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中欧食品安全

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Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

Grant Agreement number:

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EU-China-Safe aims at reducing food fraud and improving food safety through focusing on improving food legislation, food inspection and increasing access to information across Europe and China. State-of-the-art technologies including a virtual laboratory will create a unique space to share and demonstrate best practice. The use of innovative technologies will result in improved detection of adulteration of food products as well as increased traceability and transparency of global supply chains.

The project runs from September 2017 to August 2021. It involves 33 partners and is coordinated by QUB (The Queen's University of Belfast, UK).

More information on the project can be found at www.euchinasafe.eu (website in construction)

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Nature of the deliverable		
ORDP	Open Research Data Pilot	
R	Document, report (excluding the periodic and final reports)	x
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
E	Ethics	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g. web	x
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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1. SUMMARY

Deliverable D6.2 was to deliver the EU-China-Safe dissemination and communication plan.

The EU-China-Safe has developed a Dissemination and Communication Plan to manage and ensure the dissemination of the project results and their direct and indirect applications for scientists, research centres, SMEs and industries active in the field of food production, food authenticity and food safety. The dissemination strategy also aims at increasing the visibility of the project to increase the awareness of the consumers to innovation-driven research in the field of food safety and food fraud. Various tools will be exploited such as e-Newsletters, flyers, scientific publications, presentations at events, organisation of focused workshops and demonstration events, Open or Info Days and international conference(s), etc. A bilingual public project website www.euchinasafe.eu will serve as a central platform for sharing information on the project activities.

Knowledge transfer activities, including training, are the key instruments for reinforcing cooperation and increasing the level of collaboration as well as enhancing synergy between the EU and China in food safety and authenticity area. Analytical tools and strategies, quality assurance / quality control programs, applicable technologies, standardisation, management and traceability systems in food safety and authenticity will be presented to support the knowledge transfer between Europe and China aimed at better understanding and implementation of principles developed by both regions. It is expected that these activities will help in fostering the knowledge base and innovation activities, increasing consumer confidence in imported / exported agri-food products, and support sustainability of outcomes generated by the project.

The training program for involved laboratories, industry and other interested stakeholders (scientists, academia, and government, including project consortium members) to fulfil their expectations and needs will be developed. For transfer of achieved outcomes / new generated knowledge to end-users, several concepts and scenarios will be applied, both based on commodity (A) and analytical methodology (B) concepts; considering following threats: (i) microbiological, (ii) chemical and (iii) food fraud. For the benefit of EU partners and also external stakeholders, training course(s) / interactive workshop(s) will be held, with support from Chinese partners, to explain food law, regulation and control system in China and its operation at national, regional and local levels. Better understanding of this topic should help the EU in terms of controlling the import of unsafe food from China. These activities will result in the capacity building of all involved participants and knowledge transfer of developed approaches and procedures dedicated for food safety and authenticity control to the target audience.

2. INTRODUCTION

The EU-China-Safe project will undertake a wide range of dissemination and training activities in order to inform the widest audience (composed of stakeholders as well as scientists, official authorities and the general public) about the actions performed during the project lifetime and the outcomes achieved to maximize impact in terms of improving food safety.

The EU-China-Safe Dissemination and Communication Plan (Plan) has been developed to ensure the project results have the largest impact and sustainability on the target communities. It will enable sustainability and ensure continuation of relationships between both the partners themselves and between partners and other actors (stakeholders). The Plan has been set up also in order to coordinate the dissemination and communication actions of all project partners.

The EU-China-Safe Plan ensures that a cohesive, well-structured dissemination and communication system is in place enabling successful integration of research-centred and industry-focused activities. The EU-China-Safe results will be made accessible and usable to different kinds of stakeholder groups, SMEs and industry in the agri-food sector, national and European and China risk assessors, policy makers, public authorities, EU and China (in general), in order to optimize the mechanisms and strategies with regard to food safety and

risk assessment. Additionally, the scientific community will also be addressed by the exploitation activities to transmit the scientific knowledge generated in the project. Thus the project will deliver a widespread dissemination and training program across the EU and China to ensure effective knowledge transfer where implementation of the project results is appropriate, needed and wanted.

Emphasis will also be placed of the further use of project results beyond the end of the project. It is EU-China-Safe mission to develop and implement a shared vision of best practice within the EU and China that will enhance food safety, deter food fraud, restore consumer trust, deliver mutual recognition of data and standards and support the flow of agri-food trade between the two trading blocks to promote economic growth. In order to achieve this mission, EU-China-Safe will invest in disseminating of their results both to external stakeholders, associated partners and project partners with the purpose of having a durable and significant impact all over Europe.

3. EU-CHINA-SAFE DISSEMINATION AND COMMUNICATION PLAN

EU-China-Safe Dissemination and Communication Plan is presented in **Appendix I**, Identity manual which is part of this Plan in **Appendix II**.

4. CONCLUDING REMARKS

The EU-China-Safe Dissemination and Communication Plan has been developed to ensure the project results have the largest impact on the target communities and project´s sustainability. It has been prepared to organise dissemination and communication activities for the entire duration of the project, particularly towards the partner laboratories and industry, but also to other relevant end-users, e.g. regulators, researchers, enforcement, consumers, and professionals who communicate with the general public. It is expected that all project partners will be active in creating and stimulating broad, public interest in what it has been achieved.

5. REFERENCES

We wish to acknowledge the contribution of all project partners who contributed to completion of this deliverable.

6. APPENDICES

Appendix I: EU-China-Safe Dissemination and Communication Plan

Appendix II: EU-China-Safe Identity manual

Appendix I: EU-China-Safe Dissemination and Communication Plan

EU-China-Safe Dissemination and Communication Plan

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1 Dissemination and communication strategy

The aim of the Dissemination and Communication Plan (Plan) is rapid and appropriate dissemination of all project results to a wide range of stakeholders using a many channels and activities, both (i) within and outside the consortium, and (ii) during and beyond the lifetime of the project. The EU-China-Safe project will establish a dissemination plan to manage and ensure the dissemination of the project results and their direct and indirect applications for scientists, research centres, SMEs and industries active in the field of food production, food authenticity and food safety. The dissemination strategy also aims at increasing the visibility of the project to increase the awareness of the consumers to innovation-driven research in the field of food safety.

For the purpose of the Plan, in the following paragraphs EU-China-Safe has adopted the descriptions hereunder of 'dissemination' and 'communication':

- **Dissemination:** Sharing information with various audiences (potential users) within the academic community, industry and beyond in forms that are appropriate to their needs, often a one-way process.
- **Communication:** Communicating outputs to a range of intermediate and end-users, through an iterative and multi-directional process involving a wide range of stakeholders from planning, implementation, monitoring and evaluation.

The dissemination and communication plan can be considered as a strategy or guideline for the implementation of dissemination and exploitation activities. This Plan will include, with more details, the following sections (further developed below):

- Objectives of dissemination and communication
- Methodology
- Message to disseminate and communicate
- Corporate identity of the project
- Dissemination and communication tools and channels
- Target groups and key actors
- Overall and individual partner responsibilities (Action plan)
- Monitoring and evaluating impact system
- Policy for exploitation of project results and data
- Sustainability
- Roles and responsibilities

2 Objectives of dissemination and communication

Strategic objective of EU-China-Safe project is to develop and implement a shared vision of best practice within the EU and China that will enhance food safety, deter food fraud, restore consumer trust, deliver mutual recognition of data and standards and support the flow of agri-food trade between the two trading blocks to promote economic growth.

To reach this Strategic Objective, the EU-China-Safe project has defined 6 key Specific Objectives and indicated how these link to individual Work Packages.

SO1: To define a shared framework for harmonisation and visualisation of data that will enable convergence of standards and practices (WP1).

SO2: To improve transparency in management of the food chain through the development of a digitised DNA system and innovative traceability tools (WP2, WP6).

SO3: To develop, in collaboration, new/improved food authenticity surveillance systems (WP3, WP6).

SO4: To develop, in collaboration, improved food safety systems and practices (WP4, WP6).

SO5: To build confidence in EU-China trade by improved understanding of consumer practices and regulatory frameworks, the latter by developing and demonstrating mutual recognition of laboratory standards and results (WP5, WP6).

SO6: To enhance EU-China co-operation and knowledge exchange through a series of joint initiatives on training and dissemination, in the area of assuring the integrity of exported and imported food (WP6).

The focus of these objectives is to bring about improvements in consumer confidence and safety and facilitate sustainable growth in trade between the EU and China.

EU-China-Safe aims to reach the goals described above through the application of a well-elaborated dissemination and communication strategy which necessarily implies an extensive and intensive use of dissemination and communication mechanisms and tools, and intensive cooperation of all WPs across EU and cooperation with Chinese partners to support (also beyond the lifetime of the project):

- Building networks and encourage involvement of stakeholders into the project activities, use of developed tools and strategies etc.,
- Dissemination new information and strategies that help boost innovation in both public and private sectors and industry and significantly improve awareness of the community, including consumers, to innovation-driven research in the field of food safety.

3 Methodology

Exploitation of the project results requires the development of an appropriate strategy to ensure the project's sustainability. This will involve a stepwise process during which it will be clarified: (i) project outcomes that can be exploited, (ii) end-users of the technology, (iii) the way of research exploiting to address the end-user needs, (iv) what is the aim of certain partner's individual exploitation plan and (v) which partners will be responsible for the exploitation of certain technology.

