TITAN

Transparency solutions for transforming the food system

D9.4 Final Dissemination and Communication Report

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Dissemination level	
x	U = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group specified by the consortium (including the EC)
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Executive Summary

This document presents the final dissemination and communication report of the TITAN project. It provides an overview of the communication and dissemination activities carried out during the project and assesses how the strategy established in D9.1 was implemented and adapted over time.

The report first summarises the original communication and dissemination strategy, including the main objectives, target audiences, key messages, communication tools, dissemination channels, and monitoring approach. It then presents the communication channels used by the project, including the website, LinkedIn, X, YouTube, and Mailchimp.

The report also includes an analytical overview of communication performance and KPI progress. The KPI table provides a consolidated overview of the targets established at the beginning of the project and the current progress achieved. These figures will be updated with the final available data.

In addition, the report summarises dissemination activities carried out by consortium partners, key lessons learned from the implementation of the communication strategy, and conclusions on the overall performance of TITAN's dissemination and communication activities.

Introduction

This deliverable describes the final communication and dissemination activities performed during the TITAN project. It builds on the initial Communication and Dissemination Strategy and Action Plan developed in D9.1 and the interim overview provided in D9.2.

The overall aim of this report is to assess how the project was communicated and disseminated, how the different channels contributed to reaching target audiences, and how the communication and dissemination strategy evolved during the project.

Objectives of the document

The main objective of this document is to present the final overview of the communication and dissemination activities performed by the TITAN consortium. It also provides an assessment of the communication channels, dissemination activities, KPI progress, and lessons learned throughout the project.

The report examines how each communication channel supported the dissemination of project updates, results, milestones, and stakeholder engagement activities. Analytical data from the project channels is used to understand audience behaviour, content performance, and overall progress towards the communication and dissemination KPIs.

Associated Tasks

This deliverable is part of WP9, which focuses on communication, training, dissemination, and the Network of Expertise. It follows the strategy established in D9.1 and builds on the interim assessment presented in D9.2.

The report assesses the implementation of communication and dissemination activities carried out under WP9, including communication tools and materials, project website updates, social media activities, newsletters, stakeholder webinars, dissemination activities, collaboration with related initiatives, and KPI monitoring.

How to read this document

This document can be read together with D9.1 to understand the initial communication and dissemination strategy and with D9.2 to compare the progress made during the first 24 months with the final project performance.

The first section summarises the original strategy established in D9.1. The following sections provide an overview of the communication channels and tools used, the analytical overview and KPI progress, dissemination activities, lessons learned, and final conclusions.

1. Overview of the Original Communication and Dissemination Strategy

The original Communication and Dissemination Strategy and Action Plan developed in D9.1 established the basis for all TITAN communication and dissemination activities. Its main aim was to ensure that project activities, resources, and results would be communicated clearly and consistently to relevant stakeholders.

The strategy was based on a multichannel approach combining the project website, newsletters, social media, communication materials, media relations, events, scientific dissemination, stakeholder activities, capacity-building actions, and collaboration with related EU-funded projects. These channels were selected to raise awareness of TITAN, support stakeholder involvement, and promote the uptake of project results.

D9.1 identified key stakeholder groups under three main categories: Enablers, Leaders, and Multipliers. Enablers included policymakers, EU institutions, regulators, and public authorities. Leaders included SMEs, technology providers, industry actors, service companies, auditors, and financial institutions. Multipliers included research institutions, networks, related projects, media, and the general public.

The original strategy also defined the main TITAN messages around transparency solutions for transforming the food system. These messages focused on improving food safety and authenticity, traceability, sustainability, health, consumer information, and the role of innovative technologies in supporting a more transparent agri-food system.

The communication and dissemination strategy included a KPI dashboard to track performance across website activity, social media, newsletters, videos and infographics, media coverage, events, publications, policy briefs and factsheets, and recognition. These KPIs provide the basis for the final performance assessment included in this report.

2. Communication Channels and Tools

To reach relevant audiences and support the communication and dissemination KPIs established at the beginning of the project, TITAN used several communication channels and tools. Each channel had a specific role, but all contributed to the same overall objectives: increasing project awareness, sharing project progress and results, engaging stakeholders, and disseminating information on transparency solutions for the food system.

2.1 Project Website

The TITAN website served as the main public access point for project information, resources, news, events, and communication materials. It provided information about the project objectives, partners, pilots, work packages, events, multimedia content, newsletters, documents, and educational resources.

The website was used to share project news and updates, promote events and webinars, host public resources, and make communication materials available to stakeholders. It also supported wider dissemination by providing a central location where partners and external audiences could access project content and outputs.

