ANNEX G: Dissemination, Exploitation and Communication (DEC) Plan

Each project should go beyond dissemination and envision how to communicate, reach out and engage relevant stakeholders outside of the project consortium (private and public actors, policy makers, civil society etc.) and the general public. Therefore, a plan for dissemination, communication and exploitation (DEC) of the project and its results has to be described at the Full-Proposal stage This will be taken into account in the evaluation with the aim to increase the quality of the implementation and to achieve greater impact (see also Annex A about the role of communication as strategic activity within the Impact Plan).

Appropriate resources should be dedicated to the dissemination, communication and exploitation activities and the involvement of stakeholders outside of the consortium. Please consult your national/ regional regulations to find out which activities can be supported.

Why is it important for a successful R&I project?

Communication in research and innovation projects refers to the strategic dissemination of project results, objectives, and activities to a wide audience, including stakeholders, policymakers, and the general public. It aims to raise awareness, enhance understanding, and promote the societal impact of the research. Effective communication ensures the project's relevance and fosters broader engagement and support from relevant stakeholders.

Communication is in addition to 'dissemination', which is focused on the production of scientific papers, posters and presentations at scientific congresses, and work with specialist stakeholder groups. Please include both communication and dissemination activities for the entire project duration in your plan.

Communication activities may for example include activities such as development of a website and/or app, media communication programme, social media programme, videos, podcasts, infographics, project literature, creative artwork, exhibition stands, quizzes, games, serious gaming, science fairs, open houses intended for wider audiences, meetings of targeted stakeholders and training for the consortium on aspects of communication. Please consult the national/regional contact person of your respective funding organisation for potential limitations to funding certain communication activities.

What is a Dissemination, Exploitation and Communication (DEC) Plan?

It is a document that demonstrates that a consortium has thought through the rationale, target stakeholders, activities, timescales, budgets and measures including their key performance indicators (KPIs) and means of verification communication and (scientific) dissemination activities. It will be implemented as an integral part of its project plan.

Whilst each DEC Plan will be different, it is likely to consist of:

- a narrative (the rationale/ approach)
- a table which draws together information on priority target stakeholder groups and methods to reach them
- a timetable/GANTT chart
- a budget table with enough detail on each action/activity/product and its delivery
- a table pulling together the agreed key performance indicators or measures of success against each planned activity.

The plan should allow to answer the following questions clearly:

- Who are our priority audiences and why?

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- What should the communication lead to?
- What should the priority audiences know, think about and do?
- When is the most appropriate time to engage with each audience and why?
- What should we always say and highlight when we communicate?
- Does the message differ for different target groups?
- How do the Communication and Dissemination actions create synergy with the rest of the project plan?
- How do we justify the budget allocated to each of our proposed communications actions?
- How are we splitting responsibility for the resources and actions across the consortium?

For FutureFoodS the expected requirements of the Dissemination, Exploitation and Communication (DEC) Plan are:

- **A maximum two A4 page document**
- **A narrative on approach/rationale/contribution to the project**
- **A list of priority stakeholders, messages, actions & timetable**
- **Key Performance Indicators (KPIs) and means of verification**

Please consider that all project partners must give proper reference to the FutureFoodS Partnership in any documentation published (in written, oral or electronic form). Please consult the national contact person of your respective funding agency for potential instructions on reference to funding sources.

There are possibilities to get support and advice for your DEC plan, for example:

- https://rea.ec.europa.eu/dissemination-and-exploitation_en (accessed: 30 August 2026)
- https://op.europa.eu/en/publication-detail/-/publication/3bb7278e-ebf3-11e9-9c4e-01aa75ed71a1 (accessed: 30 August 2026)
- https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pageId=1867972 (accessed: 30 August 2026)
- https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/programme-guide_horizon_en.pdf (accessed: 30 August 2026)