



DEC Plan 1st draft

Call: ERA Talents (HORIZON-WIDERA-2024-TALENTS-03)

Project ID: 101216976

Project Acronym: APRISE

Project Title: Alternative Protein Research & Innovation Skills Enhancement

Date: 28/02/2026

Deliverable No: D6.1

Work Package: WP6

Lead Beneficiary: NHI

Contributing Beneficiary: METU

Type: R

Dissemination level: PU

Executive Summary

This document presents the initial Dissemination, Communication and Exploitation (DEC) Plan of APRISE. Its purpose is to provide the consortium with a practical framework for how project activities, outputs and achievements will be communicated, disseminated and, where relevant, taken forward for longer-term use during and beyond the project lifetime. As an initial DEC plan, this document focuses on the strategy, implementation logic, target audiences, channels, visual identity, monitoring approach and preliminary exploitation routes. It is not intended to be the final word on all DEC activities. In line with the APRISE proposal, the plan will be updated continuously as the project progresses and will be consolidated in D6.2, the final DEC plan, due at M45.

In APRISE, communication, dissemination and exploitation are treated as related but distinct functions. Communication focuses on visibility, awareness and engagement from the start of the project. Dissemination focuses on making project knowledge and public results available to the audiences that can use them. Exploitation focuses on how project outcomes, especially training approaches, transferable methods, stakeholder outputs and collaboration models, can continue to create value after the end of the project. This distinction follows Horizon Europe guidance, which recommends identifying users early, tailoring key messages, promoting open access wherever appropriate, and considering concrete routes for uptake from the beginning.

APRISE is a 48-month Horizon Europe CSA that brings together 18 partners to strengthen alternative protein research and innovation skills in Widening Countries through training, secondments, stakeholder engagement and cross-sectoral collaboration. This means that the DEC plan must go beyond general visibility. It must support talent attraction, dissemination of training and knowledge outputs, stakeholder dialogue, policy relevance, public engagement and the long-term use of project outcomes. The plan below is therefore structured to be both strategic and operational.

History of Changes

Version	Publication date	Prepared by	Changes
1.0	10/03/2026	Nice Erkan (METU)	

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1. Purpose, Scope and Status of the Document

The purpose of D6.1 is to define the initial strategy for DEC activities and to provide a working guide for implementation across the consortium. The document covers the following elements:

- overall DEC rationale and objectives
- target audiences and key messages
- implementation roles and workflows
- communication channels and dissemination tools
- preliminary exploitation and IP approach
- visual guidelines and communication assets
- monitoring, KPIs and means of verification.

This document should be understood as a living document. It is the initial DEC plan at M6 and will be refined as more results emerge and as the consortium gathers evidence on what works best for each audience.

2. Strategic Framework

APRISE's DEC approach is directly linked to the project's impact pathway. The project's specific objectives include strengthening research skills in APros, improving professional and career development skills, supporting mobility, building policy and stakeholder engagement capacity, promoting sustainable practices, and ensuring effective dissemination and exploitation of results. WP6 is therefore not a stand-alone visibility package. It is the integrative work package that translates the outputs of WP2 to WP5 into wider awareness, structured dissemination, stakeholder engagement and longer-term uptake. This is particularly important because APRISE combines academic, industry, policy and talent-development dimensions in a single project structure.

The Horizon Europe guidance on dissemination and exploitation recommends starting early, identifying key users, developing messages for each audience, promoting open access while respecting IP and security constraints, and preparing for uptake beyond the project lifetime. APRISE follows this logic.



Figure 1 APRISE DEC Logic

3. Objectives of the Initial DEC Plan

The initial DEC plan has six operational objectives.

First, to establish APRISE as a visible and credible European initiative in the alternative proteins field, particularly in relation to skills development, mobility and capacity building in Widening Countries.

Second, to ensure that project activities and public-facing outputs reach the right audiences through the right channels and at the right time.

Third, to disseminate project knowledge in a form that is useful to researchers, talents, industry, policymakers and the wider innovation ecosystem.

Fourth, to support the uptake of project outputs beyond APRISE, especially in the areas of training resources, educational materials, stakeholder outputs, career development methods and future research and innovation collaborations.