Throughout the project, the website was updated to improve the visibility of project activities and ensure that information remained accessible to stakeholders. Particular attention was given to presenting project information in a clear and understandable way for different audiences, including industry actors, researchers, policymakers, and the wider public.

2.2 LinkedIn

LinkedIn was one of the main communication channels used by TITAN to engage professional audiences and grow the project community. The platform was used to share project updates, partner activities, events, publications, newsletters, website articles, and information related to the project's key themes.

The LinkedIn strategy focused on three main types of content:

- Project updates and information, including project milestones, event participation, partner information, newsletters, and website articles.
- Partner news and updates, including partner events, interviews, awards, publications, and activities linked to TITAN.
- Industry news and updates, including relevant articles, reports, and initiatives related to food system transparency, innovation, sustainability, food safety, authenticity, and consumer information.

The performance of LinkedIn was monitored regularly to assess follower growth, impressions, engagement, and content performance. These insights were used to adapt the content strategy and improve engagement with the TITAN community.

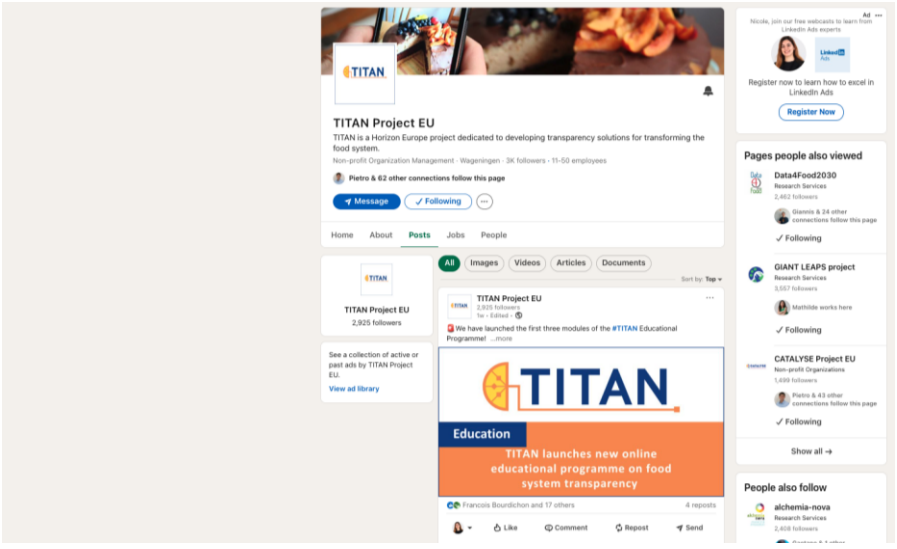

FIGURE 1 TITAN LINKEDIN PAGE

2.3 X and Mastodon

X, formerly Twitter, was used to share project-related updates, including website articles, open call information, event participation, abstract submissions, project milestones, and partner activities.

During the project, the platform underwent significant changes, including rebranding and restrictions to analytics access. These changes affected the ability to retrieve complete and reliable performance

data. Nevertheless, X continued to support the dissemination of project information and contributed to the project's overall social media output.

The strategy for X focused mainly on short project updates, event-related posts, links to website content, and dissemination of key project news. Its role was assessed in relation to the broader communication strategy and the performance of other social media channels.

Due to the issues encountered in this platform, it was decided to open an extra channel on Mastodon. This channel helped with the wider communication and dissemination strategy.