The EU-China-Safe Dissemination and Communication Plan has been prepared to organise the dissemination and communication activities for the entire duration of the project, particularly towards the partner laboratories and industry, but also to other relevant end-users, e.g. regulators, researchers, enforcement, consumers, and professionals who communicate with the general public. The Plan is a practical tool to be used to develop dissemination activities efficiently, ensure the sustainability and contribute to the overall aims of the project. Therefore, the elaboration of this Plan is done through the interaction with all partners. All partners must be active in creating and stimulating broad, public interest in what it has been achieved. Emphasising project outcomes importance as scientific and technological advances for potential applications improving food safety for the benefit of all citizens of Europe, China and beyond is also essential.

The Plan is expected to be reviewed, updated during the project on a regular basis and adapted to the specific target end-users of the project; particularly to the industry, control authorities, consumers and policy makers. It will be updated every 6 months, with official reporting of the achieved dissemination, communication and exploitation actions every 12 months to demonstrate implementation of the Plan during the project duration.

Links between project partners from individual EU countries and also China, representing particularly scientists and industry, with other industry representatives, regulators / policy makers and consumer organisations will be established to boost communication on the project outcomes. The project partners´ stakeholders database(s) (e.g. from previous EU funded projects) will be exploited for the identification of stakeholders, implemented by all partners and managed by QUB and VSCHT. OpenAIRE platform (https://www.openaire.eu/) will also be exploited as one of the tools for data and project results sharing.

All dissemination actions will be performed according to the EC H2020 recommendations relevant to dissemination and communication, including the specification for all publicity that the project has received as:

(a) display the EU emblem and

(b) include the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727864 and from the Chinese Ministry of Science and Technology (MOST).

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Note: It can be updated with respect to specific acknowledgement to the project(s) funded by MOST.

When displayed together with another logo, the EU emblem must have appropriate prominence.

The dissemination plan details EU-China-Safe communication objectives and actions in terms of:

- Target audiences: at what groups of stakeholders (organizations) communications will be directed?
- Key messages:
  - What is the project about?
  - Aim of the project
  - What content will be disseminated to which stakeholder (organisations)?
  - Potential impact of the project
  - What are the project events?
  - Major achievements
  - Key outputs of the project
- Methods: how will we disseminate our key messages?
- Frequency: when/at what intervals we will disseminate information outside the consortium?
- Responsibilities: who will be responsible for what dissemination actions?

4 Message to disseminate and communicate

The project includes 8 work packages and 6 of them (WP1-6) will result in relevant information that will be shared with the stakeholder community. The outcomes of the project that are relevant include the availability of public reports, publications, leaflet(s) / brochure(s), newsletters, training materials (where appropriate), announcement of project events and their outcomes, among other activities.

The dissemination and communication is related to the two-way flow of information between the different WPs and WP6. Each WP will have deliverables, results and outcomes that will be communicated either individually or through WP6.

5 Corporate identity of the project

At the beginning of the project, the corporate image of the project has been elaborated and included in an Identity manual (see **Appendix II**). The identity manual contains the project logo, formats & fonts & colours' definition, templates for documents (reports, deliverables etc.), presentations (lectures, posters), newsletters to ensure coherence and immediate visual linkage to the project and thus allows fast dissemination of up to date information.

Manual and created templates are available on the Intranet to be used by all project partners (where appropriate) for dissemination and communication activities (presentations, posters, flyers, events, etc.) and reporting, increasing effectiveness of WP6 activities and enabling that information concerns the EU-China-Safe project is easily distinguished.

6 Dissemination and communication tools and channels

To promote the project results and developed knowledge, to enable an efficient and successful dissemination and communication and to specifically reach planned targets, a large number of tools will be made available within EU-China-Safe. These include a project website, partner websites, promotional materials, video(s), events organised by the project (workshops, international conference, information / Open days, training activities, …), presentations at various events (lectures, posters), training materials, social media, journal articles, etc.

A set of dissemination and communication tools and channels, that have been selected as appropriate to reach the target groups, will ensure that the project is communicated in effective way and will facilitate a high sustainability level. However, not all these activities are exhaustively defined yet; some additional may emerge as a result of external changes, internal changes and the project teams' evolving understanding of the consortium and also stakeholders needs.

The different tools and channels that are planned can be grouped into two categories: (i) events, and (ii) communication and dissemination tools.

A pro-active approach will be applied to reach the target audience with specific information about the action to support widespread dissemination to different kinds of stakeholder groups, academia and researchers, SMEs and industry in the agri-food sector, national and European and China risk assessors, policy makers, public authorities, EU and China (in general), in order to optimize the mechanisms and strategies with regard to food safety and risk assessment. This will be achieved via the following actions.

6.1 Events organised by the project

These activities will be organized to disseminate and communicate project results and ensure knowledge transfer to the users. Events will be organized across the EU and China targeting a broad base in terms of geographical spread and by sector (industry, university, consumers, control authorities, policy makers etc.). Each individual event will have a specific aim; specific target audiences will also be defined and approached.

- **Workshops**

  Focused workshops and demonstration events (activities of WP2, WP3, WP4, WP5, WP6), where project outcomes will be demonstrated to industry and other end-users, implementation of recommendations into practice will be discussed; EURLs and NRLs networks both in Europe and China will be also exploited for this purpose.

CFSA can also expand Global Food Safety Initiative (GFSI) workshop on project activities to hold workshop(s) at the Chinese NRLs responsible for different groups of chemical contaminants and/ or fraud detection. CFSA and CNRIFFI will host a Workshop platform on EU-China Forum on Food Safety and Authentication Technique in China biannually, and CFSA will have one-day session in China International Food Safety & Quality Conference & Expo Annually, co-host by QUB and WU.

- **Open / Info days**

  A series of well recognized and well attended relevant local, international, European and Chinese non-project events / international conferences will be exploited by the project to organize satellite events (workshops / sessions / Open or info Days / ...) with the aim to inform industry, academia, scientists, and other all interested stakeholders on the project plans, activities, progress and outcomes. On this occasion, also newly emerged problems might be identified, possible solutions based on the shared knowledge proposed.

- **Project conference**

  VSCHT, the organiser of the largest symposium series on food analysis in Europe, ´Recent Advances in Food Analysis´ (RAFA), the event providing an overview of the state-of-the-art on analytical & bioanalytical food quality, authenticity and safety control strategies and introducing the challenges for novel approaches in this field, together with QUB, the organiser of Food Integrity and Traceability Conference (ASSET), will organise with support from Chinese partners led by CFSA, a final project conference on Global Advances in Food Integrity (GAFI). This event will focus on major common issues related to food safety and food fraud problems in Europe and China; their impact in global context will be assessed, conceivable solutions / preventive measures and other synergies will be searched. Analytical tools and strategies, quality assurance / quality control programs, applicable technologies, standardisation, management and traceability systems in food safety will be presented to support the knowledge transfer between Europe and China aimed at better understanding and implementation of principles developed by both regions. It is expected that these activities will help in fostering the knowledge base and innovation activities, increasing consumer confidence in imported / exported agri-food products, and support sustainability of outcomes generated by the project.

- **Training events**

  Short- and long-term training / mobility activities will enable strengthening of competences in advanced analytical technologies and other specific knowledge developed / generated within the project framework to the project consortium members and also external stakeholders.

6.2 Communication and Dissemination tools (virtual and printed)

- **Project website**

  The developed and regularly updated website (www.euchinasafe.eu) is a central tool for dissemination of information and data related to the project to all targets. The website has specific sections focused on Events, Dissemination and Training activities. Other dedicated sections inform all interested stakeholders / potential end-users / wide public on individual WPs objectives and workplan and the progress of the project. The website is bilingual, in English and Chinese language, including identical content at both language versions.

  Dissemination events such as project conference, workshops, training events relevant to food traceability, authenticity and safety will be highlighted on the website. Specific sub-pages will be created for these events by the EU-China-Safe project. Information will also be posted on the

respective websites of the partner organizations with the aim to enlarge the number of targets and thus the impact of the project.

In addition to the public website, Intranet portal accessible from the public website www.euchinasafe.eu (link to Partners area) or directly on http://intranet.euchinasafe.eu has been created (with password-protected access). This collaborative platform was developed to facilitate communication among project partners; different tools and functions are available on the Intranet. Documents related to activities of individual WPs, Virtual Reference Lab (RL2020) and the whole consortium will be collated, including also the list of participant's contacts; templates for documents and dissemination activities etc. are also available there. It will also serve as a space for data sharing among project partners. The communication language at Intranet is English.

- **Social network accounts**
  For social networking, EU-China-Safe social media accounts such as LinkedIn, Twitter, ResearchGate, WeChat (for EU-China communication) have been registered with the access from the project website. Audio-visual content is also incorporated to further support the interactions and build an active and sustainable network to enhance the efficiency and attractiveness of knowledge sharing activities and provide for feedback possibilities from general public and groups not directly involved into the project activities. For example EU-China-Safe YouTube channel is used for this purpose.
- **Video(s)**

  Video(s) for educational and dissemination purposes, professional or amateur, will be available on the project website or at YouTube.

- **Leaflet(s) / Brochure(s)**
  The EU-China-Safe leaflet(s) will be produced for dissemination of information (general) on the project activities at relevant events. In order to address specifically the target groups, based on cooperation will WP leaders an appropriate online and paper based material (e.g. leaflet(s) / brochure(s), poster(s), ...) will be prepared and available on the project website and to be distributed during the events and via other channels, such as for example trade organisations. Development of specific material(s) during the project duration highlighting project outputs will be assessed.
- **Newsletters**
  Newsletter aimed at informing of stakeholders on progress in the project activities will be produced annually and will be distributed via project & project partner's networks and also will be available from the project website.
- **Press release(s)**
  For press release(s) aimed at introducing a number of people and countries to the project and its results, a communication channels will be developed by the project coordination and WP6 and directed towards stakeholders and information relays. It will consist in publication of press release(s) on the project website and when appropriate also in sending press release(s) to the national and international press agencies, once some results are available. If appropriate, the communication with media will also consist in granting interviews in radio or TV programs, and distributing leaflets advertising the project.
- **Project article(s)**
  Articles on the project activities in non-scientifically oriented press, newspapers, magazines, e-media etc. will be published when and where it will be considered as appropriate.
- **Research articles**

  One of the major instruments in EU-China-Safe dissemination policy is to publish project advances in highly impacted peer reviewed scientific journals on new advances in the field of food traceability /food authenticity / food safety. A selection of potential target journals represents e.g. Agricultural and food chemistry, Food chemistry, Food control, International journal of food microbiology.

