SchoolMedDiet's communication and dissemination performance; UOWM, as coordinator and as T7.3 leader, is responsible for stakeholder engagement tracking and for the scientific dissemination pipeline.

The GA identifies *"low visibility or limited reach of dissemination and communication activities"* as a critical project risk (Likelihood: Medium, Severity: Medium). The mitigation measures adopted here - a multilingual strategy from the outset, audience-tailored

messaging, use of local multipliers and schools as message carriers, and regular monitoring of outreach metrics with strategy adaptation - respond directly to that risk.

11. Timeline and implementation plan

Communication and dissemination in SchoolMedDiet follow the project's own production cycle. The first year already offers meaningful content: the project's rationale and methodology, the Living Lab co-creation methodology (D2.1), the engagement tools and the monitoring framework (D2.2, D2.3), the national adaptation workshops (T2.4), stakeholder mobilisation and the development of the digital tools. The second and third years generate the Living Lab stories, the tested tools, the evidence and the policy outputs on which most of the KPIs depend. Throughout, outputs are communicated according to their actual maturity: tools under development, preliminary learning and validated results are presented as such. The timeline below reflects this progression; it is indicative and will be adjusted at the M18 checkpoint (MS7.2).

Three phases structure the 36 months:

Phase 1: Set-up, awareness and preparation (M1-M12). Early-stage communication on project identity, methodology, preparation and development: logo, templates and guidelines, website and social media accounts (MS7.1, M3), promotional material in five languages, the first newsletters, communication on the Living Lab methodology (D2.1), the engagement tools and monitoring framework (WP2), the national adaptation workshops (T2.4), stakeholder engagement in preparation of the Living Labs, and the development of the digital tools up to the beta version (D4.1, M12). The Living Labs are set up from M13 (WP3); communication in this phase concerns their preparation and the upcoming activities, not their results.

Phase 2: Living Lab implementation and engagement (M13-M24). Mid-stage communication on Living Lab activities, stakeholder engagement, tools under development and preliminary learning: set-up of the four Living Labs (T3.1, M13-M15; MS3.1, M15), their implementation and open days, the release of the digital tools for Living Lab deployment (D4.2, M16) and their refinement based on user feedback and the teacher training package (D4.3, M22), communicated in coordination with WP4, the first peer-reviewed publications and conference presentations, teacher workshops and the first SchoolMedDiet Days. Living Lab stories are collected systematically from M13 onwards. Preliminary observations are

presented as such, not as evaluated results. The mid-term review at M18 (MS7.2, D7.2 v1) falls in this phase and adjusts the second half of the plan.

Phase 3: Evidence, policy and legacy (M25-M36). Final-stage dissemination of validated evidence, policy outputs, replication results and exploitation outcomes: cross-country impact results (D5.2, M34) once validated (T5.3), the procurement pilots and policy dialogues with municipalities (WP6), the policy briefs and upscaling roadmap (D6.3, M36), communication support to the exploitation activities defined under T7.4 (D7.4), the SchoolMedDiet Toolkit (D7.5), and the final Mediterranean Food and Education Forum (M36, MS7.3). Policy outputs are developed and validated by WP6; WP7 packages, communicates and disseminates them in coordination with WP6 and does not issue policy messages independently.

Table 6 translates the three phases into an indicative calendar of the main communication and dissemination activities.

Table 6. SchoolMedDiet indicative communication and dissemination calendar (M1–M36)

Activity	Year 1 (M1–M12)				Year 2 (M13–M24)				Year 3 (M25–M36)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Visual identity, templates, guidelines		?										
Website (MS7.1) and Knowledge Hub	?											
Social media												
Promotional material												
Newsletters (every six months)												
Scientific publications												
Conference presentations and external events												
Living Lab stories (with WP3)												
Workshops, open days and fairs												
Co-created campaigns (with WP3/WP4)												
Educator and policymaker briefings												
Policy engagement (with WP6)												
Synergies with related projects												
Mid-term review (MS7.2) and D7.2 updates						?						?
Final conference (MS7.3)												?
D7.3 Final dissemination report & impact kit												?

Shaded cells indicate the indicative period of activity; □ indicates a milestone or deliverable. Q1–Q4 refer to the quarters of each project year (e.g. Year 1 Q1 = M1–M3; Year 3 Q4 = M34–M36).

12. Conclusions

This deliverable establishes the communication and dissemination framework for SchoolMedDiet for the full duration of the project. It defines what the project communicates, to whom, through which channels, on what timeline, and against which indicators performance will be judged.