Fifth, to provide a practical implementation model that consortium partners can follow without creating an excessive reporting burden.

Sixth, to ensure continuity and updateability, so that D6.1 can serve as the basis for later refinement in D6.2.

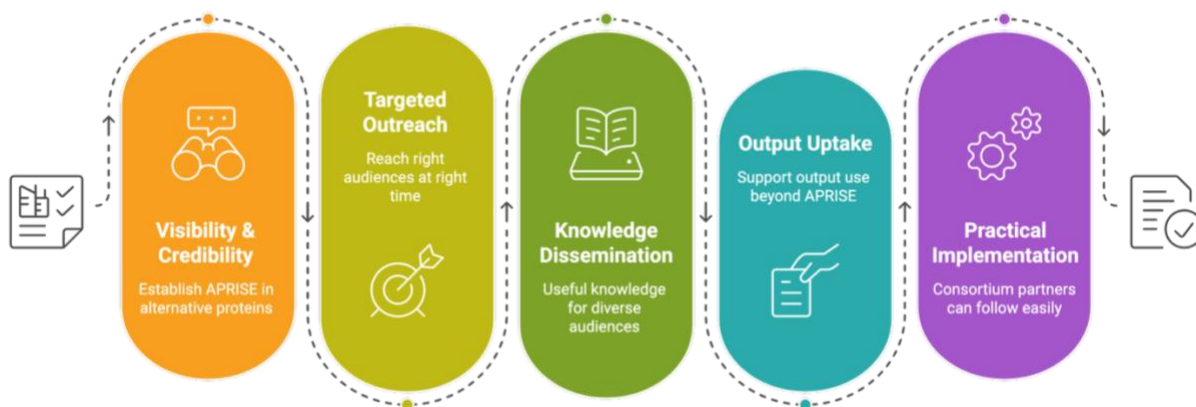


Figure 2 Objectives of the DEC Plan

4. Governance, Roles and Implementation

WP6 is led by NHI and covers the full DEC portfolio, including the DEC strategy, digital communication and social media, newsletters, exploitation strategy, networking initiatives, public engagement, Advisory Board set-up and monitoring, mentorship and talent showcases, and WP6-specific secondments. METU leads publications and conference participation and also plays a key role in public engagement and the Best Practice Document. BTK leads policy briefs and white papers. NTU leads the exploitation strategy. OPC leads networking initiatives with other ERA Talents projects and entrepreneurial networking.

Implementation will follow a light but structured workflow:

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1. A partner, WP lead or output owner identifies a dissemination or communication opportunity.
2. The relevant partner DEC contact sends a short note to WP6 with the proposed content, target audience, timing and channel.
3. WP6 reviews the item for consistency, timing, public/sensitive status and branding.
4. Where necessary, the responsible WP lead or result owner confirms that the content can be shared publicly.
5. The content is published or distributed via the selected channel.
6. The activity is logged in the project DEC monitoring file.

This workflow is intentionally simple. The aim is to make the strategy implementable across all 18 partners and to avoid a common weakness of DEC plans, namely strong strategy language but weak operational follow-through.

