

D 6.4

# PORTFOLIO OF DISSEMINATION MATERIAL

WP 6: DISSEMINATION AND EXPLOITATION



Co-funded by the  
Erasmus+ Programme  
of the European Union



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## Project Information

**Project Acronym:** FOODI  
**Project full title:** MSc Course in Food Processing and Innovation  
**Project No:** 598987-EPP-1-2018-1-MY-EPPKA2-CBHE-JP  
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**Coordinator:** UTM  
**Project website** [www.foodi-project.eu](http://www.foodi-project.eu)

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## Reviewed by the FOODI Quality Board

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## **Executive Summary**

A portfolio of dissemination materials for MSc Foodi refers to a collection of various visual, textual, and multimedia resources designed and compiled to effectively communicate information about the program, and its initiative. This compilation serves as a comprehensive toolkit that enables targeted outreach, engagement, and awareness-building among diverse stakeholders. The portfolio encompasses a range of materials, such as brochures, flyers, banners, posters, presentations, videos, infographics, social media content, and more. Each material within the portfolio is strategically crafted to convey key messages, showcase benefits, highlight achievements, and provide relevant details to the intended audience. By offering a variety of mediums, the portfolio ensures that the information reaches stakeholders through channels that resonate best with them, enhancing the overall impact of the dissemination efforts.

### **1 Introduction**

The Portfolio of dissemination material with their visual identity is meant to give a new, enlarge sense to the verbal messages and it's an essential part of the communication strategy. The graphic identity by all its aspects – style, form, colour – individualizes, customizes, provides clarity and recognition. A consistent and comprehensive visual identity is very important in singling out the project result intended to be promoted. In European funded projects, visual identity is important for the dissemination of project results. Dissemination is the process of making the results and deliverables of a project available to the stakeholders and to the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

In FOODI project, the dissemination strategy is based on the fundamental principle of making available the added value of project outcomes, optimizing and strengthening their impact and integration both in their original systems and contexts as well as in new ones.

The present Portfolio contains a set of instructions, rules and recommendations of the visual elements of the FOODI project. The purpose of this document is to give a unified image of the FOODI project and to guide project partners in creating and using these visual elements. It will allow a fast and easy individuation of the project from the consortium level to the level of a wider, general public and audience.

The present Portfolio includes the design of the logo, templates in word and power point format, leaflets, newsletters, poster, website image, etc. as well as the guidelines for their use (typography, colours, etc).

### **2 The Portfolio**

#### **2.1 Logo**

The logo has the most important role in visual communication. It is the main graphic element in the identification and singularization of the project.



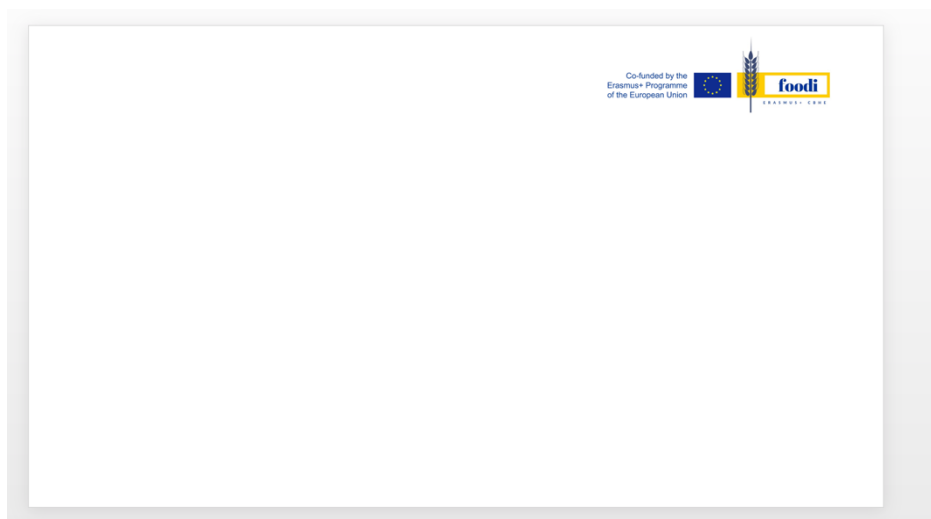
*Figure 1 Foodi Logo*

## **2.2 Word template**

When using documents created in a Word editing software, it is recommended to use the format as below. This template may be used for short articles and recommendations.

## **2.3 Power point template**

When using documents created in software to edit presentations, it is recommended to use the Power Point template.



*Figure 2: Power Point template*

## **2.4 Poster template**

During public events it is recommended to use the provided poster template. The recommended minimum dimensions are: A3 format (29,7 x 42 cm).



Figure 3: Poster template

## 2.5 Leaflet template



Figure 4: Brochure Template





Figure 5: Brochure template

Also, for the public events organized for promoting the project results it is recommended to use the provided leaflet template. The recommended dimensions are: A4 format (21 x 29,7 cm).

## 2.6 Official letter templates

For any official written communication with possible future Expert Advisory Board members it is recommended to use the available official letter template.