"Gold" Open access publication will be a priority for all peer-reviewed publications, considering a quality of the journal and costs for open access publication, and provided that a publisher offers this model. If it is not the case, "green" open access will be an option, according to condition to individual publishers. All publications generated by the project will be available to all interested parties via link (DOI) from the project website. A publication will be published only after ensuring an adequate IPR protection (see section 11 of this Plan).

- **Technical datasheets**

  Information synthesising the knowledge collected and developed by the projects on specific analytical or scientific methods, available in both English and Chinese languages.

- **PowerPoint presentations and webinars**

  Synthesis of the knowledge collected provided in form of PowerPoint presentations, ready to be used in international conferences and workshops. They will also be available in both English and Chinese and used during training sessions.

- **Participation in conferences and other events (posters, lectures)**

  Presentations in the form of posters and lectures will be given by project participants to disseminate information about the project activities and outcomes at a range of existing national / international and other events. A budget has been dedicated for each partner to the participation in national and international conferences. Such events will be chosen by partners during the project according to two principles:

  - Events are organized in Europe or China (or beyond provided that relevance of participation is evident and clearly justifiable and budget is available)
  - Events are dedicated to topics relevant to the EU-China-Safe project

  Some examples of such events are listed hereunder. This list is not exhaustive and will be adapted and completed according to the opportunities identified during the project:

  - International Symposium on Recent Advances in Food Analysis (RAFA) (every two years, in 2017, 2019, 2021)
  - Food Integrity and Traceability Conference (ASSET) (in 2018)
  - EuroFoodChem (annually)
  - AOAC International (annually)
  - EUROANALYSIS (biannually)
  - World Mycotoxin Forum (annually)
  - Rapid Methods (annually)
  - FoodFraud event (annually)
  - MS Food Day (annually)
  - EuroResidue (irregularly)
  - International Association of Food Protection (IAFP) meetings (annually)
  - European Pesticide Residue Workshop (ERPW, biannually)
  - Global Food Safety Initiative (GFSI) event (annually)
  - EU-China Forum on Food Safety and Authentication Techniques (biannually)
  - China International Food Safety & Quality Conference & Expo (annually)
  - International Symposium on Halogenated Persistent Organic Pollutants (DIOXINS) (annually)
  - etc.

- **Collaborations with other EU Horizon 2020 and Chinese projects regarding food traceability, authenticity and safety**

The list of recent and ongoing national and transnational R&D projects and initiatives in the area of food traceability, authenticity safety at EU and Chinese level can be exploited to establish links and inform project coordinators and partners on EU-China-Safe actions and outputs.

- **Training modules**

  Training modules will be supported through the preparation of Standard Operating Protocols (SOPs) aimed at harmonising procedures between Europe and China, application notes, validation reports and demonstration videos. Training the next generation of scientists will be implemented through placement of PhD students and through technology transfer workshops for specific method(s) to allow training of more experienced staff. In addition, webinars will be held to disseminate latest developments on new laboratory techniques and knowhow. Special training workshop concerned with Quality assurance / Quality control measures and accreditation according to international standards will be implemented. Successfully implemented technologies will be transferred to the custodians of the Virtual Laboratory.

- **e-learning activities**

  e-Training platform will be developed for long-term sustainability consisting of e.g. a classroom / e-learning tools. Special emphasis will be placed on intensive development and participation in massive open online course (MOOCs) representing an innovative strategy for interactive e-learning and supporting knowledge transfer. The presume subject will be lessons learned from passed global safety issues and their application on emerging ones. Special attention will be paid to detection of food fraud strategies using the novel technologies developed within the project.

  A Distance Learning Training programme will be also established for “Food safety” among project partners for EU and China. Successful completion will allow participants to obtain a Post Graduate Certificate from QUB.

7 Target groups and key actors

The EU-China-Safe project will establish a platform for communication and dissemination by building a robust framework in which dialogues and interactions within and outside project can take place. This will apply equally to internal and external communications. All participants in the project will contribute to communication activities to tackle the overall lack of cohesive information on food traceability, authenticity and safety. The consortium will take advantage of those invited to be part of the Advisory Board, the associated partners of the project and other stakeholders to ensure input/feedback from a wide range of organisations and individuals.

7.1 Project Management and Advisory Board Communication

The Consortium will manage all communication activities with the aim to facilitate an interactive exchange of information and opinions concerning safety of food products between all interested parties. All WPLs will work together with the Coordinator to ensure an optimal communication with the relevant audience. WPLs will contribute to a coherent approach across WPs and help the Coordinator, and the partners responsible for dissemination, to inform stakeholders about the EU-China-Safe coordination and support action and food safety issues in general.

A vital aspect of the role of Coordinator is to facilitate effective communication with the Commission, stakeholders (governmental and industrial) and other EU funded research projects. The Coordinator will have frequent contact with the Commission, and interact with coordinators from other EU projects to promote synergy.

Communications to external organizations will be managed by the Management Board.

The Advisory Board will support the project by facilitating links with key stakeholders.

7.2 External Communication

For effective communication it is essential to identify and target the audience who will receive the particular message and tailor research results to the profile of the recipients. Selection of target audiences needs to be based on identifying the desired outcome in relation to benefiting the project and benefiting the audience. Project outcomes will be communicated to many diverse audiences, representing the following groups (the list is not exhaustive and is subject to change):

- Project participants;
- Scientific Community – beyond Project (delegates of conferences and other events, other scientists, readers of scientific journals and other press);
- Academic community – beyond Project (academia / universities);
- RTD EU projects / National projects on the topics relevant to food fraud and safety (where project partners are incorporated and beyond);
- Food Business Operators (SMEs and industries);
- National, EU and Chinese authorities (regulators / policy makers);
- Control bodies (EURLs, control and custom labs, governmental bodies, customs laboratories)
- General public (consumers, social media).

The consortium as a whole has extensive experience in providing tailored dissemination and communication activities to key stakeholders, combined with a sustainability strategy for impact optimization. Additionally, partners also have a linkage with the identified target groups of the project and will promote the results through individual channels. For dissemination, already existing databases available to individual project partners will be exploited.

7.3 Target audience for communication and dissemination of EU-China-Safe actions and outputs

Target groups for dissemination activities include scientific community, trade and consumer organisations, FBOs, NGOs, regulators / policy makers, control authorities, RTD project on the topics relevant to food authenticity and food safety, media, consumers, society etc., at local, national and European level.

Primary targets for dissemination are:

- **Scientific communities**

Food scientists working in universities or public research centres often focus on the particularities and regulatory requirements of the country they are operating. However, they may lack a global and international overview of the issues related to their subject, in particular European scientists with regards to their Chinese counterparts and vice versa. Academic partners will use their established peer networks to reach research centres and Universities.

- **Food business operators (SMEs and Industries)**

Food business operators are the first actors in providing safe and wholesome food to the consumer. The involvement of 3 SMEs and 8 industrial partners in the consortium, both on the EU and Chinese sides, will greatly enhance the dissemination and rapid acceptation of new methods and practises. Moreover, the activation of their networks, as well as the participation of the Advisory Board composed by trade bodies and industrial partners, will spread knowledge and information.

- **Consumers**

They are the widest and most heterogeneous category targeted in the project, because of (i) the diversity of tastes, (ii) the range of information channels they use, and (iii) the cultural differences within Member States and between EU and China. The workshops / open days for consumers will be organised jointly with national reference laboratories, special link addressing consumers´ issues will be available at the project website.

- **Policy makers**:

The project will deliver important knowledge on standards to be adopted by both EU and China to ensure a better transparency and safety of agri-food products in order to support international trade and better protect the consumer. Targeting this category will enable the setting-up of new policies and regulations. Information on societal acceptability, health issues and environmental impacts of EU-China-Safe outcomes will lead policy makers in their decisions. Policy makers will be informed about the project outcomes through JRC and National Reference Laboratories; special meetings with policy makers will be organised with a support of official EU and China authorities on occasion of international conferences planned within the project.

Within these groups, but also apart, we distinguish the following stakeholder groups and the relevant stakeholder organisations (the list is not exhaustive and will be regularly updated), listed in Table 1.