Three features distinguish this plan from a standard project communication strategy, and they should guide its implementation.

First, **the audience is unusually broad and unusually young**. Communicating with nine-year-olds, their parents, their teachers and their municipality's procurement officer requires four different registers, and the plan allocates distinct tools and messages to each.

Second, **the plan is multilingual by necessity, not by courtesy**. With Living Labs in Greece, Malta, Morocco and Tunisia, communication that exists only in English will not reach the people whose behaviour the project intends to change. National partners carry real responsibility here.

Third, **the project's richest communication material will be generated inside the Living Labs**. Stories, images and testimonials from four schools will do more for SchoolMedDiet's visibility than any centrally produced asset. Capturing them systematically and lawfully is the single most important operational instruction in this document.

The plan is a living operational instrument. While the objectives, responsibilities and targets established in the approved project framework remain unchanged unless formally amended, communication channels, formats and implementation tactics may be adapted based on performance, stakeholder feedback and emerging communication needs. Performance against the interim targets will be reviewed at M18 (*MS7.2*) and the strategy adjusted where channels underperform. Final results will be reported in *D7.3 Final dissemination report & impact kit* (M36), alongside *D7.4 Exploitation strategy* and *D7.5 SchoolMedDiet Toolkit* for replication, which together carry the project's results beyond the funding period.

13. References

1. SchoolMedDiet Grant Agreement No. 2531, PRIMA Foundation, 2026 - *in particular Article 17 (Communication, Dissemination and Visibility), Annex 1 (Description of the Action, WP7) and Annex 5.*
2. European Commission, *Communicating and raising EU visibility: Guidance for recipients of EU funding.*
3. PRIMA Foundation, communication and visibility requirements for PRIMA-funded projects.
4. European Commission, EU emblem usage rules.
5. Regulation (EU) 2016/679 (General Data Protection Regulation).
6. European Commission, *Farm to Fork Strategy*, COM(2020) 381 final.
7. UNESCO, Representative List of the Intangible Cultural Heritage of Humanity - Mediterranean Diet, 2013.

14. Annexes

14.1 Annex I – SchoolMedDiet’s D&C Guidelines

1. SchoolMedDiet D&C guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project.

1.1. Main guidelines

- Actively contribute to the dissemination of project results and key messages.
- Do not forget to include the [SchoolMedDiet](#) logo and website URL together with the EU emblem, the PRIMA Partnership logo, the funding statement and the disclaimer:
"The PRIMA Partnership is co-funded by the European Union and the Participating States."
"Funded by the PRIMA Foundation (co-funded by the European Union and the Participating States). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the PRIMA Foundation. Neither the European Union nor the granting authority can be held responsible for them."

In practice, it should look like this:

- When displayed with another logo, the EU emblem must have appropriate prominence. It must remain distinct and separate, must not be modified, and no other visual identity may be used to highlight EU support.
- You can download the EU emblem in the desired resolution from the European Commission logo download centre (https://ec.europa.eu/regional_policy/information/logo_downloadcenter/). The PRIMA Partnership logo and the approved [SchoolMedDiet](#) lock-up files are available on the project's drive.
- If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general:
 - Use the fonts defined in the [SchoolMedDiet](#) templates for headings and for body text.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
 - Be consistent in using currency references (for example, use EUR instead of € throughout).
 - Be consistent in the numbering format; comply with British usage (e.g. 75,000,229.22), unless differently indicated.

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o Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.

o Review the language and the coherence of the structure of the text you drafted.

- Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and deliverable. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials will be prepared ad hoc if needed.
- Always inform [IED](#) regarding every dissemination and communication activity that you plan to carry out (e.g. [event](#), writing articles for websites or magazines, participating in an external event, etc.) at **least one week prior** to your activity. This will enable us to [publish](#) it through the [SchoolMedDiet](#) communication channels in a timely manner. Whenever you want to send a post, please use the dedicated "News Item" template, which is available on the project's drive. You should download it from the drive and save it to your personal drive. Then, when you complete the form, send it back to us via email, including the attached photos.
- Send any project-branded material you produce to [IED](#) for approval before publication, printing or distribution. Please allow five working days for review.
- You will have to report in detail all the communication and dissemination actions you undertook (see [SchoolMedDiet](#) Dissemination & Communication Reporting excel for instructions). This excel is in line with PRIMA reporting requirements and is sent to all partners by email. It is available on the project's drive.
- Always report about meetings and events you [organised](#) and/or participated in to the "D&C Reporting" excel.
- The expectation for input collection is **every three-six months**, and [IED](#) will notify the consortium in due time to start collecting input as well as in case of any changes. Individual activities should in any case be recorded no later than three weeks after they occur.