All the above-mentioned templates (Word- Power Point- Poster- Leaflet- Official Letter & Video) are available online to the internal partners' area of the FOODI project at: <http://www.foodi-project.eu/space/index.php/login>

## 2.7 Recognition of Commission funding and use of Erasmus + logo

The project's publications and results that are distributed must have the Erasmus + logo and the mention "Co-funded by the Erasmus+ Programme of the European Union" or "With the support of the Erasmus+ Programme of the European Union".

Co-funded by the  
Erasmus+ Programme  
of the European Union



Co-funded by the  
Erasmus+ Programme  
of the European Union

Figure 6: EU Logo

## 2.8 Disclaimer

For all diffusion and dissemination materials the following text must be inserted:

“The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”

The other EU official language versions of this text can be found at the following link: [https://eacea.ec.europa.eu/sites/eaceasite/files/multilingual\\_disclaimers\\_for\\_beneficiaries.pdf](https://eacea.ec.europa.eu/sites/eaceasite/files/multilingual_disclaimers_for_beneficiaries.pdf)

## 3 FOODI Website

The Website, as the main online communication channel, is the main dissemination tool for informing the general public about the project and partnership. It presents the project’s aims, objectives and activities, information about the learning process and learner’s experiences and activities.

In accordance with the Grant Agreement, the website for the action includes a description of the action, the contact details of the co-ordinator, the list of beneficiaries, mention of the European Union’s financial support with the relevant logo and access to the principal results, as and when they come available. Also, the project website directly links to the FOODI Virtual Learning Environment (VLE).

The website is developed by ReadLab and maintained by UTM and ReadLab. The website address is:

<https://www.foodi-project.eu/>

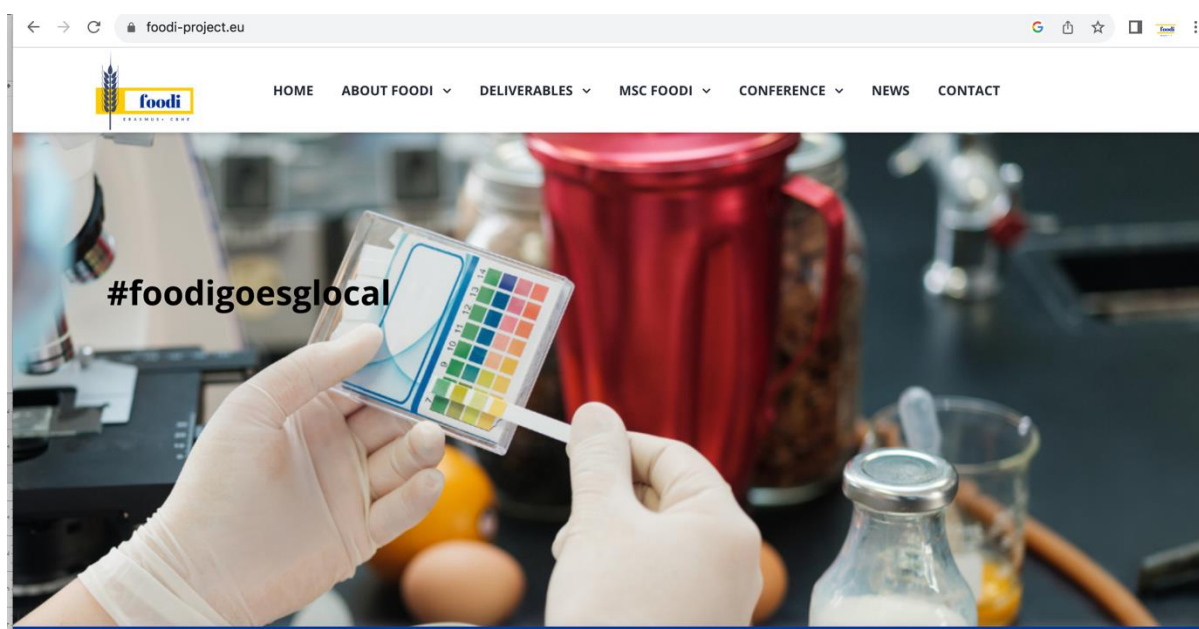


Figure 7: Website landing page

The website is structured as below:

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FOODI ERASMUS WEBSITE  
INFORMATION ARCHITECTURE

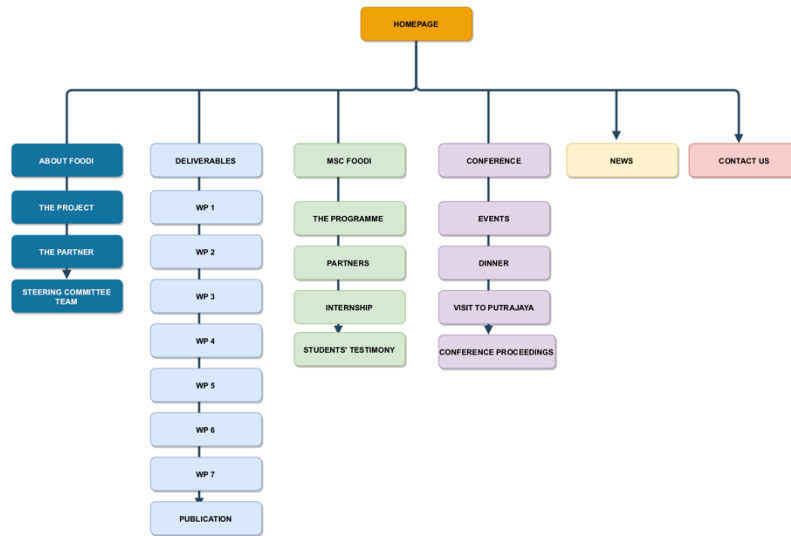


Figure 8: Information architecture

The website contains the following sections (underlined):

**Home**

This menu redirects the visitor to the FOODI homepage.