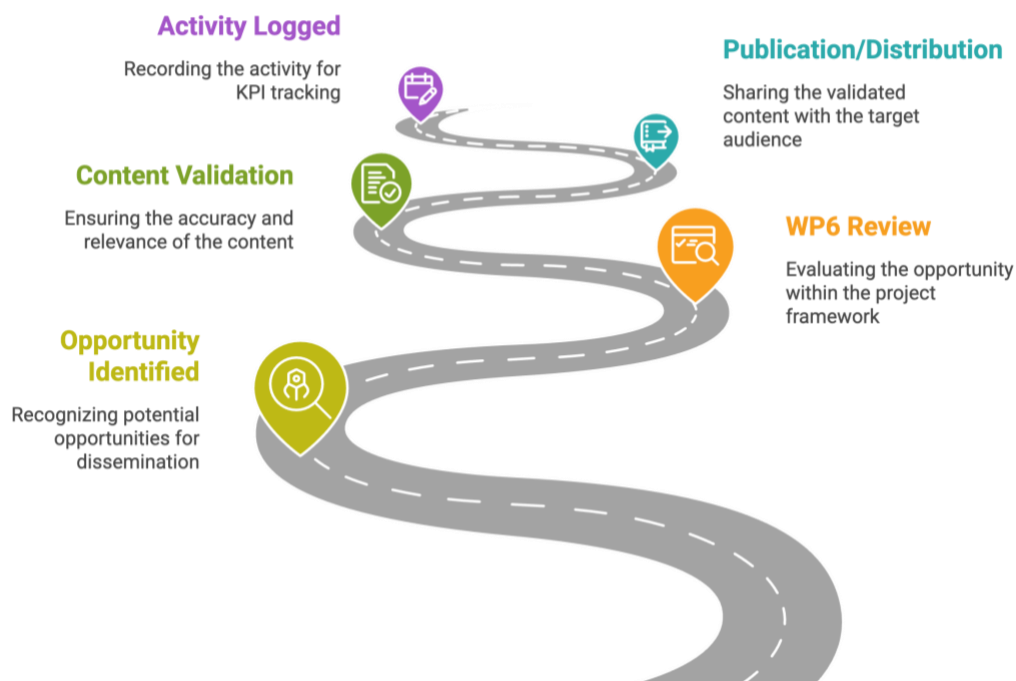


Figure 3 Internal DEC Workflow

All partners are expected to contribute. APRISE explicitly relies on the diverse communication reach of consortium partners and their existing academic, industry and association networks rather than on a separate formal dissemination board. This is a strong asset of the project and should be used systematically. The Advisory Board will also support strategic relevance and external alignment, and will meet at least once per year.

5. Target Audiences and Key Messages

The APRISE proposal identifies six core target groups: policymakers, food industry, entrepreneurs, researchers, ESRs and the general public. These remain the core audience groups for D6.1.

Table 1 Target Audience Matrix

Target audience	Why APRISE should reach them	Core message	Main channels
Policymakers and public authorities	They influence the framework for APros, innovation, skills and sustainability in Widening Countries	APRISE provides evidence, stakeholder dialogue and trained talent relevant to the future development of the APros sector	Policy briefs, stakeholder events, website, LinkedIn, partner outreach
Food industry, SMEs and companies	They can use project talents, methods and collaboration opportunities	APRISE supports innovation capacity, trained talent and practical knowledge relevant to APros development	LinkedIn, workshops, webinars, conferences, partner networks
Entrepreneurs and innovation support actors	They are relevant for start-up pathways, uptake and new collaborations	APRISE connects research, talent and innovation pathways in the APros ecosystem	Networking events, LinkedIn, showcase events, website
Researchers and academia	They are direct users of project knowledge and outputs	APRISE strengthens research skills, mobility and interdisciplinary exchange in the APros field	Publications, conferences, webinars, website, public deliverables
ESRs, talents and early-career researchers	They are a direct project target group and a long-term multiplier group	APRISE offers training, secondments, mentorship and career development opportunities	Website, LinkedIn, institutional channels, newsletters
General public	Public awareness supports legitimacy, understanding and adoption of APros	APRISE contributes to more sustainable food systems by strengthening talent and collaboration in alternative proteins	Website, selected social media content, public engagement events

This audience logic is closely aligned with the proposal and should guide channel choice and tone. Not every output needs to be communicated to every group in the same way.

6. Visual Guidelines and Communication Assets

APRISE already has a strong communication foundation in place. The project has a logo, colour palette, presentation template, dissemination presentation, letterhead and deliverable template. These should be treated as the official visual toolkit for the project and used consistently by all partners in external-facing materials. This is important not only for recognisability, but also for professionalism and coherence across a four-year

project. The sample Horizon plans reviewed for this deliverable show that strong and consistent branding is one of the first visible markers of a well-managed project.

The [visual guidelines for APRISE](#) should therefore include the following minimum rules:

- use of the [approved APRISE logo versions](#) only
- use of the approved color palette across presentations, reports and online visuals
- use of the [project presentation template](#) for public presentations
- use of the [letterhead](#) and [deliverable](#) template for official project documents
- use of the approved project font family (Helvetica) that is freely available online and does not require additional license payments, ensuring easy adoption across partners
- consistent placement of EU funding acknowledgement and disclaimer in public materials
- accessible design choices, including readable contrast, clear layout and legible font sizes.