Table 1 Target audiences for dissemination and communication of EU-China-Safe actions and outputs (the list is not exhaustive and subject to change)

Target audience	Key stakeholders / networks /organisations
Scientific communities	- Symposia: Recent Advances in Food Analysis (RAFA), ASSET, WMF, CIFSQ, … - Food safety / quality / authenticity / fraud / technology oriented conferences and other events etc. - European Federation of Food Science & Technology (EFFoST) - Scientific journals and other press - Academia / universities - Scientists
Policy makers / European, Chinese and other authorities	- Directorate-General for Health and Consumers (DG SANCO) - Directorate-General for Agriculture and Rural Development (DG AGRI) - European Food Safety Authority (EFSA) - Organisation for Economic Co-operation and Development (OECD) - European Police Office (EUROPOL) - European Committee for Standardization (CEN) - Interpol - US Food and Drug Administration (FDA)
Policy makers / National authorities	- National ministries, Health Councils, etc. - Decision makers - Regulators - Policy makers - National Food Safety Authorities
International organisations	- FAO, WHO, JECFA - IFOAM EU Group - European Organic Certifier Council (EOCC)

	- International Organization for Standardization (ISO) - United States Pharmacopeia Convention (USP) - International Association of Food Protection (IAFP)
Control bodies	- EURLs, NRLs, control and custom labs, governmental bodies - Customs Laboratories European Network (CLEN)
Agri-food industry / Food business operators (FBOs)	- Food SMEs - Food industries - Industry clusters - Food producers (Nestlé, Barillla, etc.) - Analytical equipment manufacturers and solution providers
Trade organizations	- Organisations in the EU, USA and China
Consumer organizations	- European Consumer Organisation (BEUC)
Retailers	- COOP - Tesco - Regional food chains
International / national initiatives Networks	- FoodDrinkEurope - FoodFraud - AntiFraud initiative - The International Life Sciences Institute (ILSI) - European Agri Food Network (EAFN) - Global Food Safety Initiative (GFSI) - European Food Information Resource (EuroFIR) Society of Toxicology (SOT) - ISEKI-Food Association (IFA) - EU Technology Platforms: Food for Life, European Aquaculture Technology and Innovation Platform, European Technology Platform for Organic Food and Farming Research (TP Organics), Food Technology Professionals Platform - National Food Technology Platforms - SSAFE group - Stakeholders organisations
EU projects / National projects	- H2020 projects on food safety, quality, authenticity, integrity, … - National projects on food safety, quality, authenticity, integrity, …
General public / consumers	- European consumers - Chinese consumers - Social media - Media (national press, radio and TV)

7.4 Means of dissemination and communication for individual target groups

The final outcomes of the project will be widely disseminated and exploited. This will include new practises, data sets, research outputs, detection means, analytical methods to ensure transparency and safety of agri-food products.

EU-China-Safe will adopt high-impact dissemination actions through efficient and effective communication methods in order to achieve the set objectives. Direct and indirect means of

communication will be employed during the different project phases (see section 8) and these will determine the creation and use of the various communication and dissemination tools.

The direct communication actions foresee direct mailing, direct distribution to stakeholders of communication material, direct presentations of the project to target groups and exchange and engagement events.

Indirect methods of communication encompass access by stakeholders to dissemination tools created in order to attract attention and stimulate the target audience to seek more information on their own initiative, such as project web portal, articles published in scientific journals, etc. Considering that the project has identified different groups of stakeholders, specific tools and channels have been chosen for each target group (Table 2).

The dissemination plan will support the successful deployment of the knowledge collected and give access to any interested stakeholders, through the Open Access strategy and the Open Data Research Pilot. The final outcomes of the project will be made available on the chosen platforms and also hosted on the project bilingual website and partners' organisation websites.

Table 2 EU-China-Safe means of dissemination and communication for individual target groups

Target group	Dissemination and Communication tools and activities	
Public authorities	• Training • Workshop(s) • Website • Brochure(s), flyer(s) and posters • Project articles	• Video(s) • Newsletters • Press release(s) • Project conference
Key stakeholders responsible for risk assessment strategies regarding food safety	• Training • Workshop(s) • Website • Brochure(s), flyer(s) and posters • Project articles	• Video(s) • Newsletters • Press release(s) • Project conference
Food business operators and food industry in general	• Training • Workshop(s) • Website • Brochure(s), flyer(s) and posters • Project articles	• Scientific papers • Video(s) • Newsletters • Press release(s) • Project conference
Consumers	• Website • Brochure(s), flyer(s) and posters • Project articles • Video(s)	• Newsletters • Press release(s) • Social network(s)
Scientific community	• Training • Workshop(s) / Open days • Website • Brochure(s), flyer(s) and posters • Project articles • Scientific / professional papers	• Video(s) • Newsletters • Press release(s) • Social network(s) • Project conference
Media	• Website • Newsletters	• Social network(s) • Keywords for intercultural cooperation

Other EU / Chinese projects	• Network events	• Meeting / conferences / workshops

8 Overall and individual partner responsibilities (Action plan)

The action plan is part of the overall dissemination, communication and sustainability strategy and outlines the activities together with the time implementation phases.

The action plan aims to serve as the main guideline for the whole consortium and responsible partners to organize and implement dissemination, communication and exploitation activities according to the objectives established and the resources available. The action plan will be constantly monitored and updated if necessary, and the partners will receive a notification of the planned activities in due time, in order to ensure that the activities are executed as planned. Therefore, it is crucial that all partners keep a close watch the on the plan, implement the tasks foreseen and make a realistic update of the activities included there. All activities will be also monitored and assessed to be in line with the project objectives related to communication and dissemination as described in the section 2 of this Plan.

To promote project outcomes by providing targeted information to multiple audiences in a strategic and effective manner, and ensure comprehensive and wide scale dissemination within and beyond the project life, following actions in general are planned to be implemented:

- To inform stakeholders using different channels and tools;
- To engage interested key people through actions of publicity (newsletters, articles and announcements in printed / electronic publications, local magazines, videos etc.);
- To promote awareness among the different target groups about the project and its key issues
- To increase visibility by means of EU Commission dissemination actions;
- To develop common initiatives with other European projects working on similar themes and industry / trade organisations;
- To develop a group of potential end-users who are suited for and interested in application of developed tools resulting from the EU-China-Safe project.

Table 3 summarizes current Action Plan - what should be completed in individual project stages.

Some dissemination activities will continue beyond the project, among which following ones can be included:

- Distribution of flyer(s) / newsletter(s) on the project actions and outputs
- Live EU-China-Safe website and Intranet, at least 2 years after the project termination

List of specific achieved dissemination, communication and exploitation actions will be collated every 6/12 months to demonstrate implementation of the Plan during the project duration and enable reporting to the EC.

9 Result exploitation strategy

As a general guiding principle, as soon as research reports on certain tasks are ready, the consortium will first decide whether the results should be protected or not. The exploitation of the project results requires an appropriate strategy to ensure the project's sustainability. This will involve a stepwise process during that will (i) identify **what** project outcomes can be exploited, (ii) **who** will be the end users of the technology, (iii) **how** the research will be exploited to address the end-user needs, (iv) **which** partners will be responsible for the exploitation of each technology. Table 4 summarises the expected results and indicates the exploitation path envisaged.

Table 3 Action Plan: what should be completed in individual project stages (the list is not exhaustive)

Tasks	Year 1 (M1-12)	Year 2 (M13-24)	Year 3 (M25-36)	Year 4 (M37-48)
Yearly specific tasks	• Release of the project bilingual website • First press material(s) to communicate about the ambition of the project	• Press material(s) to highlight initial results and Chinese database • To develop a project dissemination and communication strategy • Organization of event(s) for different groups of stakeholders and potential end-users of project achievements • Development of the training program	• Press material(s) and published article(s) to highlight mid-term results • Organization of event(s) for different groups of stakeholders and potential end-users of project achievements • Organisation of training activities for different groups of stakeholders	• Press material(s) and published article(s) to highlight final project results • Dissemination campaign to present project results • Organization of event(s) for different groups of stakeholders and potential end-users of project achievements • Organization of international project conference • Organisation of training activities for different groups of stakeholders
Common tasks	• To regularly update EU-China-Safe website according to new actions, once released • To regularly distribute Newsletters to registered followers (registration available on the website) and through the partner's networks • To regularly take part in international and national events (e.g. conferences, workshops) to present the project actions and outputs (lectures, posters) • To communicate scenario for a case of "emerging food safety / authenticity problem" • To publish papers, articles etc. on activities related to the project in appropriate journals (including online ones / Open Access)			

Table 4 Expected results and exploitation path envisaged

Project outcome	End-users	Exploitation path	Partner in charge
Intellectual Property and Knowledge protection	Industry and public bodies	Commercialisation through licensing to end-users	arc-net
Development of Enterprise Platform (product)			arc-net
Data Analytical Platform (service)	Researchers, industry and public bodies		arc-net
New methods	Reference laboratories, Industrials,	Training Schools post project end on a fee paying basis	FERA, VSCHT
New Standards	Reference laboratories, Industrials,	Commercialisation through specialist companies	Teagasc
Database	Reference laboratories, Industrials, Policy makers	Commercialisation through licensing to end-users and potential spin-out formation	QUB, WU
On-site measurement instrument	Reference laboratories, Industrials,	Increased sales in EU and market development in China	QUB, WU

In addition, some of deliverables, those outputs can be considered for communication and dissemination, have been planned as public and intended as information tools / platforms on the project actions and outputs. Those are listed in Table 5. All these outputs will be delivered by individual WPs resulting in reports that will be publically available to scientific community, industry, policy makers and consumers and other stakeholders via the EC website (https://cordis.europa.eu/project/rcn/210500/factsheet/en), when approved by the EC.

Table 5 List of EU-China-Safe Deliverables intended for public access

Del. No	Deliverable name	WP No	Lead participant	Type[1]	Dissemination level[2]	Delivery date, month
D4.1	LC-MS/MS methods for ClOx and NOx residues in dairy powders established	4	16-CFSA	O	PU	12
D4.2	Migration method for Food Contact Materials established in Chinese laboratory	4	13-FERA	O	PU	24
D4.3	Method(s) for polar drug analysis transferred to EU laboratories	4	16-CFSA	O	PU	36
D4.5	Report on the establishment and application of a validated multianalyte / multi matrix screening method for pesticide	4	2-VSCHT	R	PU	42

[1] **R**: Document, report (excluding the periodic or final report; **D**: websites, patents filing, market studies, press & media actions, videos, etc., **O**: software, technical diagram, etc.