**ABOUT FOODI**

Under this section, information about the project is presented. This includes the description about the project, the partners involved and also the steering committee members.

**DELIVERABLES**

In this section, we share the findings from each deliverable to the public.

**MSc FOODI**

Information about the FOODI training, description of the modules and access to the FOODI VLE. We also have information regarding the programme structure, partners' university that offer MSc Foodi, internship programme and students' testimony.

For students' testimony, the video are linked from our YouTube account.

**CONFERENCE**

As one of the important deliverables in this project, we dedicated one menu for this event. In this tab, all information about the conference are shared- from call to paper until the final activity, which is the visit to Putrajaya. We provide a link to Deliverables page should readers wanted to know more about the final conference.

**NEWS**

News on the project (publications, interviews, presentation of FOODI project)

## CONTACT DETAILS

Contact details of the coordinator and message form

## SOCIAL MEDIA LINKS

Icons available that enable FOODI website visitors and content viewers to easily share FOODI content with their social media connections and networks.

Detailed description of the FOODI website is available in the D6.2 FOODI Website

## 4 Social Media

### 4.1 Facebook

<https://www.facebook.com/foodierasmus/>



Figure 9: FOODI Facebook page 2019

In the past 2020, Foodi Facebook page has 479 likes and 505 followers. We have posted 72 posts which include events stories, photo albums and links. Our Facebook page is often visited by our partners. The engagement and the interaction rate is high as exemplified in the image below (latest data extracted from Facebook insights):

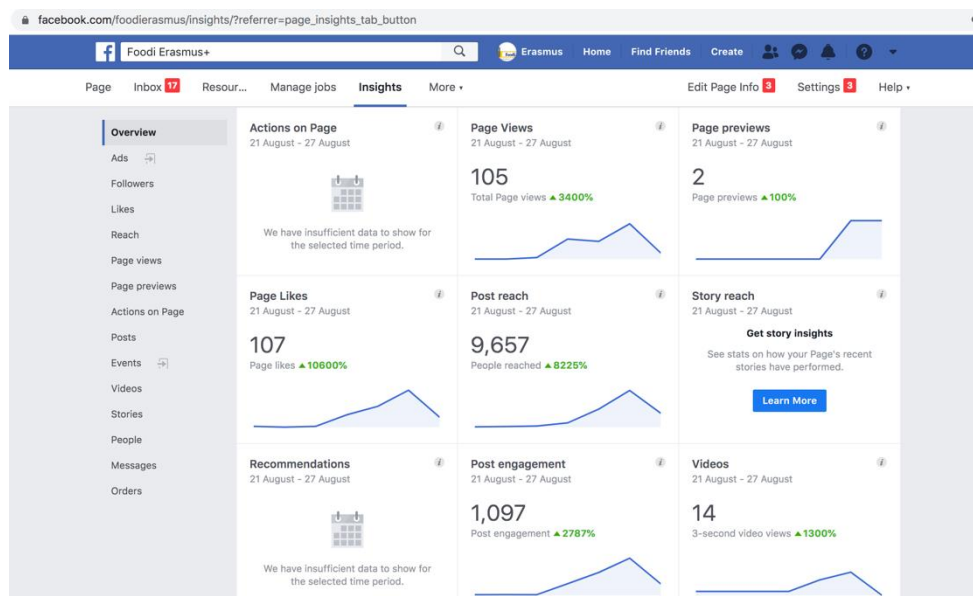


Figure 10: Insights of FOODI Facebook page

In 2022, we analysed the data from December 2020 until December 2022. The results on reach, likes and other engagement metrics are shown in Figure below:

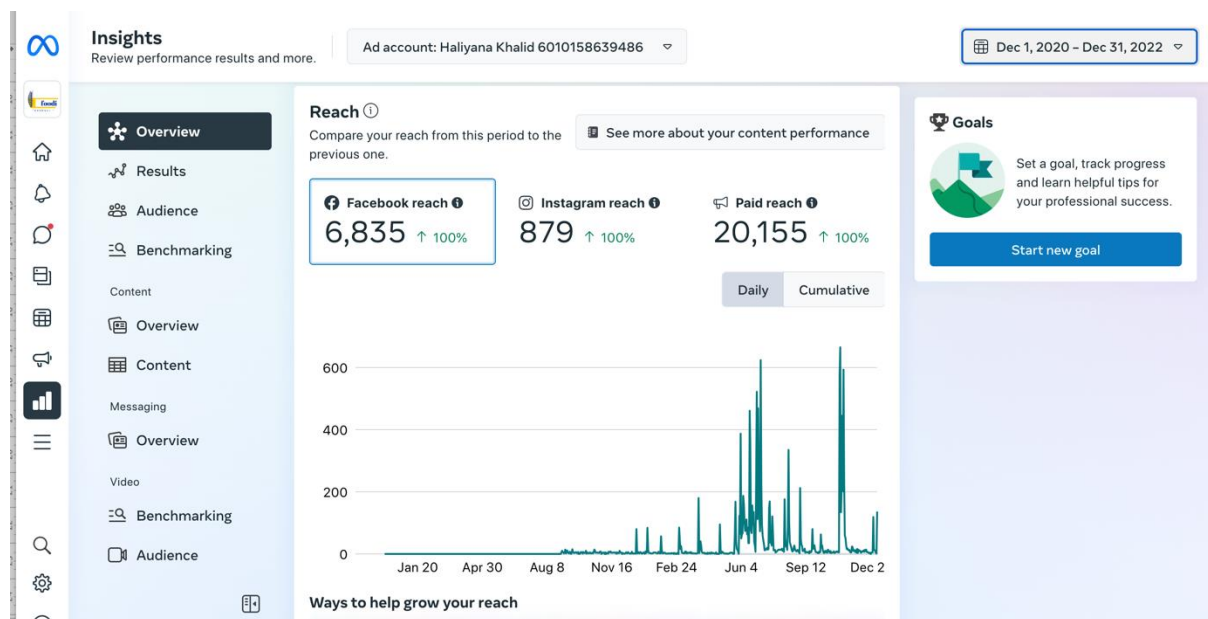


Figure 11: Latest insights garnered from FB and instagram page

The good performance from 2020 until 2022 are influenced by many activities shared on the platforms including on Foodi International Conference that had garnered high engagement from the viewers.

For Facebook, we have categorized our postings according to several hashtags as below:

- #foodilearn
- #foodipartners
- #foodimsc
- #foodiquotes
- #foodiexpert
- #foodirecipe

The total number of posts during the project are about 146 posts which include photo, video, link and share articles.

	Title	Date published	Reach	Engagements
<input type="checkbox"/>	As we are approaching 2023, let's look ... foodierasmus	Dec 31, 2022	60 Accounts Center acco...	--
<input type="checkbox"/>	As we are approaching 2023, let's look ... Foodi Erasmus+	Dec 31, 2022	205 Accounts Center acco...	44 Post engagement
<input type="checkbox"/>	Merry Christmas everyone!! Hope you'll... Foodi Erasmus+	Dec 25, 2022	170 Accounts Center acco...	17 Post engagement
<input type="checkbox"/>	Merry Christmas everyone!! Hope you'll... foodierasmus	Dec 25, 2022	57 Accounts Center acco...	--
<input type="checkbox"/>	Workshop on Nutraceutical Product De... Foodi Erasmus+	Nov 8, 2022	201 Accounts Center acco...	46 Post engagement

Figure 12: Content list for Facebook

## 4.2 Instagram

Our Instagram account was created in 20 January 2019. The link is <https://www.instagram.com/foodierasmus/>. To date, it has 94 posts, 105 followers.

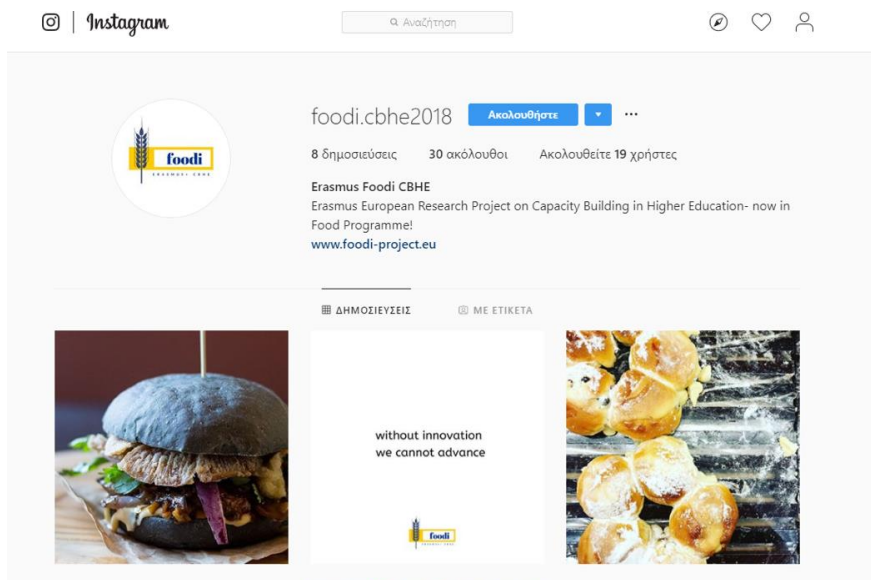


Figure 13: FOODI Instagram page 2019



Figure 14: The content shared on the accounts includes reels, photos and quotes

### 4.3 YouTube

We started using YouTube in 2020. We have created 9 videos for promotion, which are shared across other social media platforms such as Facebook and Instagram.

