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9.1 DEC Strategy and Operational Plan and standard practices for the CO-CREATE project

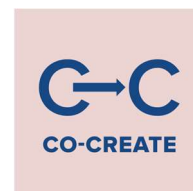
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1. Abstract

The CO-CREATE Dissemination, Exploitation and Communication (DEC) Plan describes the activities to be undertaken in the European Commission Horizon 2020 funded CO-CREATE project for the enhancement of knowledge exchange and knowledge dissemination as the project proceeds. It describes internal structures and processes for disseminating information within the CO-CREATE Consortium, and the external opportunities and requirements for disseminating information to colleagues in the relevant research institutions, commercial organisations, policy-making and professional bodies and the general public. The document includes guidance on how project information should be presented and the acknowledgements which should be made when publishing documents for external audiences. The CO-CREATE Dissemination Plan does not describe how agreement is reached on the content of scientific and commercial publications, which are instead to be found in the documents CO-CREATE Publication Rules and CO-CREATE Consortium Agreement.

2. Executive Summary

Dissemination of the results of the CO-CREATE project is important to inform health care professionals and scientists in order to enable them to make well-informed choices about development, implementation and evaluation of policy interventions to improve health and reduce the risk of obesity and preventable disease. Dissemination to policy-makers – politicians and administrators – at local, national and European level, is also important, as they need to understand the evidence and the sources of evidence for effective interventions, in order to act upon them. Dissemination to the lay public, including opinion leaders and youth, is important for public support for evidence-based obesity preventative policy and practice.

In addition, CO-CREATE has a large youth engagement component. The project will provide a model for how to involve young people and the range of relevant stakeholders by explicitly politicizing the issue of obesity, by providing specific obesity related policy proposals, and by designing and testing advocacy tools and strategies for implementation and evaluation. Young people, as well as the wider general public, will thus be another key audience for the dissemination of results from the CO-CREATE project.

This DEC Plan is intended to provide a framework for the external dissemination of materials arising from the CO-CREATE project. Internal communications are largely dealt with in the Description of Work and the Consortium Agreement. The Dissemination Plan excludes plans for the approval and authorship of commercial or scientific papers for submission to scientific journals or presentation at scientific meetings or commercial conferences, or for fulfilment of research degrees. These are considered separately in the documents CO-CREATE Publication Rules and CO-CREATE Consortium Agreement.

The CO-CREATE project recognises that presenting the results in a format accessible to the general public is important for several reasons: first because the research is undertaken with public financial support and is therefore accountable to the public; and secondly because the findings of the project may contribute to raising public support for new approaches to health promotion and disease prevention, through local, national and European policy development.

To this end, the DEC Plan describes how the results of the CO-CREATE project may be communicated to interested parties, including:

- Scientists and professionals in the areas of health behaviour and health education.
- Health service providers – medical practitioners, clinical team managers, diagnostic services, nutrition and physical activity counselling providers, fitness and lifestyle support services and personal trainers.
- Health promotion professionals – public health workers, health education specialists, nutritionists and lifestyle counsellors, nurses, school and community health workers.
- Health insurers and health service resource managers.
- Non-governmental organisations promoting health and consumer lifestyle information.

- National and international public-facing media – news services and agencies, health and human interest magazines and programmes, technology and biomedical research magazines and programmes.
- Policy-makers – national science policy and health policy officials and programme developers, local health authorities and facilities managers, government research agencies, World Health Organization regional officials, European Commission policy-makers and European Community research and science policy officers.
- Adolescents and young people.

The Dissemination Plan describes the internal communications within the CO-CREATE project to ensure adequate dissemination of project information to Consortium members. It provides guidance on how to present information for public and professional audiences, and how to acknowledge the European Commission for providing funding for the project. The Plan describes opportunities for public media attention when major results are being published, and how these opportunities can be exploited with media releases, coordinated through Work Package 9. An example of a media strategy is provided in the Annex.

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3. List of CO-CREATE partner organisations

The CO-CREATE project is coordinated by Folkehelseinstituttet (Norwegian Institute of Public Health - NIPH).

The 13 associated partners all have extensive experience in research, development and implementation of obesity prevention interventions in Europe. The CO-CREATE partners are:

1. Folkehelseinstituttet (NIPH), Norway
2. Universiteit van Amsterdam (UvA), Netherlands
3. Universitetet I Oslo (UNIVERSITY OSLO), Norway
4. World Obesity Federation (IASO-IOTF), UK
5. London School of Hygiene And Tropical Medicine (LSHTM), UK
6. University Of Cape Town (UCT), South Africa (beneficiary not receiving EU funding)
7. Centro de Estudos e Investigacao Em Dinamicas Sociais e Saudae Associacao Sem Fins Lucrativos (CEIDSS), Portugal
8. World Cancer Research Fund International (WCRF), Belgium
9. Eat Stockholm Food Forum As (EAT AS), Sweden
10. The University Of Texas System (UTHealth), USA (beneficiary not receiving EU funding)
11. PRESS (Press), Norway
12. Universitetet I Bergen (UiB), Norway
13. SWPS Uniwersytet Humanistycznospoleczny (SWPS UNIVERSITY), Poland
14. Deakin University (DEAKIN), Australia (beneficiary not receiving EU funding)



4. List of acronyms / abbreviations

CO-CREATE: Confronting Obesity: Co-creating policy with youth

CORDIS: Community Research and Development Information Service

DEC: Dissemination, exploitation and communication

EB: Executive Board

EC: European Commission

EU: European Union

GDPR: General Data Protection Regulation

H2020: Horizon 2020 research and innovation programme

IPR: Intellectual property rights

NGO: Non-Governmental Organisation

PDF: Portable Document Format

PSC: Project Steering Committee

URL: Uniform Resource Locator, used to identify a website

WHO: World Health Organisation

WP: Work Package

5. Introduction

The CO-CREATE Consortium is committed to making the data, resources and materials generated from the project available to the international research community, to relevant professional groups, policy-makers, and to the general public, especially young people. Deliverable D9.1 in the Description of Work is the present document. This document will define the strategies for targeting different audiences and their implementation through a detailed activity plan. It also describes an integrated IP and exploitation strategy (specified in the Consortium Agreement) identifying needs and opportunities for in-project and post-project activities to exploit the outputs of the project. The operational part of the DEC Plan will be updated based on project activities and experiences. Standard procedures for publications, participation in conferences and exploitation will be included in this Plan.