[2] **PU:** Public, fully open, e.g. web, **CO**: Confidential, restricted under conditions set out in Model Grant Agreement, CI: Classified, information

	residues in fruits and vegetables (and related products) set-up in Chinese and EU laboratories					
D4.6	Report on the application of multianalyte method to interlaboratory and survey samples	4	2-VSCHT	R	PU	42
D4.7	Report on the application of techniques for sequencing and WGS analysis	4	5-UCD	R	PU	42
D4.8	Provide harmonised SOPs describing the application of WGS based surveillance to support risk management	4	5-UCD	R	PU	42
D5.1	Report on (a) the results of qualitative stakeholder interviews (b) the food trade impediments between the EU and the PRC that can be attributed to differences in food safety measures, (c) the results of EU quantitative consumer survey	5	1-QUB	R	PU	30
D5.3	Report on the results of effectiveness of China and EU studies on enhancing consumer confidence and recommendations for better consumer communication & business opportunities in a manual and fact sheets addressed to EU food industry exporting to China and	5	1-QUB	R	PU	45
D6.1	Active project website	6	2-VSCHT	D	PU	12
D6.2	Communication and dissemination plan	6	2-VSCHT	R	PU	18
D6.4	Training program developed	6	2-VSCHT	D	PU	48
D6.5	Annual e-newsletters	6	2-VSCHT	D	PU	48
D7.5	Report on actions to promote EU-China cultural exchange and understanding	7	1-QUB	R	PU	48

9 Monitoring and evaluating impact system

In order to review the effectiveness of the EU-China-Safe dissemination and communication strategy and measure the extent to which this strategy is meeting the objectives, suitable evaluation mechanisms will be implemented (once a year) through the action and, if necessary, corrective measures will be put in place. Regular review of the strategy will enable EU-China-Safe to identify areas that increase or decrease in priority and take appropriate action. In case WPL 6 concludes that the tools and channels previously defined do not work properly in that context, it will then be possible to adapt the strategy, change the mechanisms and ensure that in the next phase communication objectives will be more successfully achieved and impact is maximized.

All EU-China-Safe dissemination activities will be assessed using the following criteria:

- Appropriateness, i.e. suitability for a particular target group;
- Effectiveness, i.e. capability of eliciting a strong response or call to action from a particular target group;
- Targetable, i.e. capability to reach a target group;
- Economic, i.e. dissemination without any burdensome aspect or cost;
- Measurable, i.e. capability of being measured and distinguishable with reasonable amount of effort and accuracy, and, if necessary, corrective measures will be implemented to enable the maximum impact of the action.

An update of the dissemination and communication plan will be based on a monitoring process. Monitoring can be broken down into sub-sections:

- Impact;
- Reporting;
- Monitoring and assessment.

Impact about dissemination can help the partners understand the reach and sustainability of the project's results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel. Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action. Some of the proposed indicators are included in the Table 6.

Indicators proposed to monitor impact of the project dissemination and communication activities will be updated as a part of the full dissemination and communication plan during the course of the project. To facilitate an accurate monitoring and assessment of relevant activities, and to understand the impact of the actions carried out, all partners will register and report their activities. As with all aspects of the project, regular progress reports will assist management in assessing the overall effectiveness of the strategy at any given period, allowing for readjustment, if required. Monitoring and assessment will be performed on a regular basis and will be a basis for the update of the plan.

10 Sustainability

Strategic objective of the EU-China-Safe project is to develop and implement a shared vision of best practice within the EU and China that will enhance food safety, deter food fraud, restore consumer trust, deliver mutual recognition of data and standards and support the flow of agri-food trade between the two trading blocks to promote economic growth.

To enhance EU-China co-operation and knowledge exchange a series of joint initiatives on training and dissemination in the area of assuring the integrity of exported and imported food will be implemented.

As a consequence, it is not only to develop the results, and communicate these to the target groups, but also to create such framework that the sustainability of the project will be a natural consequence of this.

Where possible, EU-China-Safe results will be made freely available to public authorities, industry, scientific communities and other key actors / end-users that could benefit from the project outcomes.

In the final phase of the project, a dissemination and sustainability plan will be prepared for the concluding and beyond phases of the project to ensure continuity of established framework and developed project results. The Knowledge Transfer Plan will be elaborated with the inputs from all partners, and final version will be ready in the closing phase of the project.

Sustainability of the project results in educational context is considered as vital and the aim is to include elements in training and educational programs. Two step "train the trainer" training approach, when research staff will be trained during the project activities and afterwards transfer the knowledge to other colleagues / students should enable sustainability of knowledge transfer among project partners.

Table 6 Indicators proposed to monitor impact of the project dissemination and communication activities (the list is not exhaustive)

Indicator	Target	Source
Stakeholders registered into the database	Min. 100	Stakeholder database
Number of target groups involved in the project's activities	Min. 10	Stakeholder database List of attendees at the project events, etc.
Website visitors	3 000	Google analytics
Website page views	7 000	Google analytics
Distributed printed materials	1 000	Partners' reporting
Newsletters recipients	1 000	Newsletter/email record
Participation in external events	20	Partners' reporting
Impacted audience on external events	4 000	Partners' reporting / event's organizers reports
Posters presented at external events	30	Partners' reporting
Lectures presented at external events	30	Partners' reporting
Participants in project conference	200	List of participants
Participants in project Open / Info Days	150	List of participants
Participants in expert workshop(s)	100	List of participants

Participants in training network	50	List of participants
Level of satisfaction with the project events	3-4	Evaluation questionnaire using a satisfaction scale from 1-5 (where 5 is very satisfied)
Number of likes/followers/connections in social networks	100	Social networks' record

11 Policy for protection and exploitation of project results and data

EU-China-Safe is expected to generate various exploitable results. Within the project, adequate protection and exploitation of results therefore receive a high priority from the Project Management Board. The plan for the use and dissemination of results together with the Consortium Agreement (CA) and Grant Agreement (GA) will function as the central documents stating the rights and obligations of all beneficiaries related to the following issues:

- Dissemination and Communication of project Results and Data;
- Ownership of Results;
- Protection of Results;
- Access rights.

The participants of the EU-China-Safe will disseminate the outputs created / owned by them as swiftly as possible, but after its protection is ensured and all other relevant partners have been informed about the intention to disseminate as well as on the content of the dissemination. A reasonable timeframe in which they can suggest improvements or object to (parts of) the intended dissemination has to be given as well. The rules are described in the CA and GA, which has been signed by all project partners, including particularly:

- Rules for Ownership of foreground, Transfer of foreground and Cooperation obligations to ensure smooth dissemination of the results;
- Publication policy describing the method and content of informing the other participants including (i) the number of days before the intended publication to inform other parties, (ii) the number of days for announcement of any objection to the planned publication from receipt of the notice, (iii) form of objection;
- Use of names, logos or trademarks.

Throughout the execution of the project, all partners will continuously contribute to the identification of results that may qualify for Intellectual Property Rights (IPR) protection and will act with the aim of achieving a meaningful outcome for the community following completion of the project. Further details on protection of IPR are described in the CA and GA.

WP7 will address the management of Intellectual Property Rights (IPR) during the project. Structure and standards for data collected during the project will be agreed at the beginning of the project and will constituted the foundation of the data management plan that will be implemented in WP1. In addition, ownership and access to data throughout and after the project will be defined and any agreements such as licence to use agreed and regularly reviewed and updated.

Knowledge and deliverables with no IPR issue (e.g., no direct market potential) will become public domain immediately; and only results validated by the whole consortium will be publicly released on the Open data Research Pilot database and on the EU-China-Safe project web portal.

The Horizon 2020 work programme highlights the need to have research data openly used, by maximising access to and re-use of these data. Data released publicly will be part of the paper published by the project participants if: (i) all partners agree and (ii) it is allowed by European directives and national laws about privacy, in particular regarding data implicating consumer's views. For the open access of the data through peer reviewed publications, the procedures established with the publishers will be followed. Necessary funding for these activities is a part of the planned publication costs of the project. Data and information gathered from private companies (SMEs and industries) can be covered by the trade secret. The project will ensure the limitation of dissemination on the sole non-sensitive information with the help and support of industrial representatives. Table 7 below summarises the different types of data that will be collected during the EU-China-Safe lifetime project and the way they will be exploited and preserved.

Table 7 Management of the research data generated and/or collected

Data collection	Data exploitation	Data preservation
Field data (history of the field, available database)	Open Access	Licence to use once ownership is established
Traceability methods	After patent application submitted	Patent protected
Standards	Open Access	Licence to use once ownership is established
Sampling protocols, laboratory data	Shared via the Open Research Data Pilot and exploited via publication of scientific papers	Licence to use once ownership is established
Analytical instruments	After patent application submitted	Patent protected

12 Roles and responsibilities

The different roles and responsibilities of the different partners and stakeholders within the EU-China-Safe are described in the Consortium Agreement and Description of actions (section 4.2). The WP leader of WP6: Dissemination, exploitation and training will be responsible for writing the Dissemination and Communication Plan and together with the coordinating team WP6 leader will coordinate all dissemination and communication activities. All other partners have the responsibility to share their results with the WP6 leader and the coordinating team, in order to keep them updated about potential interesting outputs to disseminate and communicate.