Link to Foodi Channel :

<https://www.youtube.com/channel/UCrOvR40KUAMUF2ZWGN6S1hA/about>

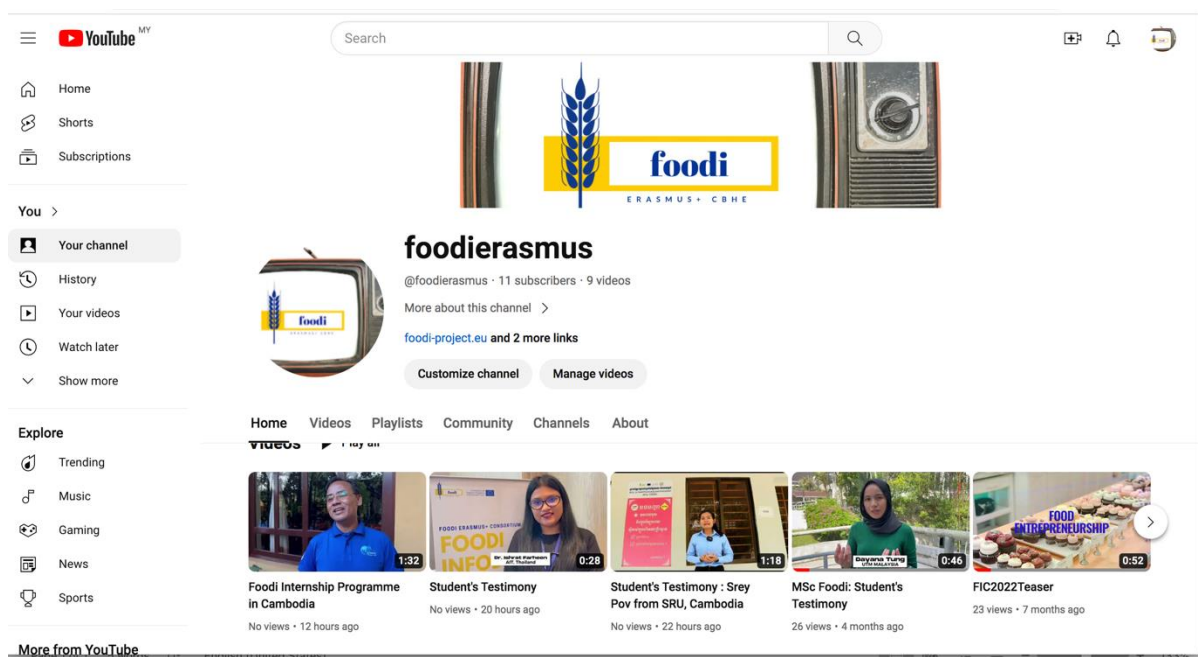


Figure 15: FOODI Erasmus Channel

No	Title of Post	Link to Video
1.	Why Msc Foodi	<a href="https://youtu.be/2a6edvZJO_U">https://youtu.be/2a6edvZJO_U</a>
2.	Foodi Team went to University College Dublin for a Study Visit	<a href="https://youtu.be/gNKYR-AYDJ4">https://youtu.be/gNKYR-AYDJ4</a>
3.	Foodi Journey	<a href="https://youtu.be/eHeOmh1ktPM">https://youtu.be/eHeOmh1ktPM</a>
4.	A tale of Foodi	<a href="https://youtu.be/L-YAPJGWYcU">https://youtu.be/L-YAPJGWYcU</a>
5.	FIC2022Teaser	<a href="https://youtu.be/jl--uj8q3T4">https://youtu.be/jl--uj8q3T4</a>
6.	MSc Foodi: Student's Testimony	<a href="https://youtu.be/rxxcy-g26O4">https://youtu.be/rxxcy-g26O4</a>
7.	Student's Testimony : Srey Pov from SRU, Cambodia	<a href="https://youtu.be/iEUcGMeDP64">https://youtu.be/iEUcGMeDP64</a>
8.	Student's Testimony from Thailand	<a href="https://youtu.be/9Ik2tcQNQv0">https://youtu.be/9Ik2tcQNQv0</a>
9.	Foodi Internship Programme in Cambodia	<a href="https://youtu.be/8cd1_YAbflc">https://youtu.be/8cd1_YAbflc</a>

Table 1: List of videos published

#### 4.4 Type of Content for Dissemination on Social Media



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The dissemination efforts for MSc Foodi encompass a diverse array of content types, each tailored to effectively engage stakeholders and communicate the program's value proposition.

### 1. Quotes

Inspirational quotes from industry experts, faculty, and alumni serve as powerful snippets that capture the essence of the program's mission and impact. These quotes instill motivation, resonating with aspiring students, current participants, and industry partners.