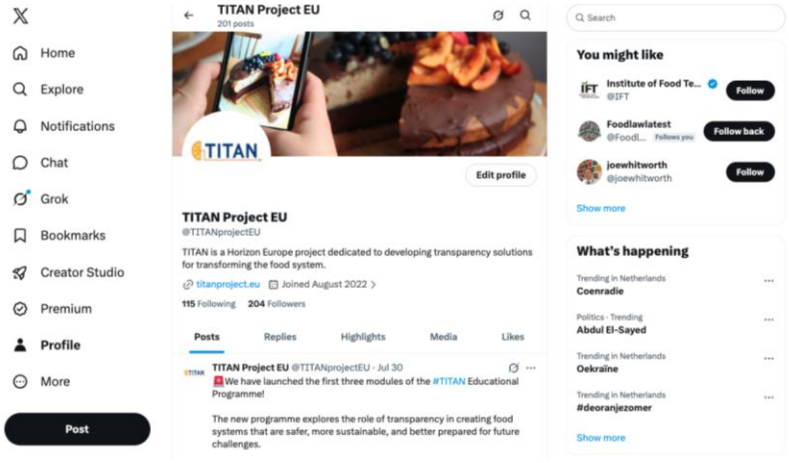

FIGURE 2 TITAN X PROFILE

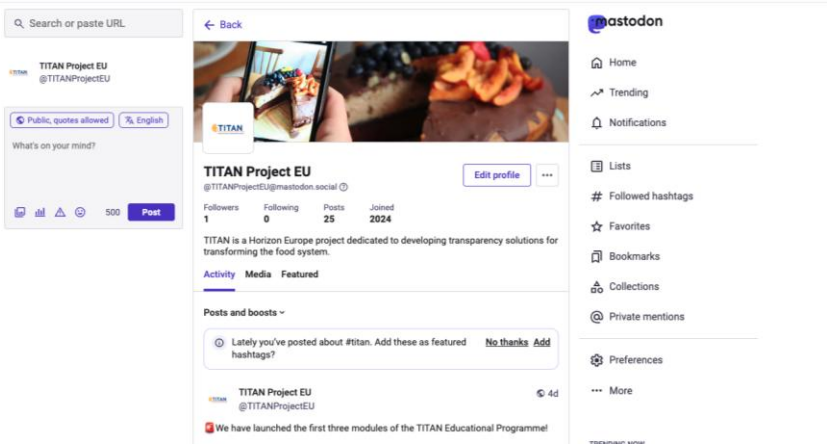

FIGURE 3 TITAN MASTODON PROFILE

2.4 YouTube

YouTube was used as a repository for video content created by or related to TITAN. The platform hosted the main project video and recordings of Stakeholder Board webinars and other video materials.

The use of YouTube made it possible to embed and reshare videos through the project website, newsletters, and social media channels. This supported the wider dissemination of project content and allowed stakeholders to access webinar recordings and project videos after the events had taken place.

The platform was particularly useful for making technical and stakeholder-focused content available to audiences who could not attend webinars or events live. Video content also supported communication with wider audiences by presenting project topics in an accessible format.

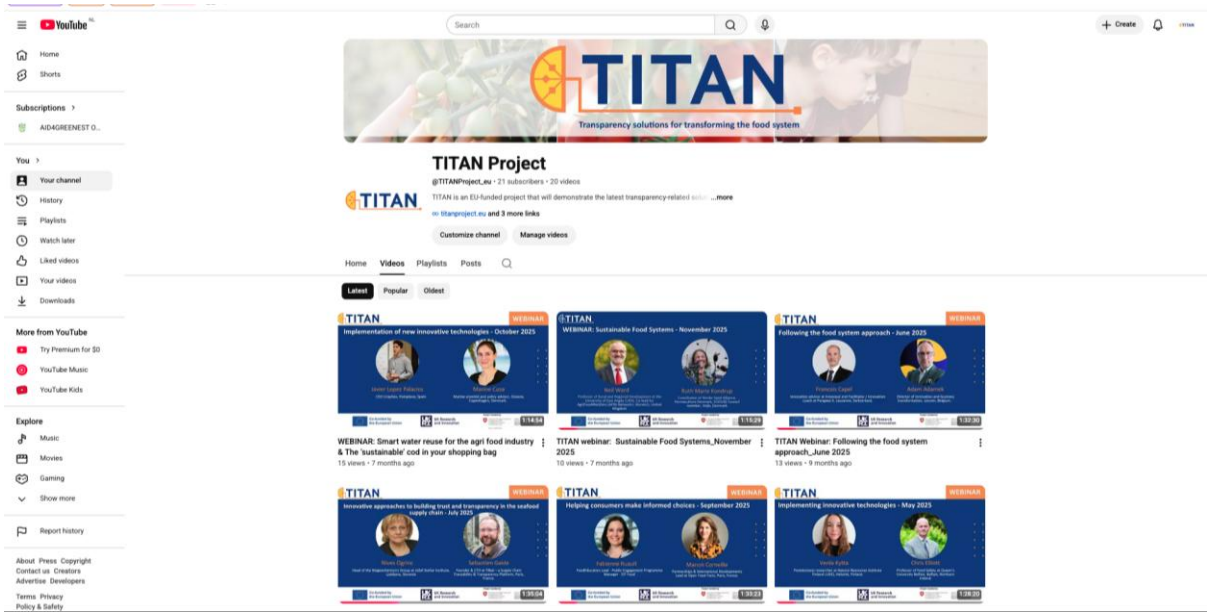

FIGURE 4 TITAN YOUTUBE CHANNEL

2.5 Mailchimp

Mailchimp was used to design, distribute, and monitor the TITAN newsletters. The newsletters served as a regular communication tool to share project progress, partner news, events, multimedia content, relevant publications, reports, and educational materials.