Appendix II: EU-China-Safe Identity manual

EU-China-Safe Identity manual

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1 Corporate identity of the project

At the beginning of the project, the project coordination team and WP6 has elaborated the corporate image of the project included in an identity manual. The identity manual contains the project logo, formats & fonts & colours' definition, templates for documents (reports, deliverables etc.), presentations (lectures, posters), newsletters to ensure coherence and immediate visual linkage to the project and allow fast dissemination of up to date information. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary. In general, the templates for text and PowerPoint documents are important to give a uniform image of the project and to establish a visual language that will indicate at a glance that the presented information concerns the EU-China-Safe project.

All templates are available to project partners from the Intranet accessible after login at https://intranet.euchinasafe.eu/ and on request from WP6 (monika.tomaniova@vscht.cz, euchinasafe@euchinasafe.eu).

2 Specifications for the EU-China-Safe style

2.1 Colours

Red (logo, website, templates)

RGB: 227, 30, 36

CMYK: 0, 100, 100, 0

Green (logo, website, templates)

RGB: 0, 152, 70

CMYK: 100, 0, 100, 0

Blue (logo, website, templates)

RGB: 48, 62, 142

CMYK: 100, 88, 0, 0

Yellow (logo, website, templates)

RGB: 225, 221, 9

CMYK: 0, 10, 95, 0

Dark grey (logo)

RGB: 115, 115, 115

CMYK: 0, 2, 0, 60

Ligh grey (logo)

RGB: 170, 169, 169

CMYK: 0, 0, 0, 30

Black (templates)

CMYK: 0-0-0-100

RGB: 35-31-32

2.2 Fonts

LOGO:

EUCHINASAFE:	Avenir / SimHei
RL2020:	Avenir

TEMPLATES:

Text, titles:	Calibri, font size and type (bold or regular) and colour – see individual templates
Images and figures, lines:	With blue border (line width = 0.5 pt)

3 EU-China-Safe logo

Various styles: English / Chinese / English-Chinese

Various colours: couloured / black or grey-white

Various formats: png, jpg, pdf, eps

EU
CHINA
SAFE

中欧
食品
安全

EU
CHINA
SAFE

中欧
食品
安全

EU
CHINA
SAFE

中欧
食品
安全

EUCHINASAFE

中欧食品安全

EUCHINASAFE

中欧食品安全

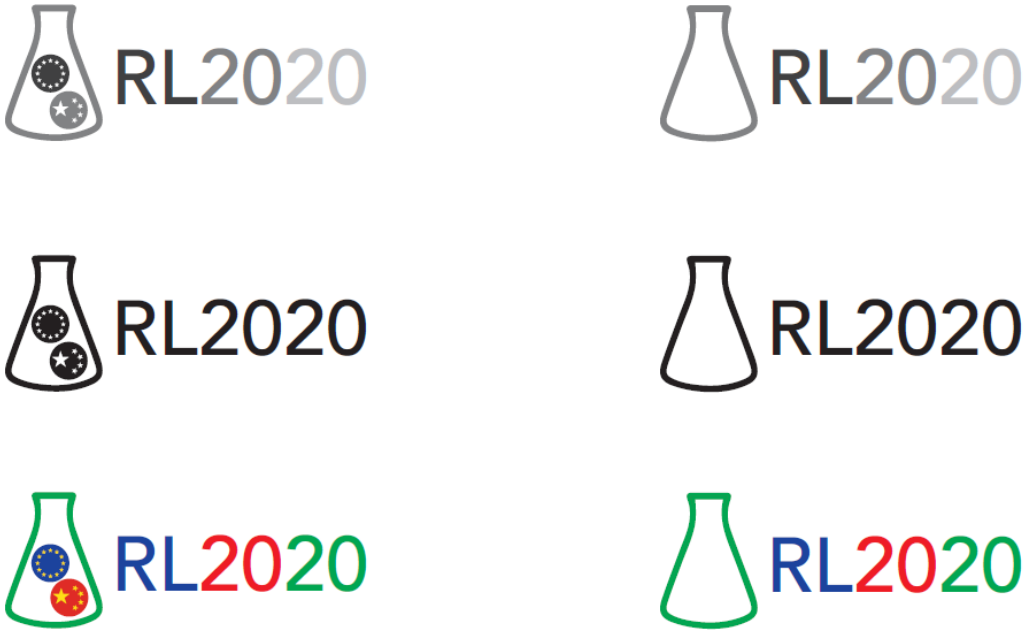
EUCHINASAFE

中欧食品安全

RL2020 logo

Various colours: couloured / black or grey-white

Various formats: png, jpg, pdf, eps


RL2020
RL2020
RL2020
RL2020
RL2020
RL2020

5 Templates for EU-China-Safe presentations

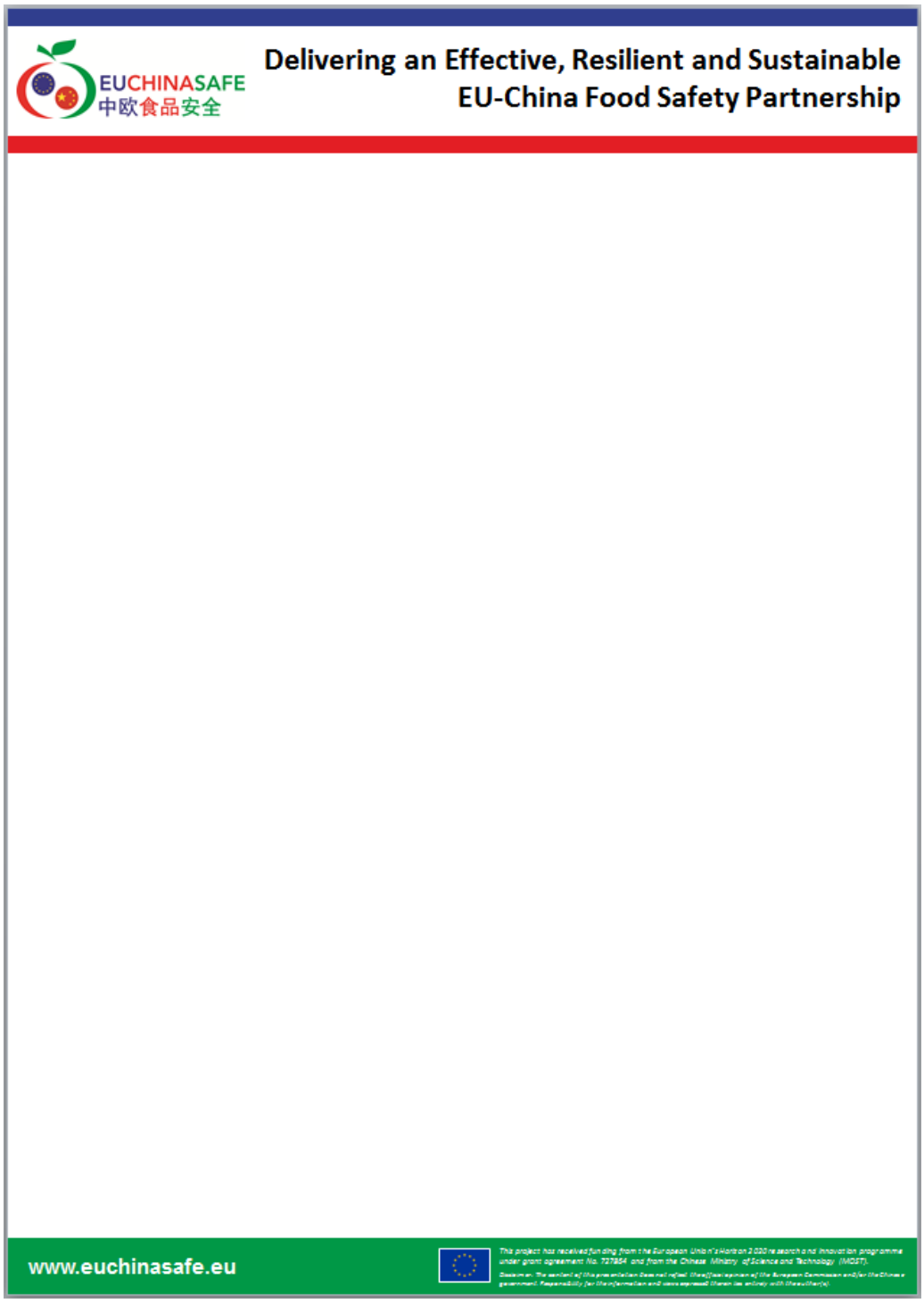
5.1 Poster

File name:

EU-China-Safe_template_poster.ppt

Format:

Available in .ppt format, A0: 841 (width) x 1189 (height) mm


EUCHINASAFE
中欧食品安全
Delivering an Effective, Resilient and Sustainable
EU-China Food Safety Partnership
www.euchinasafe.eu