Important note: The reporting fields for all D&C activities follow the format required by the PRIMA Foundation for PRIMA-funded projects. [Download the template](#) for reporting all such activities.

- Before engaging in any communication or dissemination activity expected to have **major media impact**, inform [IED](#) and the coordinator (UOWM), who will notify the granting authority in advance. This is a Grant Agreement obligation (Article 17.3), not a courtesy.
- Before disseminating results, give at **least 15 days'** advance notice to the other beneficiaries, with sufficient information on what you intend to disseminate. Any partner may object within 15 days if its legitimate interests **could be** significantly harmed.

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- For scientific publications, ensure open access: deposit a machine-readable copy of the published version or final accepted manuscript in a trusted repository at the latest at the time of publication, under CC BY or equivalent, with metadata under CC 0. Only fees in full open-access venues are eligible for reimbursement - hybrid APCs are not. Always cite Grant Agreement No. 2531 and acknowledge PRIMA funding. Notify UOWM and [IED](#) of every submission and every acceptance.
- A [Sperges](#) list is maintained by [IED](#) for all partners to fill in. Please follow the instructions provided by [IED](#) via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact [IED](#) as soon as there is a list update.
- In compliance with GDPR requirements, always get **consent** when collecting, using and storing personal data (i.e. email, photos, etc.) during your events/conferences.

1.2. Communicating about children - please read carefully
Our main beneficiaries are students aged 9-18. The following applies to every partner, in every country, without exception:

- Never capture, use or publish a photograph, video or audio recording of an identifiable minor without prior written informed consent from a parent or legal guardian, obtained on the approved consent form and compliant with national law and the GDPR.
- Also seek the child's own assent, in age-appropriate terms, in addition to guardian consent.
- Never publish personal data of minors - full names, class, school contact details, health or dietary data. Testimonials are [anonymous](#) or attributed by first name only, and only with explicit consent.
- Consent is revocable. Keep records that allow any item to be traced and withdrawn on request.
- When in doubt, shoot non-identifying imagery - hands, activities, materials, wide shots without [occluding](#) faces. This is usually more usable anyway.
- Never frame content around body weight or appearance. [SchoolMedDiet](#) communicates about taste, culture, heritage and sustainability.
- Where consent is uncertain, do not publish. Ask [IED](#) and UOWM first.

1.3. Language
English is the consortium working language. However, material aimed at students, families, school staff and local stakeholders must be produced in the national language: Greek (Greece), English and Maltese (Malta), Arabic and French (Morocco and Tunisia). Translation and cultural adaptation are the responsibility of the national partner, not of [IED](#). Adaptation means more than translation - please adjust food references, recipes, imagery and examples so that they make sense locally.

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2. Guidelines for enhancing SchoolMedDiet's online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the [SchoolMedDiet](#) website and social media accounts (SMAs).

2.1. Website

- Actively contribute to the news section of the website. Please send each news item to [IED](#). For all [SchoolMedDiet](#) activities collect high-quality photos, and videos if possible, and share them with [IED](#). This will enable us to use them on the project website and project SMAs. For generic images that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and [IED](#) will select a suitable royalty-free image for the post.
- Inform [IED](#) regarding every event you [organise](#), or take part in for the purposes of the project (e.g. conferences, workshops, seminars, school fairs, open days, etc.) and provide [IED](#) with a link to the event if available so that it can be posted online in the dedicated section of the website.
- Inform [IED](#) about news articles (e.g. newspaper article, blogpost, radio or TV interview, etc.) mentioning your Living Lab or the [SchoolMedDiet](#) project and provide [IED](#) with a link/can for giving it more visibility online.
- Living Lab partners are asked to contribute regularly to the [Mediterranean Living Lab Knowledge Hub](#) - case studies, co-creation outputs, [localised](#) templates and short video stories from your country.