The newsletters followed a structure that included:

- Project introduction or editorial note.
- TITAN news and project updates.
- Project partner news.
- News from related initiatives.
- Multimedia content.
- Relevant publications and reports.
- Education-related content.
- Events.

Mailchimp analytics were used to assess subscriber engagement, including open rates and click rates. These insights supported adjustments to the newsletter format and content, with the aim of keeping the newsletters informative, concise, and relevant to subscribers.

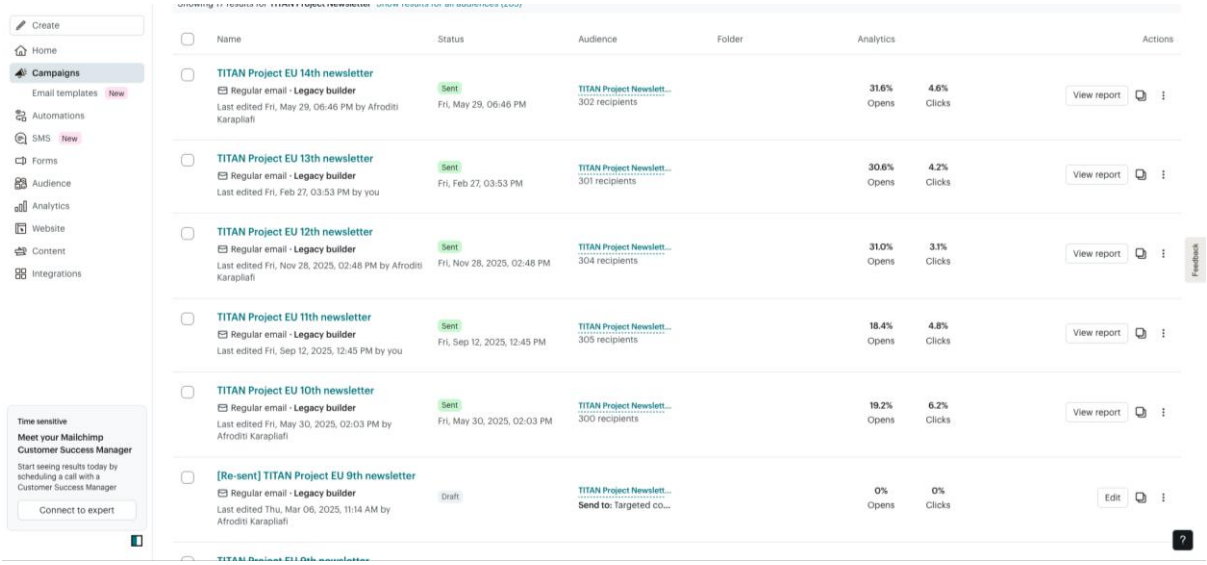

FIGURE 5 TITAN MAILCHIMP PAGE

3. Analytical Overview and KPIs

Communication channel performance was monitored throughout the project to assess progress towards the KPIs established in the initial strategy and to understand how audiences interacted with TITAN content.

Data from communication channels was reviewed regularly to evaluate content performance, audience growth, reach, engagement, and the effectiveness of different communication formats. These insights helped guide adjustments to the communication strategy and informed decisions on content planning, channel use, and future dissemination priorities.

The following sections provide a final overview of the main communication channels and KPI progress. Final figures will be added based on the most recent available analytics.

3.1 Project Website

The project website was monitored throughout the project to assess its role as the main access point for TITAN information, resources, news, events, newsletters, multimedia content, and public project outputs.

The website KPIs established in the initial Communication and Dissemination Strategy and Action Plan focused on total visitors, page views, and the percentage of visitors spending more than one minute on the website. These indicators provide insight into the visibility of the project, the level of audience interest, and the extent to which visitors engage with website content.

So far, the TITAN website recorded:

- Total visitors: 20,714
- Page views: 39,741

The website continued to support communication and dissemination activities by hosting project news, newsletters, resources, events, educational content, and links to relevant outputs. Website analytics were used to understand user behaviour and identify opportunities to improve accessibility, content structure, and the visibility of project results.

3.2 LinkedIn

The KPIs for LinkedIn focused mainly on follower growth and audience engagement. LinkedIn was the strongest social media channel for TITAN and played an important role in reaching professional audiences, including researchers, industry actors, policymakers, SMEs, technology providers, and related projects.