Internal communications are largely dealt with in the Description of Work and the Consortium Agreement. This DEC Plan is intended to provide a framework for the external dissemination of materials arising from the CO-CREATE project. The Dissemination Plan excludes plans for the approval and authorship of scientific papers for submission to scientific journals or presentation at scientific meetings, or for fulfilment of research degrees. These are considered separately in the documents CO-CREATE Publication Rules and CO-CREATE Consortium Agreement.

Dissemination of the results of the CO-CREATE project during the project period is important to ensure continued engagement with and buy-in from all relevant stakeholders. Given that the project is focused on youth involvement in policy development, adolescents will be involved throughout the project and resources developed during the course of the project will be disseminated to this group of stakeholders. Dissemination to policy-makers – politicians and administrators – at local, national and European level, is also important, as they need to understand the evidence and the sources of evidence for effective policy interventions which have come about from the project.

Furthermore, presenting the results in a format accessible to the general public is important as the research is undertaken with public financial support and is therefore accountable to the public. In addition, the findings of the project may contribute to raising public support for new approaches to health promotion and disease prevention, through local, national and European policy development.

The main purpose of the DEC plan is to describe how the results of the CO-CREATE project may be communicated to interested parties, including:

- Scientists and professionals in the areas of health behaviour and health education.
- Health service providers – medical practitioners, clinical team managers, diagnostic services, nutrition and physical activity counselling providers, fitness and lifestyle support services and personal trainers.
- Health promotion professionals – public health workers, health education specialists, nutritionists and lifestyle counsellors, nurses, school and community health workers.
- Health insurers and health service resource managers.
- Non-governmental organisations promoting health and consumer lifestyle information.



- National and international public-facing media – news services and agencies, health and human interest magazines and programmes, technology and biomedical research magazines and programmes.
- Policy-makers – national science policy and health policy officials and programme developers, wider government policy-makers including education, treasury, agriculture and transport officials, local health authorities and facilities managers, government research agencies, World Health Organization regional officials, European Commission policy-makers and European Community research and science policy officers.
- Adolescents and young people.

Communication efforts will be tracked and monitored throughout the project by WP9. This will be reported to the European Commission and Project Support Office in periodic reports from the WP.

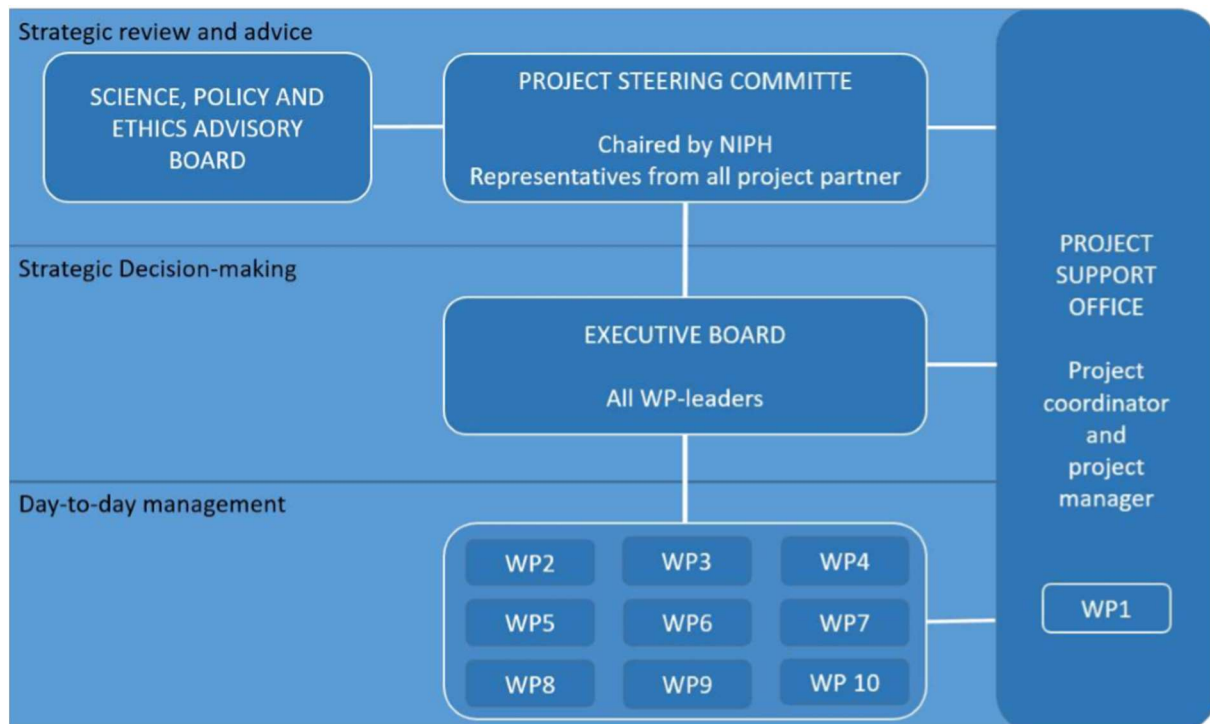
6. CO-CREATE project structure

The Coordinating Centre for the project is Folkehelseinstituttet (Norwegian Institute of Public Health - NIPH).

The management structure is built around the Coordinating Centre and a core Steering Committee which oversees, reviews and advises the project results according to the Consortium Agreement, project strategies and plans. The Steering Committee is chaired by the Project Coordinator, and has one representative from each of the consortium partners.

Below this, the Executive Board acts as the central management team and has the responsibility for strategic decision-making and to monitor and ensure the progress in the project activities according to the project plan, planned deliverables and milestones.

Figure 1 - Consortium structure



Work Package 9 is primarily responsible for the operation of the Dissemination Plan and the implementation of the procedures described in the Plan. Work Package 9 is led by the International Association for the Study of Obesity (IASO), now known as the World Obesity Federation (WOF).