Figure 4 APRISE Brand Guidelines

7. Communication and Dissemination Channels

The APRISE website is the central public hub of the project. It should host project information, news, partner information, events, publications, training-related public materials and public deliverables. The proposal explicitly states that training materials, publications and most deliverables, except sensitive ones, will be accessible through the project website, and that outputs will follow open science and FAIR principles where appropriate.

LinkedIn is the project's primary active social media channel. It will be used for project visibility, event promotion, partner highlights, talent stories, publication announcements

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and stakeholder engagement. The original proposal sets an ambitious social media target. For D6.1 implementation, the important point is to maintain a regular and purposeful presence with content that supports project milestones and audience needs, rather than posting high volumes without strategic value. The cadence and performance can be reviewed annually and adjusted in D6.2.

Newsletters are a core communication tool in the proposal and in WP6. The proposal aims for regular stakeholder updates, while the formal WP6 deliverables include three newsletters at M12, M24 and M36. In practice, APRISE should treat these three as the formal minimum outputs and may supplement them with shorter bulletin-style updates where useful. This reconciles the deliverable structure with the broader communication ambition stated in the proposal.

Conferences, workshops, webinars and public engagement events are also core channels. The proposal explicitly foresees conference participation, publications, policy briefs, newsletters, social media, entrepreneurial networking, ERA Talents gatherings, public engagement activities including Researchers' Night, and later-stage mentorship and talent showcase activities. These should be planned as a connected portfolio rather than isolated actions. Before each major event, APRISE should communicate the event; during the event, where appropriate, it should generate light live or near-live content; after the event, it should publish a short recap with key takeaways.

Table 2 Main Channels and Implementation Logic

Channel / tool	Main use	Lead	Main audience
Project website	Central public hub and archive	NHI / WP6	All
LinkedIn	Regular visibility and stakeholder engagement	NHI / WP6	Researchers, industry, policymakers, talents
Newsletters	Periodic synthesis and stakeholder updates	NHI / WP6	All core target groups
Scientific publications	Formal dissemination of results	METU + output owners	Researchers, academia
Conferences and workshops	Targeted dissemination and networking	METU + all partners	Researchers, industry, talents
Policy briefs / white papers	Policy-oriented dissemination	BTK	Policymakers, associations, industry
Webinars	Knowledge transfer and stakeholder engagement	WP4 / WP6	Researchers, industry, policymakers
Public engagement events	Wider awareness and societal outreach	METU + partners	General public, students
Networking events / ERA Talents gatherings	Collaboration and ecosystem building	OPC + partners	Talents, entrepreneurs, peer projects

8. Dissemination and Exploitation Approach

The APRISE dissemination strategy is output-led. Scientific and technical outputs will be disseminated through publications, conference presentations and professional events. Policy and stakeholder outputs will be disseminated through briefs, white papers, reports and targeted stakeholder dialogue. Training and capacity-building outputs will be disseminated through the website, webinars, educational materials and selected public-compatible resources. This is fully aligned with the proposal and with Horizon guidance on making knowledge and results available to those who can use them.

The exploitation approach in APRISE is deliberately broader than commercialization alone. The proposal identifies several realistic routes for continued use after the project: open-access educational resources, possible certification-related pathways, commercialization of selected research outputs if they emerge from secondments, institutionalization of best practices, long-term career development support, an APRISE alumni network, and continued collaboration with industry and policymakers. This is a strong and credible exploitation logic for a coordination and support action.

The project also includes a clear IP management dimension. The proposal states that participants will receive training on IP and IPR, the consortium agreement will define the handling of IP, and potentially valuable outputs such as innovative methodologies or tools will be identified and monitored. The Project Manager at METU is expected to oversee this process. D6.1 should therefore briefly state that dissemination decisions will respect public/sensitive status, IP considerations and any exploitation potential, while D6.3 will expand this section in more detail.

Open science remains a core enabler. APRISE commits to publishing outputs in open access routes, with at least 20% in Open Research Europe, and to storing data and outputs according to FAIR principles while protecting sensitive information. This should be reflected in the DEC implementation workflow and in publication planning.