By the end of the project, the TITAN LinkedIn page recorded:

- Followers: 2,918

The performance of LinkedIn shows how the channel contributed to the visibility of TITAN and the dissemination of project activities, updates, and results. Content related to project news, partner updates, original storytelling, events, and project outputs was particularly important for maintaining audience interest.

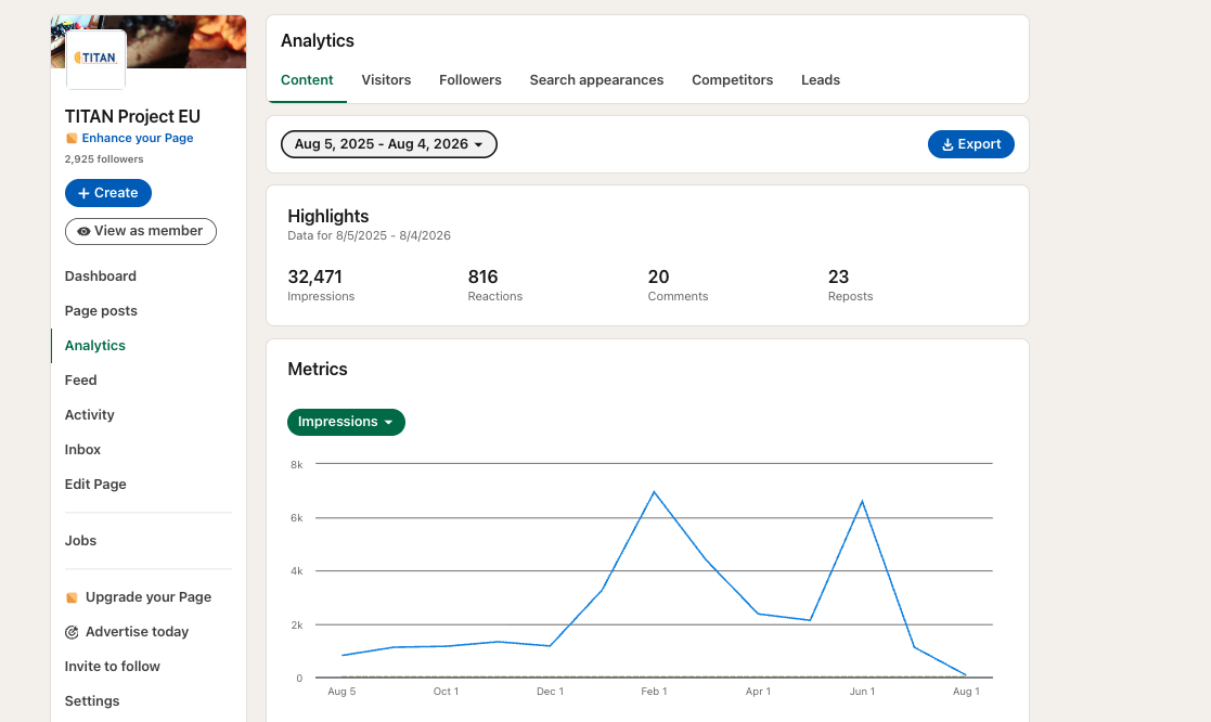

FIGURE 6 LINKEDIN STATISTICS FROM AUG 25 - AUG 26

3.3 X and Mastodon

The KPI for X focused on the amount of project-related content shared. X was used to publish project updates, news items, open call information, event content, and links to project resources.

By the end of the project, the TITAN X account recorded:

- Posts: 201 on X, 25 on Mastodon
- Followers: 204 on X, 1 on Mastodon

Due to changes in the platform and restricted access to analytics, performance monitoring on X became more limited during the project. As a result, the channel was assessed mainly through content

output and available engagement indicators. Additionally, Mastodon has also some limited analytics available.

3.4 YouTube

YouTube was used to host project videos and webinar recordings. The main KPI for this channel focused on the number of views for project videos.

By the end of the project, the TITAN YouTube channel recorded:

- Videos: 20
- Views project video: 408
- Total video views: 858
- Subscribers: 21

The YouTube channel supported the dissemination of project content by making videos and webinar recordings available beyond the date of the original event. Video content was also used to support social media, newsletters, and website communication.