6.1 Project support office

Folkehelseinstituttet (NIPH) is the Project Support Office for the CO-CREATE project. Its tasks include:

- monitor and evaluate overall progress and timely completion of the deliverables on budget;
- financial and legal management of the project;
- establish a Science, Policy and Ethics Advisory Board;
- establish communication routines within and outside of the project;
 - arrange conference calls or meetings with EB
 - arrange and facilitate live meetings with EB and PSC
 - support the facilitation of WP-specific meetings in the regular in person meetings
 - develop and maintain a functional website and file-sharing facilities, suitable for storing and exchanging documents;
- ensure ethics, good research practice, gender dimension and youth involvement;
- store and results retrieved from all Work Packages;
- monitor the financial management of the entire project;
- communicate and report to the European Commission.

6.2 Project Steering Committee

The Project Steering Committee (PSC) is the main decision making body of the CO-CREATE project. The Committee is chaired by the Project Coordinator (Prof Knut-Inge Klepp, of NIPH), and the members of the Board are the team leaders from each of the partners of the Consortium.

The tasks of the Steering Board include:

- Monitor project progresses, achievements and costs.
 - Technical and business direction of the project.
- Prepare contract changes (budget, resources, plans, etc).
 - Amendments to the description of work and effort allocation.
 - Specific contractual issues with the EC.
 - Policies for promotion and exploitation of results.
- Resolve problems that have a potential impact on project strategies, resources and achievement of planned objectives, definition of the necessary contingency plans.
- Review the declaration of know-how and/or knowledge.
- Resolve conflicts on issues that have an impact on strategies and objectives.

6.3 Executive Board

The Executive Board (EB) acts as the central management team and has the responsibility for strategic decision-making and to monitor and ensure the progress in the project activities according to the project plan, planned deliverables and milestones. The EB is chaired by the Project Coordinator (Prof Knut-Inge Klepp, of NIPH) and consists of WHO, the Deputy Project Coordinator (Harry Rutter), and one representative from each WP.

The EB has decision-making responsibilities on the following issues:

- Setting the scientific agenda based on the monitoring of the overall course of the project, including major deviations in the course, objectives and/or financial activities that require consulting with the European Commission and amendments to the contract with the Commission.
- Setting agenda, prepare and organise EB and PSC meetings, as well as meetings with the Scientific and Political Advisory Board (see below).
- Monitor the inter-WP alignment and progress to achieve the overall CO-CREATE project objectives
- Monitor project activities towards the specific deliverables and objectives of WPs, including deliverables and milestones
- Drafting reports, other documents and forms required by the agreement with the Commission
- Inform and report the PSC of any major modifications and/or deviations in deliverables and tasks, and propose appropriate measures
- Advise and propose PSC on corrective measures towards in case contingencies occur
- Liaising with external stakeholders
- Project risks management, including monitoring of compliance to ethical requirements, addressing risk factors and implementing mitigation strategies

7. CO-CREATE communication identity

Communications and products should identify the CO-CREATE project.

The core messages should be conveyed in communication products. In brief the core message is ***‘Co-creating obesity policy with youth’***.

In further detail, the core message is: ***CO-CREATE is a research project which will engage with young people to create, inform and disseminate policies to tackle obesity in their age group. The project will use a societal systems approach to understand how factors associated with obesity interact at various levels. The project focuses on adolescence as a crucial age-group with increasing autonomy and soon to be the next generation of adults, parents and policymakers, and thus important agents for change. CO-CREATE aims to involve and empower adolescents and youth organizations to foster a participatory process of identifying and formulating relevant policies, assessing the options with other private and public actors, promoting relevant policy actions and developing tools and strategies for implementation. Large-scale datasets, policy monitoring tools and analytic approaches will be combined to provide new efficient strategies, tools and programmes for promoting sustainable and healthy behaviours.***

Communication products should always carry the acknowledgement and disclaimer as follows:

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 774210.

This document reflects only the authors’ views and the European Commission is not responsible for any use that may be made of the information it contains.

The website is established at the following URL: <http://www.co-create.eu>. The content of the website is discussed in the sections below on dissemination.

Brand guidelines have been developed and are available on the CO-CREATE sharepoint site. These include instructions on use of logos, images, fonts and graphics, and also have templates for reports and posters available.

A template powerpoint presentation to be used when presenting on the project is also included on the sharepoint site.

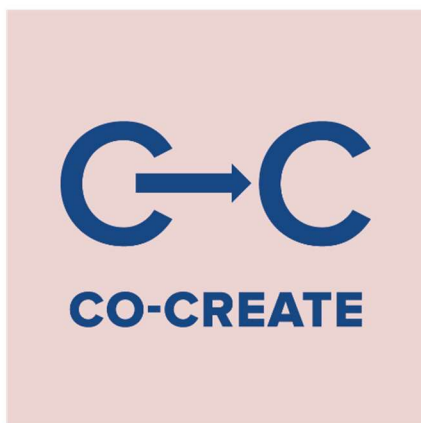
Copies of logos and further instructions on their use can be found in the CO-CREATE brand guidelines, which are available on the CO-CREATE sharepoint site.

Communications about the CO-CREATE project, including posters and presentations at conferences, media statements and in-house newsletters and magazines, should carry the logo of the CO-CREATE project and the emblem of the European Union with the appropriate text. Communications may also carry the identity and logos of the institution issuing the communication.



The CO-CREATE logo is shown here (next page). Copies of the logo in high resolution can be found on the sharepoint site, or can be requested from the CO-CREATE project coordinator.

Figure 2. CO-CREATE logo



Use of the European Union emblem should be in compliance with the instructions given at http://ec.europa.eu/research/pdf/eu_emblem_rules_2012.pdf. Versions for reproduction are available at http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm and instructions for creating the emblem are at <http://publications.europa.eu/code/en/en-5000100.htm>.

The European Union emblem should be accompanied by the acknowledgement shown above in type face Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana. The type should only be in black, white or reflex blue (the colour of the blue in the emblem).

Figure 3. European Union flag



Note that the European Commission emblem (showing the Berlaymont Building) is not appropriate for CO-CREATE project publications.

8. CO-CREATE internal dissemination

Folkehelseinstituttet (NIPH) is accountable to the European Commission and takes overall responsibility for the project deliverables.

All CO-CREATE partners are responsible for deliverables as outlined in the Work Package descriptions in the Grant Agreement, Annex 1 Description of Work.

The lead partner of each Work Package is accountable to the Coordinator for the deliverables of the Work Package.

The main tools for communication about CO-CREATE are the face-to-face Steering Board meetings and meetings between partners, Sharepoint page, internet-enabled (Skype or equivalent) conferences, telephone conference calls, commercial file exchange (Dropbox or equivalent), and e-mails.