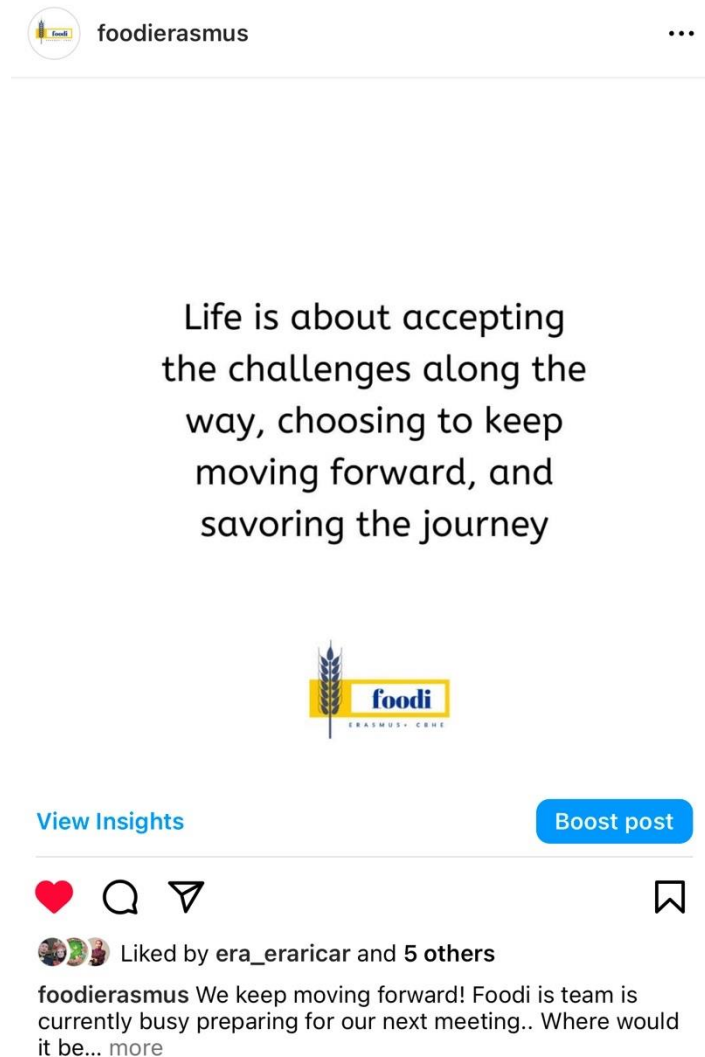
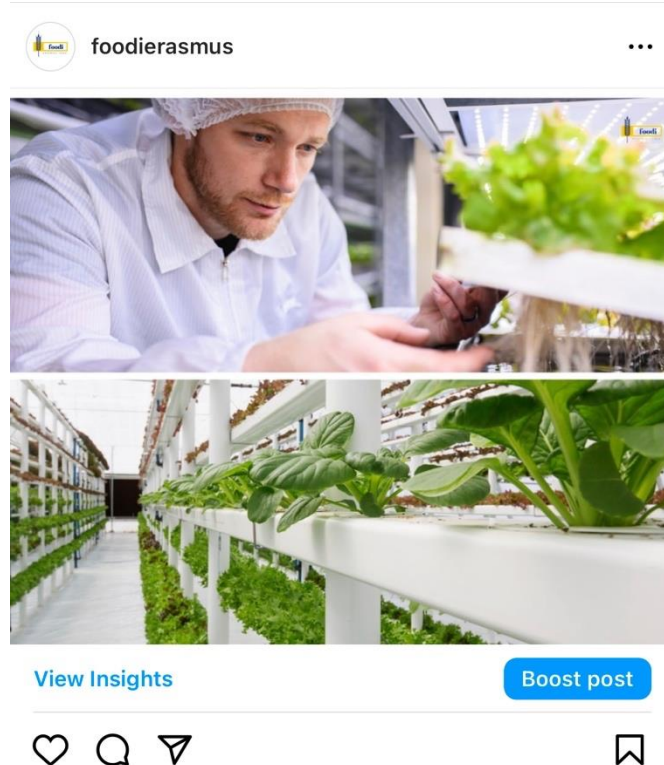


Figure 16: Sample of quotes posted on social media

### 2. Current Trends in the Food Industry

Regular updates on the latest trends, breakthroughs, and innovations within the food industry establish MSc Foodi as a hub of cutting-edge knowledge. This content type highlights the program's relevance and its commitment to staying abreast of industry developments.



Liked by [thepavlovaoflife](#) and 6 others

**foodierasmus** Can Vertical Farming Be the Answer to Sustainable Agriculture?

Vertical farms are an efficient way of producing fresh vegetables as it uses less space and water compared to traditional farming on open land. The environment can be controlled accurately which include temperature, humidity and lighting. Since the vegetables are farmed in a well-controlled environment, it also eliminates the need for pesticides and additional chemicals.