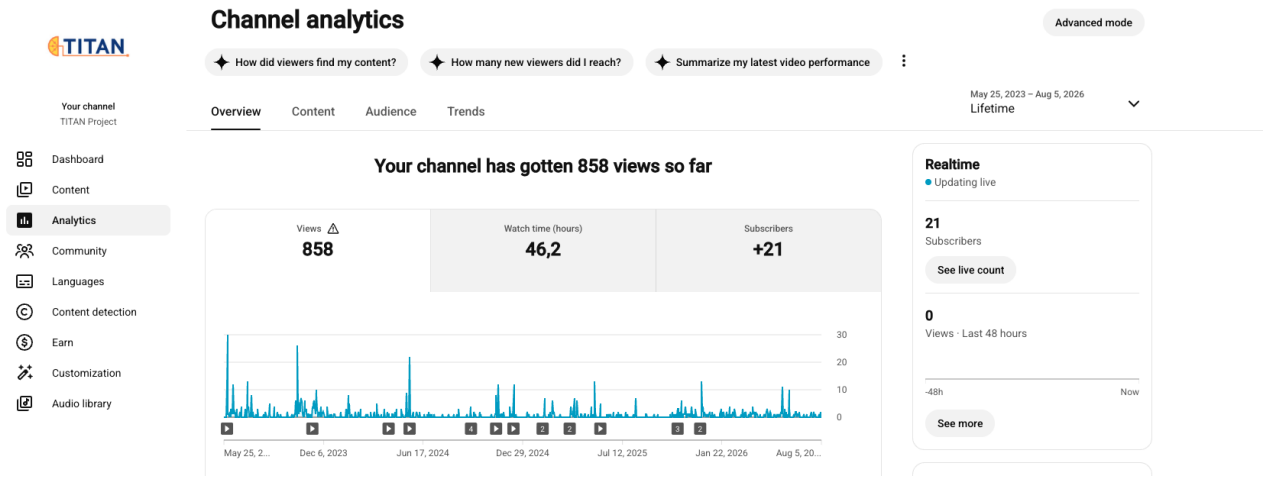

FIGURE 7 TITAN YOUTUBE ANALYTICS

3.5 Mailchimp

Mailchimp was used to create and distribute the TITAN newsletters. The KPI for newsletters focused on the number of newsletters shared, while Mailchimp analytics provided additional insight into subscriber engagement.

By the end of the project, the TITAN newsletter recorded:

- Subscribers: 301
- Newsletters sent: 14
- Open rate: 31.1%
- Click rate: 6%

Newsletter analytics were used to understand which topics and formats generated the strongest interest among subscribers. These insights supported improvements to newsletter length, structure, and content focus.

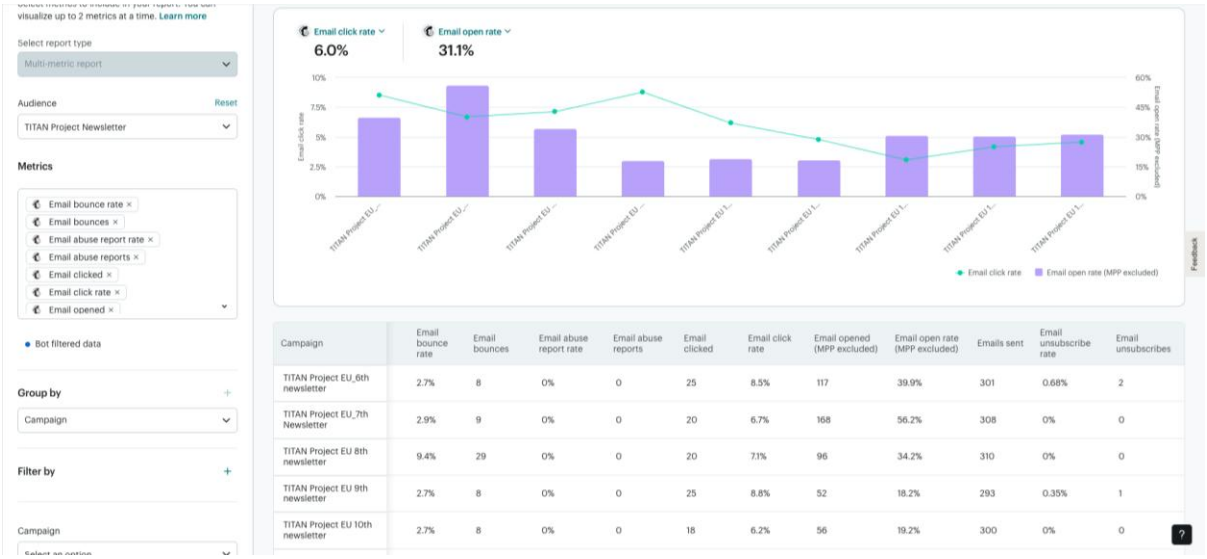

FIGURE 8 MAILCHIMP ANALYTICS

3.6 KPI overview and current progress

To assess the overall performance of TITAN's communication and dissemination activities, the KPIs established in D9.1 were reviewed against the final project results.