The Coordinator (Folkehelseinstituttet) is responsible for the communication and organisation of the internal meetings and teleconferences of the project. The CO-CREATE partner in the country where the meeting will be held will support the Coordinator in the practical arrangements (location, logistics, etc.). The Coordinator will prepare and distribute meeting agendas and minutes.

8.1 CO-CREATE electronic communications

Emails: These will be used extensively for communication between partners during the course of the project. Emails between partners should copy in the CO-CREATE Coordinator.

Newsletter: While primarily aimed at an external audience, the CO-CREATE newsletter will be a useful way to share information with consortium partners as well. Partners will sign up using the same link as external contacts: <https://www.fhi.no/en/studies/co-create/newsletter/>

Shared documents: Folkehelseinstituttet have developed a Sharepoint site for file-sharing between partners.

All research data collected and shared by partners within and between Work Packages should be considered confidential. All data must be anonymised prior to data sharing.

The confidentiality of data extends to all information supplied for the purposes of the WPs by individuals, but not to data that is otherwise publicly accessible, e.g. health statistics information for a population group. All data collection, processing and storage activities must comply with relevant national or EU legislation, including the EU General Data Protection Regulation (GDPR) legislation (EU2016/679).

If there is any doubt about the appropriateness of data or information sharing between partners, the receiving partner(s) should assume that the data is confidential unless explicitly informed otherwise by the providing partner. It is then the responsibility of the receiving partner to maintain the



confidentiality of the data that has been shared. Shared data must not be used for any purpose other than for running the project and meeting the project deliverables.

9. CO-CREATE external dissemination

9.1 Scientific dissemination

The potential authors for scientific papers, presentations and posters, should in the first instance send their proposals to the Coordinator (Folkehelseinstituttet) who brings it to the attention of the Steering Committee for approval.

Methods for reaching agreement on the **titles and content of proposed papers and rules of authorship** are dealt with in the documents *CO-CREATE Consortium Agreement* and *CO-CREATE Publication Rules*.

In this section we discuss wider dissemination of scientific papers and scientific presentations to the wider community beyond the primary scientific audience being addressed. In practice, that means considering here the procedures for **dissemination to professional bodies and organisations and to the media and the general public**.

9.1.1 Dissemination of scientific papers:

The process for dissemination of scientific papers is as follows:

1. Authors prepare, submit and revise their manuscripts
2. Paper accepted for publication
3. Authors send copy of accepted manuscript to WP9 leader (World Obesity Federation) and to CO-CREATE Coordinator (Folkehelseinstituttet)
4. When published, authors circulate reprints (PDFs) to CO-CREATE project partners and scientific advisers
5. WP9 leader disseminates information on the paper (or reprint, subject to copyright) to the CO-CREATE network and other relevant organisations and individuals
6. The CO-CREATE Coordinator places information about the published paper and a link to the open access paper on the CO-CREATE website

As per the project grant agreement, each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

1. as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
2. ensure open access to the deposited publication — via the repository — at the latest:
 - i. on publication, if an electronic version is available for free via the publisher, or

- ii. within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
3. ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- i. the terms “European Union (EU)” and “Horizon 2020”;
- ii. the name of the action, acronym and grant number;
- iii. the publication date, and length of embargo period if applicable, and
- iv. a persistent identifier.

9.1.2 Dissemination of scientific posters and presentations:

1. Authors prepare and submit abstracts of presentations / posters
2. Presentations / posters accepted for presentation
3. Authors send copies of abstracts to WP9 leader (World Obesity Federation) and to CO-CREATE Coordinator (Folkehelseinstituttet)
4. If the presentations / poster wins an award, authors notify WP9 leader (World Obesity Federation) and to CO-CREATE Coordinator (Folkehelseinstituttet)
5. The CO-CREATE coordinator places information about the presentation / poster on the CO-CREATE website

9.2 Non-scientific dissemination

This section outlines the processes and procedures used in the CO-CREATE project to disseminate the findings of the project to interested persons outside the scientific community.

9.2.1 Dissemination targets and approaches

Table 1 shows examples of the potential audiences for disseminated materials, and the approaches that might be considered useful.

Table 1: Examples of dissemination targets and approaches

Disseminated to...	Key messaging	Approaches
Health professionals, including public health workers, health promotion specialists, public health nutritionists, fitness industry workers	<p>Childhood obesity is a critical problem which needs to be addressed, and the findings and outputs of this project can help to do this.</p> <p>To act on the CO-CREATE project by including our findings in their professional practice (including clinical, where applicable), policy-</p>	<p>Articles, editorials, commentaries in professional journals</p> <p>News items in professional newsletters and bulletins</p> <p>CO-CREATE partners’ professional-facing social media (e.g. LinkedIn, Twitter, Research Gate)</p>

	<p>development, and interactions with the general public.</p> <p>To help us disseminate our findings to their networks.</p>	<p>CO-CREATE website material with open access</p> <p>CORDIS and other EU-sponsored research services</p> <p>Leaflets, other materials and networking at conferences and events</p>
Adolescents and young people	<p>We believe that involvement of young people and adolescents is important to creating policies which meet their needs.</p> <p>Our research and resulting findings have involved young people throughout, and they are therefore more applicable to them than policies which they may have experienced in the past.</p> <p>If applicable, that we would like you people to be involved in this project and are looking for participants.</p>	<p>WP9 dissemination of media releases to news agencies and news services</p> <p>News items in relevant publications, newsletters and bulletins</p> <p>News items with other relevant NGOs and public-facing organizations</p> <p>CO-CREATE partners' public-facing social media (e.g. LinkedIn, Twitter, Research Gate)</p> <p>CO-CREATE website material with open access</p> <p>CO-CREATE partners press and media offices and information dissemination services</p>
Non-governmental organisations for health, consumers, fitness and lifestyle health promotion	<p>Childhood obesity policy development needs to involve young people and have a societal systems approach.</p> <p>To include findings and outputs from CO-CREATE in their policy development activities.</p> <p>To help us disseminate our findings to their networks.</p>	<p>Public news media</p> <p>NGO network newsletters and bulletins</p> <p>Presentations and posters at relevant events and conferences</p> <p>Funding agency newsletters and bulletins</p> <p>CO-CREATE website material with open access</p>