*Figure 17: Sharing on current trends*

### 3. Event Announcements

Announcements of workshops, seminars, webinars, and industry collaborations provide a sneak peek into the dynamic activities of MSc Foodi. These announcements foster anticipation and engagement, drawing stakeholders into the program's vibrant ecosystem.

foodierasmusus

UTM Foodi International Conference 2022

**WORKSHOP**

Tuesday  
08 . 11 . 2022  
9:30 am until 12:30 pm

**Idea Into Income:  
Nutraceuticals  
Product Research,  
Development,  
Commercialisation &  
Innovation**

*Dr Redza Abdul Rahman*  
Nutrigenomicist  
CEO, CG Nutraceutical Sdn Bhd

**Innovative  
Technology  
in F&B Halal  
Compliance**

*Dr Mohd Iskandar Ilyas Tan*  
Universiti Teknologi Malaysia  
HOLISTICS Lab Sdn Bhd

REGISTER



business.utm.my/fic2022/workshop



View Insights

Boost post

Figure 18: Promotional poster

#### 4. Event Reporting

Post-event reports and summaries encapsulate the essence of workshops, seminars, and collaborative initiatives. These reports extend the reach of the events, enabling those who couldn't attend to benefit from the insights shared.



foodierasmus



[View Insights](#)

[Boost post](#)

*Figure 19: Reporting events*

### 5. Students' Experiences

Personal narratives and testimonials from current students and alumni illuminate the transformative journey of MSc Foodi participants. These stories resonate with potential students, offering a glimpse into the program's impact on personal and professional growth.



Figure 20: Video on student's testimony



Figure 21: Students' experience

6. Knowledge Sharing

Articles, blog posts, and videos sharing insights from faculty members, researchers, and industry experts contribute to the dissemination of valuable knowledge. This content reinforces the program's authority and position as a thought leader in the field.



[View Insights](#)

[Boost post](#)



Liked by era\_eraricar and 16 others

**foodierasmus** Can you imagine a week without chicken in our menu?

We all understand that chicken or meat is the basic form of our daily food consumption. But do we know how the chickens are farmed? From farm to table, there are a few processes that require technology and resources before the chicken is ready to be harvested.

Breeding : Chicken companies purchase day-old female breeder chicks, called "Pullets." At 20 weeks old, they join fellow breeder hens and roosters on the farm to produce fertilized eggs (not table eggs).

Figure 22: Sharing about research in food technology  
*Figure 22: Sharing about research in food technology*

By employing these diverse content types, MSc Foodi ensures a comprehensive and engaging dissemination strategy that effectively communicates its vision, accomplishments, and value proposition to a wide range of stakeholders.

## 5 Printed Materials

### 5.1 Brochures

Partners have created and disseminate information about the project through leaflet and brochures. UTM has provided the template as in Figure , and some partners have designed their brochures in their language, Figure X.

**คณาจารย์**

พ.ศ.ดร. เสาวภรณ์ วิเศษจันทร์ SAOWAKON.W@PSU.AC.TH	ศ.ดร. สุกอวิวัฒน์ เบนจตุลา SOOTAWAT.B@PSU.AC.TH
สพ.ศ. วีระพันธ์ บูรวงษ์ WIROTE.Y@PSU.AC.TH	สพ.ศ. ก้องกาญจน์ กิจรุ่งโรจน์ KONGKARN.K@PSU.AC.TH
สพ.ศ. สุนิสา ศรีพวงคุ้มเกียรติ SUNISA.S@PSU.AC.TH	พ.ศ.ดร. ฐพงษ์ อิศวาทพันธ์ WORAPONG.U@PSU.AC.TH
พ.ศ.ดร. ปิยะรัตน์ ศรีวงศ์ไพลา PIYARAT.N@PSU.AC.TH	พ.ศ.ดร. บุศิศา มีนุ่น MUTITA.M@PSU.AC.TH
พ.ศ.ดร. จุฬิตา พงษ์ทอง DUSIDA.T@PSU.AC.TH	พ.ศ.ดร. ปุณณานีย์ สันกะผล PUNNANEE.S@PSU.AC.TH
ดร. จิรายุ บั๊กทอง JIRAYU.B@PSU.AC.TH	ดร. ธนศักดิ์ แซ่ลิ้มบัว THANASAK.S@PSU.AC.TH
ดร. ทิพนวรรณ ศรีบุหงษ์ TIPWANAN.SI@PSU.AC.TH	ดร. กฤษณะ นิลสุวรรน KRISANA.N@PSU.AC.TH
DR. AVTAR SINGH AVTAR.S@PSU.AC.TH	ดร. จิรฤต แซ่กิ่ง JIRAKRIT.S@PSU.AC.TH

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**หลักสูตรวิทยาศาสตรมหาบัณฑิต**  
สาขาวิชาเทคโนโลยีและนวัตกรรมอาหาร  
(หลักสูตรนานาชาติ)  
MSc. Food Technology and Innovation (Foodi)

Figure 23: FOODI Brochure in Thai, produced by PSU

### 5.2 T-Shirts, Bags and Other Accessories

Dissemination Materials also are produced in T-shirts, bags and stationeries. The item are distributed during info days, Foodi International Conference 2022 and seminar.



Figure 24: T-Shirts and bags for Info Day



Figure 25: T-shirts and stationaries for FIC 2022

### 5.3 Bunting and Banner

Banners and bunting serve as attention-grabbing visual cues, conveying key information about the program, its benefits, and its offerings in a concise yet compelling manner. Their large format allows for the incorporation of vibrant visuals, program highlights, and relevant details, making them effective tools to convey complex information quickly. This approach is particularly valuable during events, workshops, and recruitment drives, as well as in spaces where digital communication might not be as accessible.