Table X presents the communication KPIs, the original targets, and the current progress achieved by the end of the project.

TABLE 1 COMMUNICATION KPIS

Tool	KPI	Status
Project website	15000 visitors + 25000 page views. 30% spending more than 1 minute on the website	vis: 20,714 page views: 39,741 unique page views: 33,076 avg: 1min55s
Project materials (leaflets, videos, infographics)	3 videos with over 750 online views per video; 1000 project leaflets distributed	
Newsletters	7-8 newsletters share with mailing lists from TITAN partners	14 newsletters
Social media (Twitter, LinkedIn, Youtube)	150+ project-specific tweets via TITAN and institutional partners, At least 500 members on LinkedIn	LI:2918 followers, X:201 posts
Press releases	8 press releases	
Popular articles	4+ non-scientific journal articles	

The KPI overview provides a consolidated picture of the project's communication and dissemination performance and supports the final assessment of how effectively TITAN reached its target audiences.

4. Dissemination Activities

Throughout the project, TITAN partners carried out a wide range of dissemination activities related to their respective work packages and areas of expertise. These activities included participation in conferences, scientific events, trade fairs, workshops, webinars, stakeholder meetings, oral presentations, poster presentations, special sessions, publications, and project booths.

Dissemination activities supported the communication of TITAN's objectives, pilot activities, technologies, methodologies, policy work, and emerging results to relevant audiences. These audiences included researchers, SMEs, food industry representatives, policymakers, technology providers, stakeholder networks, and the wider agri-food community.

TABLE 2 DISSEMINATION KPIS

Tool	KPI	Status
Policy briefs/fact sheets	8+ Policy briefs and/or fact sheets distributed to >100 policymakers	15 policy briefs 23 fact sheets
Scientific publications	6-10 conference papers and journal articles	5 journal articles
Scientific conferences, technical/industrial fairs, and other relevant events	20+ attended, 10+ talks	20+ 10+
TITAN Final Conference	>100 participants, >6 speakers	

An overview of events attended by the consortium is provided in Appendix 1.

5. Learnings

The implementation of communication and dissemination activities during the project provided several important lessons for the final phase of TITAN and for future communication activities in related projects.

Audiences engaged more strongly with original project content, including project news, partner updates, interviews, event highlights, and storytelling content. Original content generally performed better than reposted content, showing the value of creating tailored communication materials that clearly connect to TITAN's objectives and activities.

LinkedIn proved to be the strongest platform for professional engagement and community growth. Content related to project milestones, partner activities, events, and project results was particularly

effective in reaching stakeholders interested in food transparency, safety, authenticity, sustainability, and innovation.

The project website remained important as the central access point for information and resources. A clear structure, regular updates, and accessible content were important for supporting user experience and helping visitors find relevant information.

YouTube provided a useful platform for storing and sharing project videos and webinar recordings. However, video content required additional promotion through other channels to increase views and support KPI achievement. Sharing videos through social media, newsletters, the website, and partner channels was important to increase visibility.

Newsletter performance showed the importance of keeping content concise, relevant, and focused on project-related updates. Shorter newsletters with clear sections and links to further information helped maintain reader interest and encouraged engagement.

6. Conclusion

The TITAN project implemented a broad range of communication and dissemination activities to raise awareness of the project, share project progress and results, and engage relevant stakeholders across the agri-food sector.

The communication strategy established in D9.1 provided the basis for the project's outreach activities, while the monitoring carried out during the project supported adjustments to content, channels, and communication priorities. The use of the project website, social media, newsletters, videos, webinars, dissemination events, and partner networks helped increase the visibility of TITAN and its work on transparency solutions for transforming the food system.

The final KPI overview shows the extent to which the project achieved its communication and dissemination targets. The lessons learned during the project highlight the importance of original content, clear communication, regular monitoring, accessible resources, and partner involvement in extending the reach of project outputs.

Overall, TITAN's communication and dissemination activities supported the project's objective of sharing knowledge, engaging stakeholders, and promoting the uptake of transparency solutions across the food system.