		Leaflets, other materials and networking at conferences and events
Policy-makers and officials, including national policy-makers and programme developers, local health authorities and service providers, national agencies, and policy-makers in European Commission and European Community agencies. To include government officials working in health, treasury, education, agriculture and transport.	<p>Childhood obesity policy development needs to involve young people and have a societal systems approach.</p> <p>Our findings offer evidence-based solutions for policy development and implementation.</p> <p>To include findings and outputs from CO-CREATE in their policy development activities.</p> <p>To help us disseminate our findings to their networks.</p>	<p>Contributions to policy meetings (e.g. European Platform on Diet and Physical Activity)</p> <p>Dissemination and advocacy at official WHO, UN and other relevant body events</p> <p>Presentations and posters at relevant events and conferences</p> <p>Public news media</p> <p>Articles, editorials, commentaries in professional journals</p> <p>News items in professional newsletters and bulletins</p> <p>CO-CREATE website material with open access</p> <p>EU-sponsored news and information services</p> <p>Leaflets, other materials and networking at conferences and events</p>
General public and national and international public-facing media agencies.	<p>Childhood obesity is a critical problem which needs to be addressed, and the findings and outputs of this project can help to do this.</p> <p>Our findings offer evidence-based solutions for policy development and implementation.</p> <p>Our research and resulting findings have involved young people throughout, and they are therefore more applicable to them than</p>	<p>WP9 dissemination of media releases to news agencies and news services</p> <p>CO-CREATE partners press and media offices and information dissemination services</p> <p>CO-CREATE partners' public-facing social media (e.g. Facebook, Twitter, Research Gate)</p> <p>CO-CREATE website material with open access</p>

	<p>policies which they may have experienced in the past.</p> <p>To encourage to lobby policy-makers to consider the findings of the project.</p>	
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9.2.2 CO-CREATE website

The project website is the primary vehicle for public-facing dissemination and is established at the following URL: www.co-create.eu. The CO-CREATE website will provide a first point of contact for many members of the general public as well as for professionals and others seeking information about the activities being undertaken in the CO-CREATE project. It will include a library of both resources created by the project and externally which are relevant to childhood obesity. It also includes information about all project deliverables and responsible partners. The website will also direct people to the project’s social media channels and give contact information.

The CO-CREATE project website is coordinated by the Coordinating Centre (Folkehelseinstituttet) and includes key information on the project that all levels of stakeholders can access. It will be a repository for the project’s findings and results and therefore an important tool for the project’s interaction with the public. A determined effort will be made to present information in a manner that can be understood by members of the public. The portal will also publicise opportunities for public and stakeholder participation in the projects’ discussions, events and activities as appropriate.

The project website will be maintained for at least one year after the end of the project in order to continue contributing to the project’s dissemination and impact.

Figure 2. Selection of pages from the CO-CREATE website



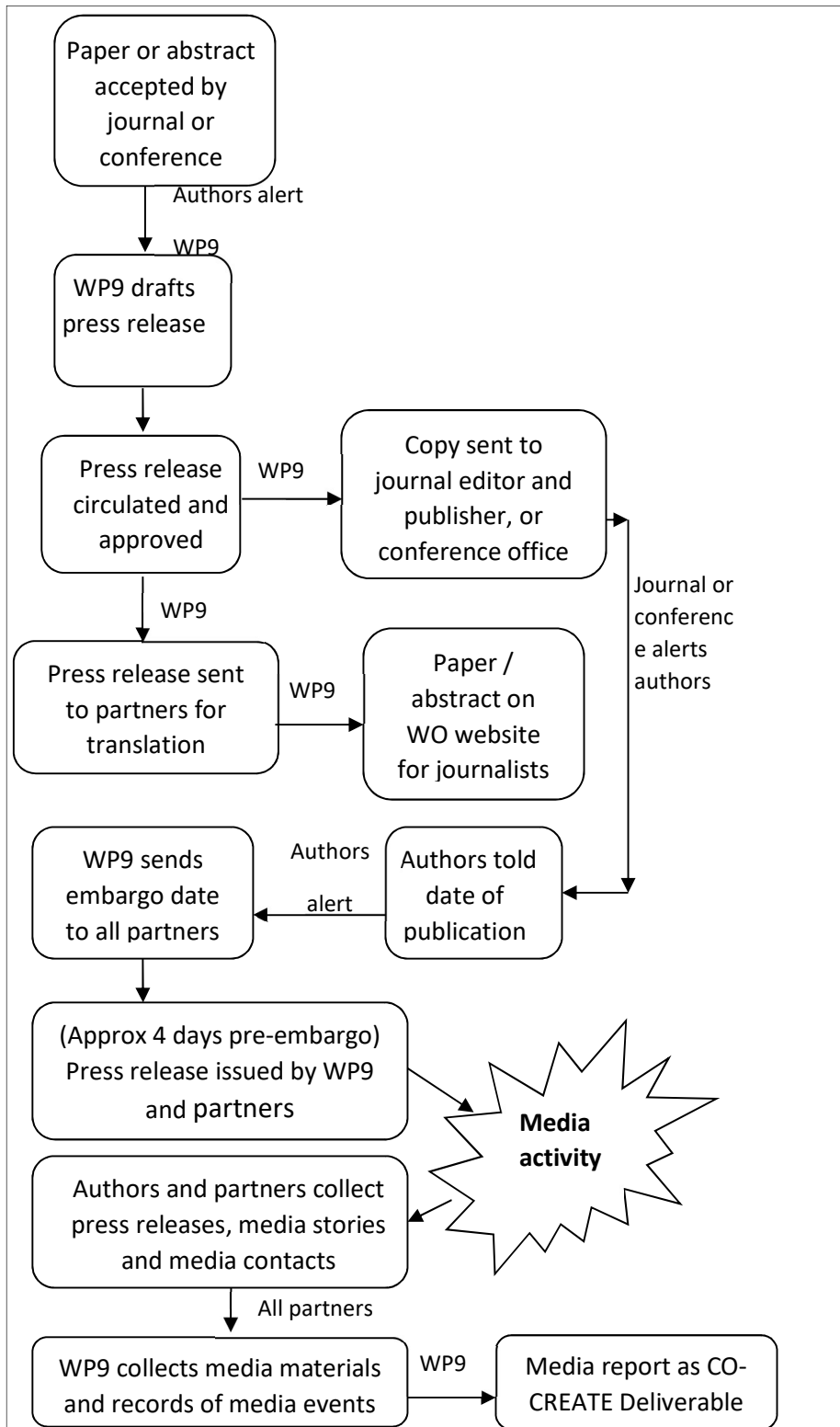
9.2.3 News releases

News releases and other media alerts are issued to journalists, press agencies and media contacts. The theme of the press releases will be linked to the publication of significant scientific publications and presentations. The strategy is as follows:

1. On the basis of the pre-publication manuscript (or pre-conference abstract), WP9 drafts a press release and makes proposals for extracted information, lead author's quotes and Principal Investigator's quotes.
2. Authors and Coordinator comment on draft press release.
3. After iterations of the press release, the authors and Coordinator approve the press release
4. WP9 arranges for a copy of the pre-publication manuscript (or pre-conference abstract) to be placed on a non-linked website page, to be available to journalists prior to publication.
5. Approved press release is circulated to authors and other Work Package leaders.
6. Authors and Work Package leaders arrange for their institutions' media offices to translate the press release and to be prepared to issue the press release when publication date is known.
7. WP9 contacts journal publisher and editor-in-chief to alert them to the intention to issue a press release relating to one of their papers, WP9 alerts the organiser and press office of a conference of the intention to issue a press release relating to one of their presentations.
8. Authors inform WP9 of date of publication of paper or date of presentation of a poster or paper at a conference, at least one week prior to the event.
9. WP9 alerts all authors and Work Package leaders and Coordinator of date of publication and proposes a date of issue of the press release. The issue date should be approximately 4 days prior to the publication of the paper or presentation of a paper or poster at a conference.
10. WP9 distributes press release to international journalists, with embargo date set for day of publication of paper or date of presentation at a conference. Press release is also sent to journal editor-in-chief and journal media office.
11. Journal press offices may issue press releases: authors send copies of press release to WP9
12. If conference press offices issue press releases, authors send copies to WP9.
13. Authors collect examples of all media reports that come to their attention.
14. Authors send examples of media reports and other media activities to WP9.
15. Information about publication and link to it are placed on the CO-CREATE website.

These steps are shown diagrammatically on the following page.

9.2.4 Schematic flowchart for media strategy



9.2.5 Newsletters

Newsletters provide an additional means of communicating with the general public, relevant professionals and the public media. One or two Newsletters may be produced each year, highlighting CO-CREATE activities. Steps in the formation and dissemination of the CO-CREATE Newsletter are as follows:

1. Coordinator of CO-CREATE or a CO-CREATE partner alerts WP9 to an event or activity of CO-CREATE which may merit a Newsletter and includes this in the sharepoint newsletter content table.
2. WP9 or relevant partner drafts text for a newsletter based on the event or activity materials.
3. Relevant partners comment on and approve the text of the newsletter.
4. WP9 distributes the CO-CREATE Newsletter to all signed up to the newsletter via the CO-CREATE website.
5. Partners may forward the CO-CREATE Newsletter to their media offices where appropriate.

9.2.6 Social Media

Press releases and other news must be disseminated through social media such as Twitter and LinkedIn. CO-CREATE partners and partners' institutions should be encouraged to disseminate positive stories about the CO-CREATE project when appropriate. When partners use social media to disseminate CO-CREATE news a common hashtag should be used by all i.e. #CC4EU. Linking other partners (for example @WorldObesity) into the tweet will also help alert others to the news and allow them to disseminate the news more widely.

All tweets should also include @EU_H2020 and #ResearchImpactEU where possible.

CO-CREATE has a Twitter account with the handle @EU_COCREATE. This is managed by World Obesity Federation. CO-CREATE partners and partners' institutions should send anything to feature on Twitter to World Obesity Federation.

The CO-CREATE website will provide a first point of contact for many members of the general public as well as professionals and others seeking information about the activities being undertaken in the CO-CREATE project.

The open access area of the CO-CREATE website will contain pages and hyperlinks for different stakeholders and may include the following:

- Project goals, results and implications for the general public, in the languages of the partners' participating countries
- Examples of the types of data collected by the CO-CREATE partners
- Project published results (subject to copyright laws)
- CO-CREATE public-facing Deliverables
- Key recommendations based on the CO-CREATE results where applicable



10. External dissemination actions for the CO-CREATE project

Table 2 shows some examples of the actions available for dissemination of the CO-CREATE project results.

Table 2: Examples of dissemination actions for the CO-CREATE project.

Area	Audience	Examples of dissemination activities	Examples of publications/dissemination avenues	Examples of what would be included
International	Scientific	Publication in peer reviewed international journals	Write papers for e.g: <ul style="list-style-type: none"> • <i>Obesity Reviews</i> • <i>Paediatric Obesity</i> • <i>Journal of Behavioural Nutrition and Physical Activity</i> • <i>Journal of Public Health Management and Practice</i> 	Evaluation of data quality, reviews of use of data for health service management.
			Write editorial for e.g. <i>British Medical Journal</i>	Overall approach: systems thinking and youth involvement.
		Presentations in conferences and meetings	Submit abstracts to e.g: <ul style="list-style-type: none"> • European Congress on Obesity • European Health & Fitness Forum 	Powerpoints or Posters on the CO-CREATE approach, on involvement of youth and use of data.



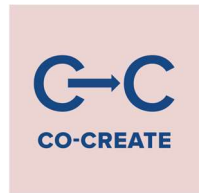
		Presentations and written communications to European networks of professionals especially in health and those working with young people.	<p>Submit proposals and papers to e.g:</p> <ul style="list-style-type: none"> • International Union for Health Promotion and Education • International Health, Racquet & Sportsclub Association 	<p>Intervention design and components</p> <p>Summary of review of technologies</p> <p>CO-CREATE results and evaluation</p>
	Policy-makers	<p>Policy briefings</p> <p>Position statements</p> <p>Academic papers</p>	<p>Write papers for e.g:</p> <ul style="list-style-type: none"> • <i>Obesity Reviews</i> • <i>Paediatric Obesity</i> • <i>Journal of Behavioural Nutrition and Physical Activity</i> • <i>Journal of Public Health Management and Practice</i> <p>Publish our own positions/briefings and disseminate through media and social media</p>	<p>Policy recommendations on:</p> <ul style="list-style-type: none"> • Policies specifically targeting adolescents • Policy-amenable drivers of adolescent obesity
	Media	Press releases and opportunities to contact CO-CREATE Principal Investigator	<p>Distribute to press:</p> <ul style="list-style-type: none"> • World Obesity Federation international press lists 	<p>Press releases tied to event :</p> <p>- Publication of major scientific paper and other outputs</p>