9. KPIs, Means of Verification and Monitoring

The KPI framework below distinguishes between proposal-level ambition and D6.1 implementation monitoring. This is important because D6.1 is an initial plan. Some proposal targets are long-term and ambitious, and some will naturally be refined as actual activity patterns and channel performance become clearer. The role of D6.1 is to establish a credible monitoring structure from the start.

Table 3 DEC KPIs and Means of Verification

Area	Proposal-level reference	D6.1 implementation target	Means of verification
Website	1,000 visits/year (±20%)	Website maintained as main public hub; minimum quarterly content updates; analytics reviewed annually	Website analytics, CMS logs, screenshots

Social media	4 posts/month; >1000 followers (±20%)	Active LinkedIn presence maintained; minimum 2-3 high-quality posts/month in Year 1, increasing where content flow supports it; annual review against wider growth target	LinkedIn analytics, post archive, screenshots
Newsletters	1 newsletter/year; 200 (±10) subscribers	Formal newsletters issued at minimum in line with D6.4-D6.6 at M12, M24, M36; shorter interim updates may be used where useful	Newsletter files, mailing records, website archive
Conferences participation	8 (±2) conference presentations	Conference participation monitored from Year 1 onward; annual review against project-wide target of 10+ contributions	Conference programmes, abstracts, presentation files, certificates
Publications	>8 (±2) peer-reviewed publications	Publication pipeline monitored from early stage; all eligible outputs supported toward open access routes	DOI links, accepted manuscripts, repository records
Policy briefs / white papers	2 (±1) policy briefs	Minimum two policy-oriented outputs prepared under WP4/WP6	Published briefs, website records, dissemination logs
Public engagement	3 activities (±1)	Public engagement opportunities tracked from Year 1; emphasis on MSCA European Researchers' Night and similar science outreach activities	Event programmes, photos, recaps, participant logs
Mentorship and career development sessions	2 sessions in Year 4; 80% feel more equipped	Sessions prepared for final project phase; satisfaction to be measured through short feedback forms	Agendas, attendance lists, survey results
Talent showcases and success stories	1 showcase; 5 success stories published	One showcase activity and a rolling success-story series to be prepared for Years 3-4	Event records, website posts, LinkedIn posts
Entrepreneurial networking events	1 event attended	Participation and partnership leads tracked under WP6 networking activities	Event records, partner reports, MoUs / follow-up actions
Alumni network development	30 members	Alumni structure to be designed during mid-project and launched before final year	Member list, network page, follow-up records

ERA Talents gatherings	2 (\pm 1) meetings	At least two exchanges or joint gatherings with other ERA Talents projects	Meeting records, agendas, recaps
Advisory Board	Annual meetings	Advisory Board established and meets at least once per year	Invitations, agendas, minutes

This monitoring framework should be reviewed at least annually. Where initial assumptions prove too ambitious or too modest, they can be recalibrated in D6.2 with evidence. This is preferable to keeping static targets that no longer reflect the project's actual channel mix or stakeholder engagement patterns. The proposal already positions D6.1 as an initial plan to be updated, which supports this approach.

10. Risk Awareness and Update Logic

The main DEC risks in APRISE are fragmented partner input, irregular content flow, overreliance on one channel, and delayed sharing of public outputs. These risks can be mitigated through the partner DEC contact model, the simple review workflow described above, regular logging of activities, and annual KPI review.

D6.1 should also explicitly acknowledge that this is an initial plan. Some channels and actions will become clearer as project results and stakeholder interactions grow. The formal final update of the DEC plan will be provided in D6.2 at M45, and the exploitation dimension will be developed further in D6.3. This phrasing is important because it keeps the document fully aligned with the project structure and avoids overclaiming certainty too early.

11. Concluding Note

The APRISE initial DEC plan is designed to be practical, proposal-aligned and updateable. It establishes a clear target-group logic, a realistic implementation workflow, a consistent visual and channel strategy, and a monitoring framework that is strong enough for proper management without becoming unnecessarily bureaucratic. Most importantly, it reflects the actual character of APRISE: a project that is not only about promoting outputs, but about building talent, transferring knowledge, strengthening collaboration and creating long-term value in the alternative proteins ecosystem.