Some examples of bunting and banners are presented below:





Figure 26: Bunting, created for FOODI events



*Figure 27: A banner created by PSU for its Info Day*



*Figure 28: A banner created by SRU for its Info Day*

## 6 Events

Events like Foodi Conference, seminars and info day has garnered a lot of attention from academics, industry partners and students from the food industry. It is a great platform to disseminate information about the project, to showcase the latest research on food science, food technology and business. Banners, bunting, certificate were designed according to the branding template prepared.



Co-funded by the Erasmus+ Programme of the European Union



# FOODI

## International Conference 2022

7-9 November 2022

*Breaking Boundaries  
Transcending Trajectories*

Organizer



Co-Organizers



FOODI Partners








# FOODI International Conference 2022

*Breaking Boundaries Transcending Trajectories*

7-9 November 2022 | UTM Kuala Lumpur

**TRANSDISCIPLINARY CONFERENCE**

- Conference that gathers academics, students and industry players in food processing, food technology, engineering and entrepreneurship
- Presentation of **41 latest research** in food science, food safety, engineering and entrepreneurship
- International attendees from **Europe and Asean** countries
- **Booth**- food and beverages, healthcare, product innovation
- Workshop on Halal and Nutraceutical Product Development, Research and Business
- Conference **dinner and networking** @ Impiana Hotel and SPA, KLCC









**CONFERENCE FEE**

Conference fee includes conference kit and full access to the conference including Dinner @ Impiana, KLCC. Due date to register: 25 October 2022

Student participant (UTM)	RM 80
Student participant (local uni)	RM 100
Student participant (international)	EUR 100
Academic (local)	RM 300
Academic (international)	EUR 200
Industry (local)	RM 300
Industry (international)	EUR 200

**Organizer**  


**Co-Organizers**  




**FOODI Partners**  







Figure 29: Promotional materials for the FIC 2022

## 7 Publications

We have published some research findings through journal articles and conference proceedings. Articles about MSc Foodi newspaper articles. These helps to promote our members' expertise, the project and the MSc Foodi.

### 7.1 Journal articles, magazine and website

No	Type of publication	Title of publication	Link to publication	Date of publication
1	Journal	Evaluation of Radiation Hazards and Risk Assessment in Agricultural Soil and Commonly Consumed Vegetables in the District of Klang, Malaysia	<a href="http://www.doiserbi.a.nb.rs/Article.aspx?ID=1451-39942202145M#.Y3KpxnZBzD4">http://www.doiserbi.a.nb.rs/Article.aspx?ID=1451-39942202145M#.Y3KpxnZBzD4</a>	Nov 2022
2	Journal (Journal of Food Processing and Preservation)	Effect of ultraviolet-C radiation and pasteurization on quality and shelf life of refrigerated tender coconut water fortified with edible bird's nest protein hydrolysate	J Food Process Preserv. 2022;46:e16870. 2022 <a href="https://wileyonlinelibrary.com/journal/jfp">wileyonlinelibrary.com/journal/jfp</a> <a href="https://doi.org/10.1111/jfpp.16870">https://doi.org/10.1111/jfpp.16870</a>	June 2022
3	Journal Article	Halal food credence: do the Malaysian non-Muslim consumers hesitate?	<a href="https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2020-0013/full/html?fbclid=IwAR3Fmof_AeUlvM6ZVNCWFx0ff5nfpzHyL8uFqzFrSQp92BsmYFcYNZSJmA">https://www.emerald.com/insight/content/doi/10.1108/JIMA-01-2020-0013/full/html?fbclid=IwAR3Fmof_AeUlvM6ZVNCWFx0ff5nfpzHyL8uFqzFrSQp92BsmYFcYNZSJmA</a>	25 May 2020
4	Journal Article	Eat, work, love: alternative tourists' connection with ethnic food	<a href="https://www.emerald.com/insight/content/doi/10.1108/BFJ-10-2018-0699/full/html">https://www.emerald.com/insight/content/doi/10.1108/BFJ-10-2018-0699/full/html</a>	31 July 2019
5	Webpage	UTM Foodi Team	<a href="http://business.utm.my/research/foodiutm">http://business.utm.my/research/foodiutm</a>	
6	Bulletin	78th Issue Infokampus, UiTM Sarawak	<a href="http://www.sarawak.uitm.edu.my">www.sarawak.uitm.edu.my</a>	July 2019
5	Bulletin	79th Issue Infokampus, UiTM Sarawak	<a href="http://www.sarawak.uitm.edu.my">www.sarawak.uitm.edu.my</a>	Jan, 2020
6	University's website	FOODI Erasmus Programme "Food processing and Innovation-FOODI" in the making.	<a href="https://micet.unikl.edu.my/news-3/">https://micet.unikl.edu.my/news-3/</a>	24.6.2020

Table 2: List of Publications

## 7.2 Conference Proceedings

It showcased research findings presented in the Foodi International Conference 2022.



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CONFERENCE PROCEEDINGS

**FOODI INTERNATIONAL  
CONFERENCE 2022 (FIC'22)  
NOV 07-09, 2022**

**BREAKING BOUNDARIES  
TRANSCENDING TRAJECTORIES**



Figure 30: Cover page of the conference proceedings