			<ul style="list-style-type: none"> • Scientific conference press rooms • International professional organisations’ press lists • Scientific journal press office 	- Presentation at international event
	Public	<p>Open access publication of press releases, news stories and CO-CREATE materials.</p> <p>Production of <i>CO-CREATE Newsletters</i></p>	<p>Make easily available through the front pages of the CO-CREATE project website</p> <p>Disseminate with social media: LinkedIn, Twitter etc.</p>	All public-facing materials
Regional, national and local	Scientific/ Professional	Publication in peer reviewed national and regional journals	<p>Submit papers to e.g:</p> <ul style="list-style-type: none"> • <i>The Journal of the Norwegian Medical Association</i> • <i>British Journal of Sports Medicine</i> 	Youth orientated policy design and implementation
		Presentations in national and regional conferences and meetings	<p>Submit abstracts and papers to e.g:</p> <ul style="list-style-type: none"> • UK Active Summit • Association for Young People’s Health (UK) 	



	Media	Press releases and opportunities to contact local CO-CREATE Consortium partners	<p>Distribute to press:</p> <ul style="list-style-type: none"> • Consortium partners' institutional media offices • Scientific conference press rooms • National professional organisations' press lists • Scientific journal press office 	<p>Press releases tied to event:</p> <ul style="list-style-type: none"> - Publication of scientific paper - Presentation at national or local event
	Public	<p>Open access publication of press releases, news stories and CO-CREATE materials.</p> <p>Production of <i>CO-CREATE Newsletters</i></p>	<p>Make easily available through the front pages of the CO-CREATE project website</p> <p>Disseminate with social media LinkedIn, Twitter etc.</p>	All public-facing materials



11. Conclusion

This document provides a plan for the dissemination, exploitation and communication of the activities and results of the CO-CREATE project, in fulfilment of Work Package 9, which has the purpose to raise awareness of the project results among the main relevant stakeholders: including health professionals, the scientific community, the media and the public at large.



Annex A: Exploitation plan

Exploitation plan

CO-CREATE will produce a variety of valuable outputs, which will be of use to a range of stakeholders. The outputs include, but are not limited to, websites, policy frameworks, policy summaries, youth alliances, dialoge fora, theoretical models, scientific papers, presentations, printed materials, and newsletters. The present Exploitation plan is designed to ensure that the impacts of the results and outputs from CO-CREATE are fully maximised both during the project and after the project's completion. The exploitable outputs will be of use to a variety of audiences and therefore this plan will include an analysis of the target end users and potential areas for exploitation. Of particular importance in the case of CO-CREATE will be ensuring the translation of the results for two target groups: young people and policy-makers.

Anonymised survey data and national policy plans will be made available free of charge through a website managed by the Norwegian Research Data Centre, which specialises in open sharing of national and international research data. The data can be downloaded for continued analysis offline on a personal computer, and analysis will also be possible online through an integrated platform, that also allows for graphic production. This way the open access data are easily accessible to policy-makers, teachers, health services, journalists and young people themselves. Thus the data and the adolescent perspective on obesity can continue to influence development of national and international policies to prevent obesity.

Exploitation management

Work Package 9 (World Obesity Federation) is primarily responsible for the exploitation of CO-CREATE's results, and will work with the Coordinating Centre and other partners to ensure this takes place. Effective coordination by WP9 will include:

- The preparation of the Exploitation plan and any updates to the Consortium Agreement as appropriate;
- The coordination and implementation of exploitation activities;
- Assisting consortium partners with exploitation activities;
- Monitoring the use of resources for exploitation.

WP9 should be kept informed by all consortium partners of relevant project activities in order to ensure they are aware of any potential exploitable results or project outputs. All consortium partners

have an obligation to assist WP9 in the dissemination and exploitation of project outputs where possible.

WP9's contact details are:

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Target end users and potential exploitation avenues

Target end users for project exploitation include those identified above for dissemination during the project. These include policy-making officials in local and national governments, in EU institutions and platforms, the OECD and World Health Organization offices. In addition, an important group which CO-CREATE will focus on for exploitation will be commercial and social enterprises.

The table below gives details on the foreseen end users of the project outputs and the intended impact of exploitation activities.

Table 3: Target end users and intended impact of exploitation activities

End User	Desired impact	Potential exploitation avenue
Policy-makers, European Commission, OECD and World Health Organization	<p>Use the results to ensure effective engagement of young people in their own health.</p> <p>Use the results of the project to inform effective policy-making at local, national and European levels for policies to counter the rise of childhood obesity in Europe.</p> <p>Use the results to inform future EU/other childhood obesity/public health projects.</p> <p>Use the results to inform related potential prevention services, including family support services, school and pre-school educational services, and local authority recreation and community development services.</p>	<p>Policy toolkits</p> <p>Scientific papers</p> <p>Frameworks/models created by the project</p> <p>Scientific presentations</p> <p>Materials created by the project – infographics, brochures, posters</p> <p>Media releases, interviews, videos</p>



		<p>Website</p> <p>Contact with consortium partners</p> <p>AGORA: the EU public health policy and information website</p> <p>The EU Platform on Diet, Physical Activity and Health</p> <p>The World Health European Regional Office</p>
<p>Scientific community</p>	<p>Interest and use of the scientific outputs of the project for their own research.</p> <p>Encourage involvement of young people in academic work.</p>	<p>Scientific papers</p> <p>Scientific presentations</p> <p>Frameworks/models created by the project</p>



		<p>Policy toolkits</p> <p>Dialogue fora and stakeholder meetings</p>
<p>Young people</p>	<p>To involve them in policy-making that directly affects them.</p> <p>To engage them in healthy lifestyles.</p>	<p>World Obesity Federation’s youth-facing website</p> <p>CO-CREATE project website</p> <p>Materials created by the project – infographics, brochures, posters</p> <p>Dialogue forum model</p>
<p>Professional / civil society</p>	<p>Use the results to inform future EU/other childhood obesity/public health projects.</p> <p>Encourage the involvement of young people in future projects and policy-making.</p> <p>Use the results to inform related potential prevention services, including family support services, school and pre-school educational services, and local authority recreation and community development services.</p>	<p>Policy toolkits</p> <p>Scientific papers</p> <p>Scientific presentations</p>