2.2. Social Media Accounts (SMAs)

- Register to all [SchoolMedDiet](#) SMAs (i.e. Facebook, Instagram, LinkedIn, and YouTube when available) and use them: monitor announcements and posts, comment, like and share.
- Do make your own posts to foster discussion and keep the page alive, either in English or in both English and your native language - make sure to tag [SchoolMedDiet](#) so that we can follow up accordingly. We ask each partner to post about the project at least once a month.
- Promote the [SchoolMedDiet](#) SMAs within your network of contacts.
- Signal to [IED](#) relevant profiles that we could follow (on Facebook, Instagram, LinkedIn).
- Select among the project hashtags when posting on SMAs and add any that you feel appropriate for your post. [Applicable hashtags are:](#)
Mandatory: #SchoolMedDiet
Optional: #SchoolMedDiet #MediterraneanDiet #PRIMAProgramme #LivingLabs #SchoolFood R&D #VR #DigitalTools

- If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem, the PRIMA Partnership logo and the disclaimer "Funded by the PRIMA Foundation (co-funded by the European Union and the Participating States). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the PRIMA Foundation. Neither the European Union nor the granting authority can be held responsible for them."). [IED](#) will upload it to the project's YouTube channel.
- Remember that the consent rules in Section 1 apply in full to social media. A photo that was fine to take is not automatically fine to post.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

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Participating States). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the PRIMA Foundation. Neither the European Union nor the granting authority can be held responsible for them."). [IED](#) will upload it to the project's YouTube channel.

- Remember that the consent rules in Section 1 apply in full to social media. A photo that was fine to take is not automatically fine to post.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

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14.2 Annex II – News reporting form



SchoolMedDiet

News item template

Co-funded by
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Funded by the PRIMA Foundation (co-funded by the European Union and the Participating States). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the PRIMA Foundation. Neither the European Union nor the granting authority can be held responsible for them.

1. News item

Please use this form every time you carry out an activity related to **SchoolMedDiet** – an event, a workshop, a Living Lab session, a publication, a media appearance or anything else worth telling people about. Complete it and send it to IED, together with your photos, no later than ten days after the activity.

Picture(s) (upload no reference – also send the original file)	
Consent obtained (consent from any person(s))	☐ Yes - written guardian consent held for every identifiable minor ☐ Yes - written consent held for every identifiable adult ☐ Not applicable - no identifiable person appears in the material
Topic	

2. Attachments

Please attach any relevant pictures / images as separate .png or .jpg files, at the highest resolution possible. Do not embed them only in this document – compressed copies paste into Word cannot be used for print or for the website.

- Landscape orientation works best for the website, square or portrait for Instagram.
- Photographs of activities and people are far more effective than photographs of slides or rooms.
- Never send a photograph of an identifiable minor unless written guardian consent is held. If in doubt, send non-identifying shots – hands, activities, materials, wide shots without recognisable faces. See [S&D 0006](#) / – Communication & Dissemination Guidelines.

14.3 Annex III – Dissemination and Communication reporting file

SchoolMedDiet – Dissemination & Communication Reporting File

Annex III to Deliverable D7.1 - Communication & Dissemination Plan | WP1, lead partner: IED | v1.0

READ ME

Dear SchoolMedDiet partners,

This file is where you record every communication and dissemination activity you carry out for the project. IED collects it every three months and uses it to report progress against the KPIs set in D7.1, to prepare D7.2 (Stakeholder engagement tracker, MTS and MDS) and D7.3 (Final dissemination report, MDS), and to report to the PRIMA Foundation.

How to fill it in

- Use the drop-down lists wherever one is offered (partner, format, type of activity, audience, language, material). Free typing breaks the automatic counts on the KPI summary sheet. If nothing in a list fits, choose 'Other' and explain in the description.
- One line per activity per audience type. If a single activity reached more than one type of audience, add a separate line for each — repeating the date, title and partner — and split the numbers between them. Do not merge cells and do not put two entries in one cell. Example 2 on the Activities sheet shows how.
- Report a joint activity only once. If you ran it with other SchoolMedDiet partners, one of you records it and names the others in the 'Other partners involved' column.
- Give real numbers, not estimates where you can count. For audience size, use registration lists, attendance sheets or platform analytics. Where you genuinely have to estimate, say so in the description.
- Record how many of those reached were women or girls. The Grant Agreement commits the project to sex-disaggregated reporting, so this column is not optional.
- Record the language(s) you worked in. Reaching families in Kozani, Goira, Rabat and Monastir in their own languages is a project commitment, and this is how we evidence it.
- Never enter personal data you have no consent for. Do not list participant names, contact details or any information about identifiable minors in this file. See Annex I for the rules on consent.
- Log activities as they happen, and in any case no later than three weeks afterwards. Reconstructing a quarter from memory is where the numbers go wrong.

What is in this file

- Activities — every communication and dissemination action — events, workshops, Living Lab activities, media, social media, materials. This is the sheet you will use most.
- Publications — scientific publications only, with the open-access details the Grant Agreement requires (repository, licence, DOI, acknowledgement of PRIMA funding and OA No. 2531).
- KPI summary — calculated itself from the two sheets above and compares progress against the D7.1 targets. Do not type in it.
- Lists — the drop-down values. Do not edit — contact IED if something is missing.