5.2 Presentation

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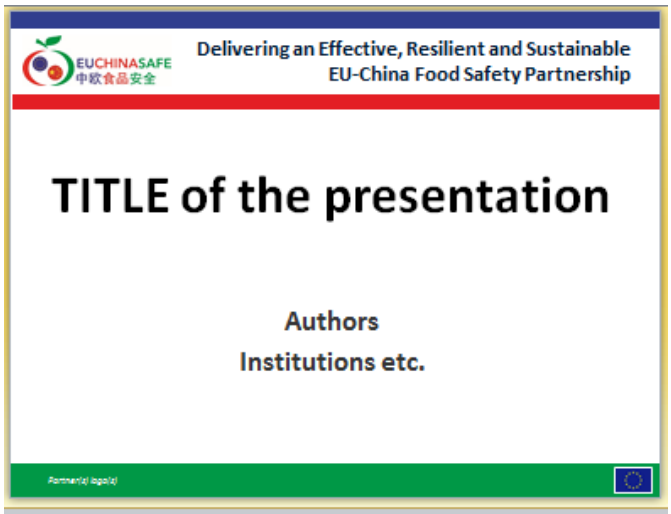
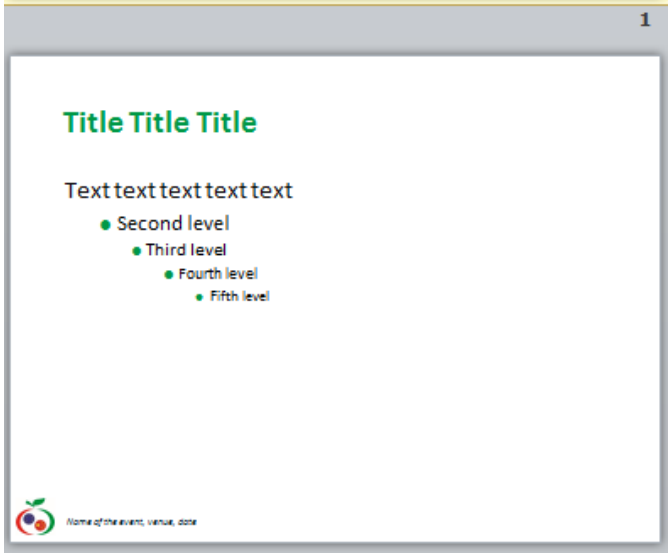
EU-China-Safe_template_presentation.ppt

Format:

Available in .ppt format


EUCHINASAFE
中欧食品安全
Delivering an Effective, Resilient and Sustainable
EU-China Food Safety Partnership
TITLE of the presentation
Authors
Institutions etc.
Partner(s) logo(s)

1


Title Title Title
Text text text text text
Second level
Third level
Fourth level
Fifth level
Name of the event, venue, date

2

www.euchinasafe.eu
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727864 and from the Chinese Ministry of Science and Technology (MOST).
Disclaimer: The content of this presentation does not reflect the official opinion of the European Commission and/or the Chinese government. Responsibility for the information and views expressed therein lies entirely with the author(s).

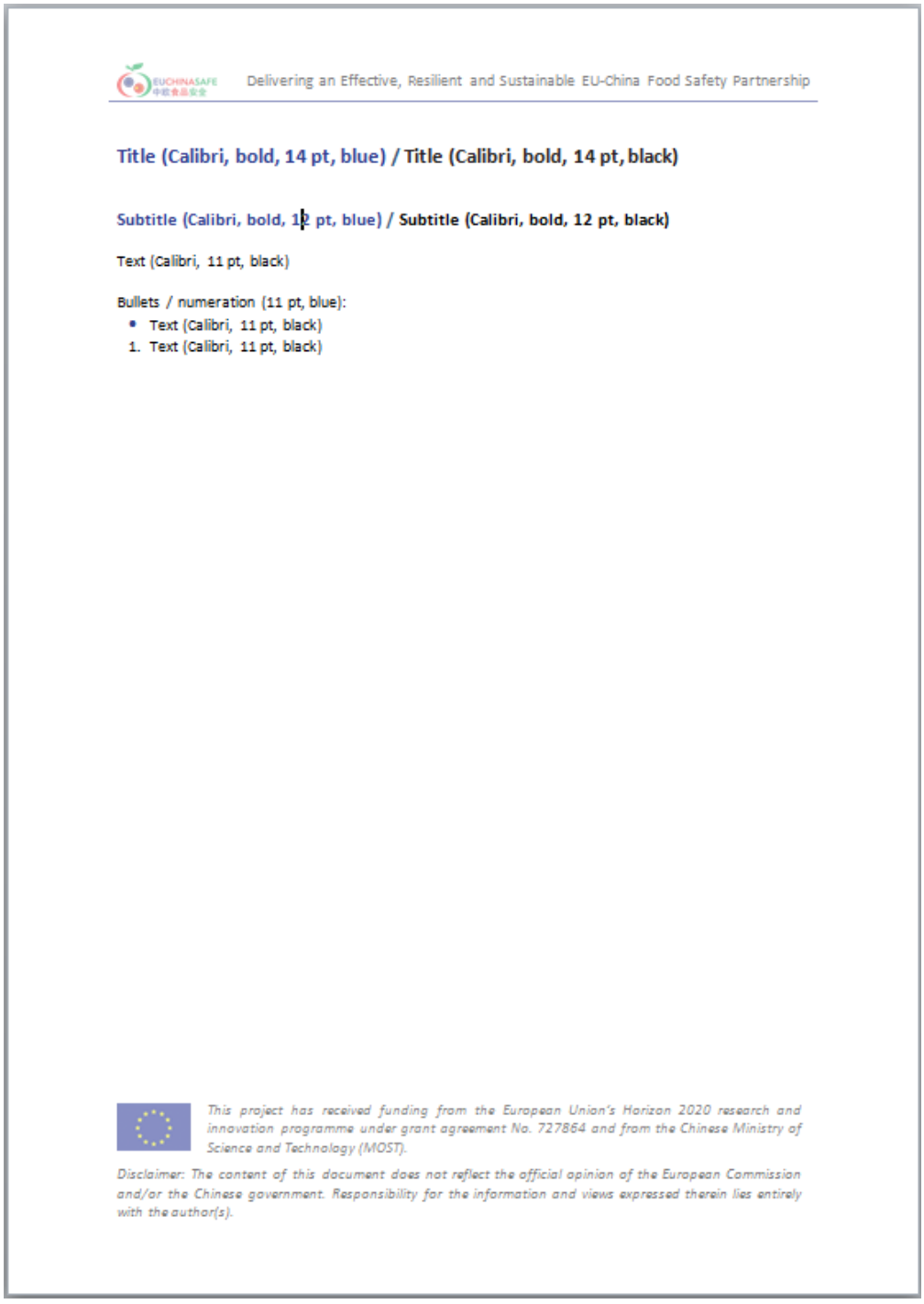
5.3 Document

File name:

EU-China-Safe_template_document.doc

Format:

Available in .doc format, A4



Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

Title (Calibri, bold, 14 pt, blue) / Title (Calibri, bold, 14 pt, black)

Subtitle (Calibri, bold, 12 pt, blue) / Subtitle (Calibri, bold, 12 pt, black)

Text (Calibri, 11 pt, black)

Bullets / numeration (11 pt, blue):

- Text (Calibri, 11 pt, black)

1. Text (Calibri, 11 pt, black)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727864 and from the Chinese Ministry of Science and Technology (MOST).

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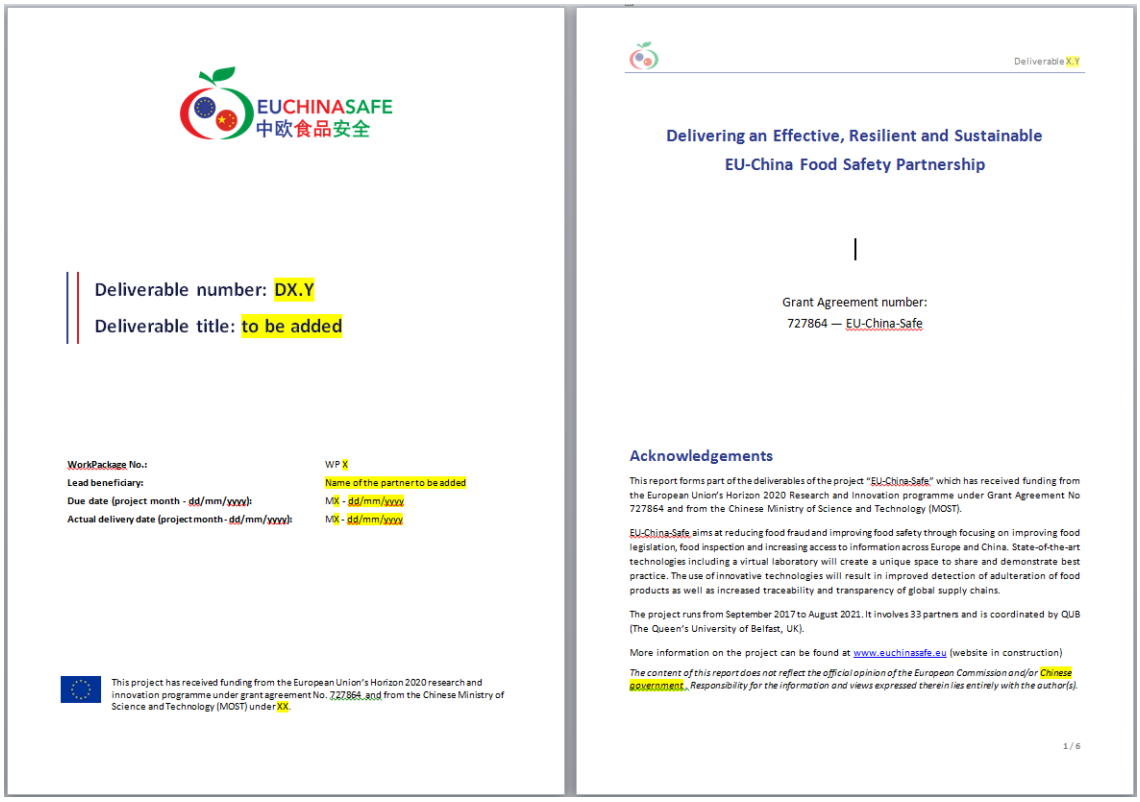
5.4 Deliverable

File name:

EU-China-Safe_727864 _Template.doc

Format:

Available in .doc format, A4



EUCHINASAFE
中欧食品安全

Deliverable number: DX.Y

Deliverable title: to be added

WorkPackage No.:	WP X
Lead beneficiary:	Name of the partner to be added
Due date (project month - dd/mm/yyyy):	MX - dd/mm/yyyy
Actual delivery date (project month - dd/mm/yyyy):	MX - dd/mm/yyyy

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Deliverable X.Y

Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

Grant Agreement number:
727864 — EU-China-Safe

Acknowledgements

This report forms part of the deliverables of the project "EU-China-Safe" which has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 727864 and from the Chinese Ministry of Science and Technology (MOST).