		<p>Materials created by project – infographics, brochures, posters</p> <p>Media releases, interviews, videos</p> <p>Website</p> <p>Policy workshops and stakeholder meetings</p>
Health care professionals	Use the results of the project to inform their clinical and non-clinical practice where necessary.	<p>Scientific papers, leading to changes in policy and practice</p> <p>Briefing papers relevant to professional guidelines</p> <p>Webinars open for all stakeholder participants</p>
Media	To inform stories and media regarding obesity in Europe.	<p>Press releases</p> <p>Contact with consortium partners</p>
General public	To stay informed about European policies affecting them and their families.	Website



		Materials created by the project – infographics, brochures, posters
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Areas of exploitation in CO-CREATE

The below table is a non-exhaustive list of specific exploitable outputs from CO-CREATE.

Table 4: Examples of exploitable outputs in CO-CREATE

Exploitable output	Output owner	Target audience(s)	Exploitation plan in brief
Physical activity policy database	World Cancer Research Fund International	Policy-makers, academics, media	To feature on WCRFI website alongside and interacting with their NOURISHING database. WCRF will update this as appropriate over time. Partners to continue to use and refer to database as appropriate.
Updating of NOURISHING policy database	World Cancer Research Fund International	Policy-makers, academics, media	Update online database and linking to new physical activity database. Partners to continue to use and refer to database as appropriate.
Youth-facing website	World Obesity Federation	Young people, parents, general public	WOF will continue to manage and exploit this website beyond the project period. CO-CREATE youth alliances and outputs are to feature on the site, along with other information on obesity aimed at children and young people. WOF will communicate this through their various channels during and beyond the project period.
Model for Dialogue Forum	EAT	Civil society, policy-makers, H2020 projects	A set of recommendations for how to establish multi-actor dialogue forums and a report putting the findings of the project in a greater policy and co-creation context will be developed (D6.6). This model can be used by other organisations to set up similar dialogue for a, learning any relevant lessons of the process from CO-CREATE.
Childhood obesity system maps for Europe	London School of Hygiene and Tropical Medicine	Policy-makers, academics, other H2020 projects, civil society	The systems maps and associated reports and recommendations developed as a part of WP4 will provide a useful resource for policy-makers and other academics working in the field of childhood obesity policy. These will be disseminated and

			exploited widely both during and after project completion.
Policy briefs on current literature and existing databases and on effective strategies targeting adolescents	Norwegian Institute of Public Health	Policy-makers, academics, other H2020 projects, civil society	The two policy briefs will be shared widely for stakeholders to use in their projects, papers and wider policy work. Policy-makers will be able to draw on this evidence when designing effective policies.

Intellectual property rights

This exploitation plan should be read in tandem with D9.3 – CO-CREATE Intellectual Property Rights (IPR) Strategy. The IPR strategy document gives information on ownership of exploitable outputs; access rights; post-project obligations and more.

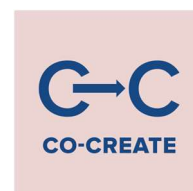
Exploitation risks and mitigations

The table below includes a summary of foreseen risks and actions which will be taken to mitigate for them.

Table 5: Foreseen risks and mitigating actions

Risk	Likelihood	Impact	Mitigation
Lack of engagement from young people in project leads to deliverables not relevant.	Medium	High	Ensure PRESS (Organized Youth consortium partner) are genuinely involved throughout, including in important decision-making.
Lack of interest from young people in findings and outputs from the project.	Medium	Medium	Ensure outputs are translated into formats accessible and easy-to-understand by young people. Ensure PRESS are involved throughout to ensure outputs are relevant.

Media dissemination of results is not adequate.	Low	High	Use of media and press agencies for access to media professionals. Use of World Obesity Federation membership lists (subject to GDPR). Use of all consortia partners' social media accounts.
Tools, toolkits and models are overly complex.	Medium	Medium	Complexity is a recognised issue in public health prevention. Policy-making organisations will be encouraged to understand the key findings and the value of the tools and models. Guidance in their use will be included in dissemination materials.
Opposition from the private sector.	Medium	Medium	Provide robust evidence and predict where opposition may arise in order to plan for it.

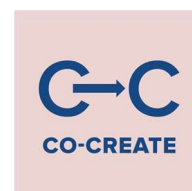


Annex B: World Obesity Federation general dissemination plan for media statements and briefings

This Annex provides an example of the media dissemination approach taken by the World Obesity Federation when it issues a press statement or launches a briefing paper.

Table B.1: World Obesity Federation general dissemination plan for media statements and briefings

Media Statement			
Dissemination method	Description	Examples	Reach
Press	Email the media statement to press contacts for publication (will be embargoed for a designated press day)	Media and press contact lists that cover chronic disease, health and health education, physical activity, food and food marketing, children families and schools, advocacy and consumer protection.	~50,000 media contacts (local, national, international, and media agencies)
WO website pages	Promote the media statement and briefing on the website	Homepage	
		News Centre	
		Press releases	
WO Newsletters	Include an alert in regular WO communications	Monthly	30,000
		WO member organisations	50
Social media	Share the release via social media accessible to WOrld Obesity Federation	LinkedIn WO Group	2,244 members of WO group
		LinkedIn news feed	2,244 members of WO group
		Twitter	11,600 followers on WO account



Briefing for policy-makers			
Dissemination method	Description	Examples	Reach
WO website	Promote the new briefing on the website and include in list of WO publications	Policy resources	
		Homepage	
Mailing lists	Share the briefing with mailing lists accessible to the policy team, and invite them to share with their own lists	UK Health Forum and Sustain for inclusion in their news mailings	18
		Health ministers, legislators, UN delegations	
		WHO regional and HQ officers in NCDs, maternal and child health, physical activity and nutrition. Additional UN and related agencies (SCN, FAO, UNICEF, OECD, WB).	
Social media	Share the release via social media accessible to WO	Linked-In WO Group	2,244 members of WO group
		Linked-In news feed	2,244 members of WO group
		Twitter	11,600 followers on WO account

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