Rows shaded in cream on the Activities and Publications sheets are worked examples. Leave them where they are — they are excluded from all KPI counts — and start your own entries on the first white row below.

Read me Activities Publications KPI summary Lists

SchoolMedDiet – communication and dissemination KPIs

This sheet calculates itself from the Activities and Publications sheets. Do not type in the shaded columns. The worked example rows are excluded from every count. Targets are those set in D7.1; figures marked 'WP1' are self-imposed rather than Grant Agreement obligations; indicators that cannot be counted from this file (website accesses, social media followers, newsletter subscribers) are tracked separately by IED.

Indicator	Source	Recorded to date	Final target (MDS)	% of final target
Peer-reviewed scientific publications	GA	0	10	0%
Presentations at conferences and PRIMA events	GA	0	5	0%
Workshops, Living Lab open days and educational fairs	GA	0	30	0%
Educator and policymaker briefings	GA	0	10	0%
Co-created campaigns for children and families	GA	0	10	0%
Interactive formats (videos, animations, exhibitions, SchoolMedDiet Days)	GA	0	10	0%
Press releases issued	WP1	0	6	0%
Media appearances and coverage items	WP1	0	30	0%
Newsletter issues published	WP1	0	6	0%
Participation in external events	WP1	0	15	0%
Joint activities with related projects	WP1	0	5	0%
Total activities logged	WP1	0	–	–
Total people reached (all audiences)	WP1	0	–	–
of whom women and girls	GA	0	–	–
Students reached (under 18)	WP1	0	–	–
Educators and school staff reached	WP1	0	–	–
Parents and families reached	WP1	0	–	–

*Packed outside this file by IED: total website accesses (target > 1,000), followers across project social media accounts (> 1,000), newsletter subscribers (> 200), project video views (> 1,000), participants in the final conference (> 100), and SchoolMedDiet Toolkit downloads (> 1,000).

Read me Activities Publications KPI summary Lists

Ready Accessibility: Investigate

Record here every workshop, Living Lab activities, teacher training, media coverage, social media campaigns, newsletters, publications and distribution of project material. Small actions count as much as large ones.

Important: choose activity reached more than one audience type, use one line per audience type — see Example 2 below.

No.	Partner	Title of the activity, publication or article	Short description of the action	Role of your organisation (organiser, speaker, author, participant)	Other SchoolMedDiet Partners involved (BIA if none)	Audience		No. of people reached (one line per audience type)	Reach	Material & evidence		
						Language(s) used	Type of audience (one line per audience type)			Project material used	Quantity distributed	Link / evidence
1	IED	Launch campaign for the SchoolMedDiet social media accounts	Three-week campaign introducing the project, its four Living Labs and its objectives across Facebook, Instagram and LinkedIn. 12 posts, boosted by all partners through their own Half-day workshop at the host school (presenting the project and co-designing the first Living Lab activities with the school community).	Organiser / content creator	All partners	English + national language	General public	1200	640	Infographic	4	[link to campaign post]
2	UCWM	SchoolMedDiet introductory workshop for the Greek Living Lab		Organiser	RDEWM	Greek	Educators and school staff	22	15	SchoolMedDiet presentation	1	[link to news item]
							Parents and families	39	29	Leaflet	40	
							Municipalities and public	4	2	Leaflet	5	

Read me Activities Publications KPI summary Lists

Record here every scholarly open access to all peer-reviewed publications (deposit in a trusted repository at the latest on the date of publication, under CC BY or equivalent), acknowledgement of PRIMA funding, and citation of Grant Agreement No. 2531. Only fees!

No.	Lead partner	Journal / conference	Publication type	Date of publication	DOI	Open access	Repository where deposited	Licence	PRIMA funding and OA No. 2531 acknowledged	APC paid (EUR)	Link
1	UCWM	Public Health Nutrition	Peer-reviewed journal article	[dd/mm/yyyy]	[10.xxxx/xxxxx]	Yes – Gold (full OA venue)	Zenodo	CC BY	Yes	1800	[link]

Read me Activities Publications KPI summary Lists



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GREEK MINISTRY OF EDUCATION,
RELIGIOUS AFFAIRS AND SPORT
REGIONAL DIRECTORATE OF PRIMARY
AND SECONDARY EDUCATION
OF WESTERN MACEDONIA



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