EU-China-Safe aims at reducing food fraud and improving food safety through focusing on improving food legislation, food inspection and increasing access to information across Europe and China. State-of-the-art technologies including a virtual laboratory will create a unique space to share and demonstrate best practice. The use of innovative technologies will result in improved detection of adulteration of food products as well as increased traceability and transparency of global supply chains.

The project runs from September 2017 to August 2021. It involves 33 partners and is coordinated by QUB (The Queen's University of Belfast, UK).

More information on the project can be found at www.euchinasafe.eu (website in construction)

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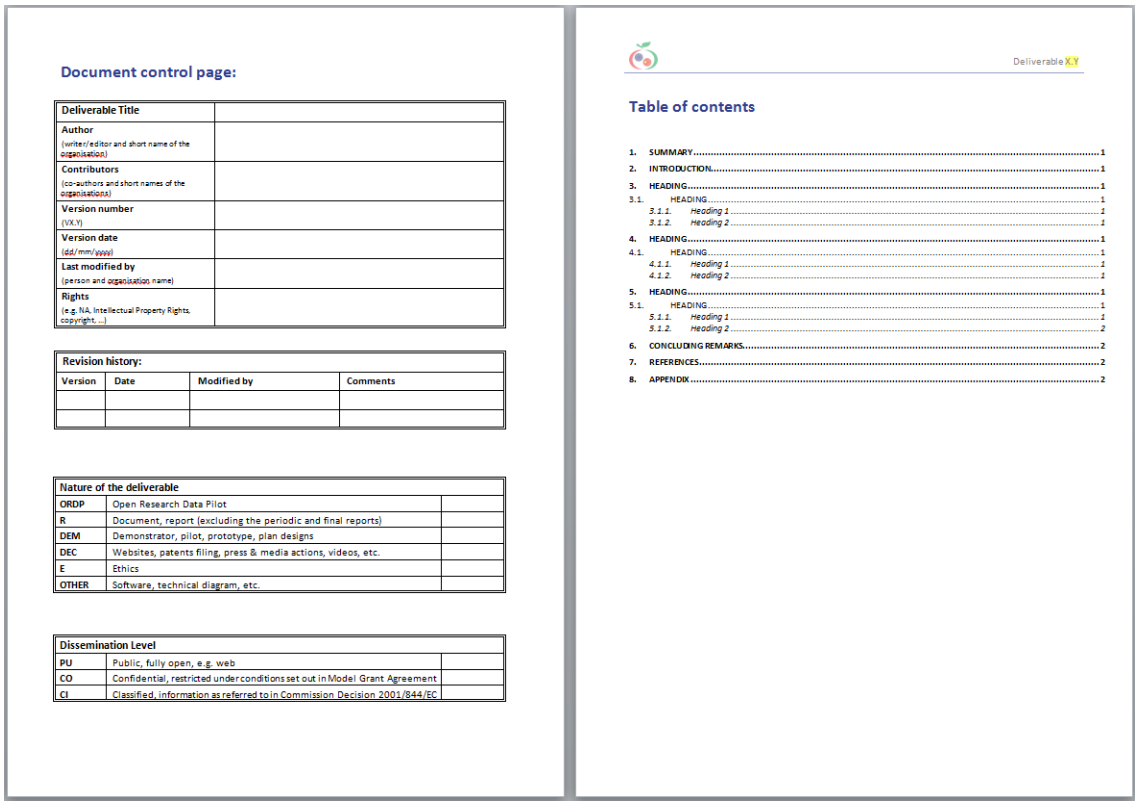

Document control page:

Deliverable Title	
Author (writer/editor and short name of the organisation)	
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Last modified by (person and organisation name)	
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Revision history:			
Version	Date	Modified by	Comments

Nature of the deliverable		
ORDP	Open Research Data Pilot	
R	Document, report (excluding the periodic and final reports)	
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
E	Ethics	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g. web	
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

Deliverable X.Y

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1. SUMMARY

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5. HEADING

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5.1. HEADING

5.1.1. Heading 1

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5.1.2. Heading 2

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6. CONCLUDING REMARKS

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7. REFERENCES

We wish to acknowledge the contribution of all project partners who contributed to the completion of this deliverable.

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8. APPENDIX

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5.5 Newsletter

File name:

EU-China-Safe_newsletter.doc

Format:

Available in .doc format, A4

Template will be available after delivery of the 1st EU-China-Safe newsletter.

6 EU-China-Safe dissemination materials

Materials for communication and dissemination of the information on the project activities are available from the project website at www.euchinasafe.eu and Intranet accessible from https://intranet.euchinasafe.eu/.

Format:

Available in .ppt (presentation, poster) and pdf format (flyer)

Presentation (few slides as a example)

File name: EU-China-Safe_presentation.ppt

Poster / Leaflet

Format: A4, A0

File name: EU-China-Safe_flyer-poster.pdf/ppt

EUCHINASAFE 中欧食品安全

Delivering an Effective, Resilient and Sustainable EU-China Food Safety Partnership

Background:

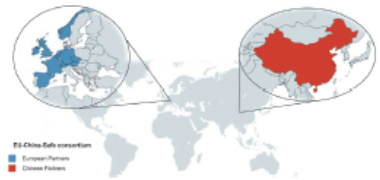
Over recent years, China has become the EU's biggest source of imports and second most important export market. Bilateral EU-China trade amounted to € 520 billion in 2015, and the aim is for the trade to reach € 700 billion by 2020. In Europe and China, consumer trust in the food industry and regulatory authorities has been damaged by a large number of accidental and deliberate food contamination/adulteration incidents. The ability of European Union (EU) companies to export to, and import from China, has been hampered by these safety, traceability, regulatory and fraud issues. Chinese companies trying to export to Europe face similar obstacles. Twenty-first century food supply chains are increasingly complex and highly vulnerable to safety and fraud threats. Increasing demand and growing markets enhance the likelihood of food safety incidents and deliberate contamination, which in turn ruin consumer trust and undermine legitimate trade at domestic and international levels. Several instances of food fraud and contamination have focused attention on product integrity, such as the 2008 Chinese melamine incident, and the 2013 European horsemeat scandal. Furthermore, laboratories in Europe and China are often working to different quality standards and using different analytical methods for producing data for certification/confirmation purposes, which can result in protracted trade disputes/embargoes.

There is a clear need for greater co-operation among those key actors within the EU and China, who are responsible for ensuring food safety, and preventing fraud, to accelerate the achievement of "mutual recognition" in food standards, testing and certification, similar to that already achieved in other areas between these regions.

Strategic objective:

To develop and implement a shared vision of best practice within the EU and China that will enhance food safety, deter food fraud, restore consumer trust, deliver mutual recognition of data and standards and support the flow of agri-food trade between the two trading blocks to promote economic growth.

EU-China-Safe partnership is made up of 33 partners including 15 in the EU and 18 in China.



The facts:

Funding: EU Horizon 2020 Project, Research and Innovation Action & Chinese Ministry of Science and Technology (MOST)

Duration: 48 months (September 2017 – August 2021)

Coordinators: prof. Christopher Elliott, QUB, Belfast, UK & prof. Yongning Wu, CFSA, Beijing, China

Contact: euchinasafe@euchinasafe.eu

EU-China-Safe will:

- Define a shared framework for harmonisation and visualisation of data that will enable convergence of standards and practices
- Improve transparency in management of the food chain through the development of a digitised DNA system and innovative traceability tools
- Develop, in collaboration, new/improved food authenticity surveillance systems
- Develop, in collaboration, improved food safety systems and practices
- Build confidence in EU-China trade by improved understanding of consumer practices and regulatory frameworks, the latter by developing and demonstrating mutual recognition of laboratory standards and results
- Enhance EU-China co-operation and knowledge exchange through a series of joint initiatives on training and dissemination, in the area of assuring the integrity of exported and imported food

The focus of these objectives is to bring about improvements in consumer confidence and safety and facilitate sustainable growth in trade between the EU and China.

EU-China-Safe expected impacts:

- Contribute to the development of a common EU-China vision of global food safety issues that will increase trade and improve trade predictability in key production areas
- Increase consumer confidence in processed agri-food products traded between the EU and China and in domestic markets
- Improve the transparency of the food chain and manufacturers' sense of responsibility, in particular as regards processed agri-food products
- Reduce human health risks linked to food processing and packaging
- Improve traceability tools along the food and feed chains
- Increase EU-China cooperation at technical and scientific levels

Do you wish to receive information about news, project activities, newsletters and events related to the project? Please register for the project communication at www.euchinasafe.eu & Follow us on:

Twitter @EU_China_Safe LinkedIn EU-China-Safe ResearchGate EU-China-Safe

www.euchinasafe.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727954 and from the Chinese Ministry of Science and Technology (MOST).

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Roll-up

Format: 85cm (width) x 200cm (height)

File name: EU-China-Safe_roll-up.pdf

7 Acknowledgement

All publications, other project outputs and the project website shall include the following statement and EU emblem:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 727864 and from the Chinese Ministry of Science and Technology (MOST).

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Note: It can be updated with respect to specific acknowledgement to the project(s) funded by MOST.