Appendix 1 – List of Events Attended

Activity	Description	Partners involved
36th EFFoST International Conference	Special session about the project and milestones and pilots, different oral presentations on project topics, focus gorup	Agricolus, AZTI, QUB, Microbion, Cardiff University, INL, Microbion, WUR
37th EFFoST International Conference	Special session about the project and milestones and pilots, different oral presentations on project topics, focus group	AZTI, Cardiff University, Consentio, QUB, INL, WUR, INL, Microbion, WUR
Food4Future Expo 2023	Project booth and participation in different special sessions	Agricolus, AZTI, ILSI, EFFoST, INL, 4BCM Sagl, IOTIC
Food4Future Expo 2024	Project booth and participation in different special sessions	AZTI, EFFoST, ILSI, INL, IOTIC
StartupOlé	Presentation of the project and current milestones	Agricolus
Festival dell'innovazione agroalimentare - L'Agritech per la sostenibilità e la tracciabilità della filiera	Presentation of the project and current milestones	Agricolus
Fieragricola Tech	Presentation of the project and current milestones	Agricolus
Tomato World	Presentation of the project and current milestones	Agricolus
Jornada Cascade Funding - SPRI	Special session about the project and open call	AZTI
Pangborn 2023	Special session: Co-creating a gamification tool for children and parents to improve their food nutrition Knowledge and dietary habits.	AZTI
Westminster Food and Nutrition Forum: next steps	Invited panelist, presenting preliminary findings from Tasks 7.1 and 7.2. Specific focus on need for clear definition of	Cardiff University

for data and transparency in the food system	transparency to counter any ambiguity around the goals to be achieved.	
Paper: 'Envisioning transparency for more sustainable food systems - towards a basis for future policy'.	The paper summarised the findings presented in Deliverable 7.1	Cardiff University
2023 FENS conference	Oral presentation Sus-Health overview	QUB, 4BCM Sagl
Festival dell'Innovazione Agroalimentare	Talk: Food safety in plant-based products: the experience of the TITAN project	UCSC
7th International Conference on Microbial Diversity (MD 2023): Agrifood microbiota as a tool for a sustainable future	Poster presentation "Development of a droplet digital PCR assay for a fast and sensitive detection and quantification of aerobic spore formers in plant-based food supplements"	UCSC
International Conference of Culture Collections	Invited Oral presentation: Miniaturization of DNA analysis, a game changer for food safety and quality	INL
Rapid Methods Europe	Paper: Integrated DNA analysis on miniaturized devices for agro-food applications	INL
AOAC annual Meeting and Exposition	Miniaturization of DNA analysis. Challenges and opportunities for Olive oil authenticity	INL
International Agricultural Fair	Promotion of the TITAN project at the agricultural fair	FSH
Microbial Food & Feed Ingredients 2023	Poster presentation to the industrial and scientific community of microbiologist and microbiome scientists about the new analytical protocol under development	Microbion
Forum on Fermented Foods 2023	Poster presentation to the scientific community of microbiologists about the	Microbion

	new analytical protocol under development	
Probiota Global 2024	Poster presentation in "Scientific Frontiers" section to the probiotic industry about the market introduction of the new analytical protocol for QC of probiotics products	Microbion
Stakeholder and partner meeting	Discussion and updates on progress of the Sus-Health project	4BCM Sagl
IPPE	Agroknow's presence was heightened by a booth that showcased the TITAN project. Attendees had the chance to engage with the Agroknow team and understand how transparency in the industry can be facilitated with the use of AI. Agroknow's booth served as a center for networking and ideas sharing; the meetings held with the food industry professionals were extremely important in building trust in predictive analytics and aiding openness when it comes to food safety. Knowledge sharing was a key takeaway but also the foundation for upcoming collaborations and partnerships was established.	Agroknow
TITAN's Webinar: Food system in transformation	Presentation of the pilot 6.1c	IOTIC
IFAMA 2023 Conference Presentation	Presenting first WP2 results	WUR
8th International Conference on Microbial Diversity 2025	Presentation of TITAN scientific results	UCSC
Food Allergy Forum 2025	Poster presentation on TITAN results	INL
Symposium: Improving Food Choices: Towards	Oral presentation of Sus-Health work (T6.1D) and Chatbot for kids (D6.1C)	QUB, AZTI, UH, Warsaw

More Healthy Sustainable Diets		
IFTC2025	Presentation of TITAN results	UCS
External Stakeholder Workshop	Presentation of the FOODAKAI platform and get an overall evaluation of its use	Agroknow
39th EFFoST International Conference 2025	Presentation of TITAN scientific results, oral presentation of Sus-Health work	EFFoST, UCSC, AZTI, UCS, QUB, INL
UUKi UK–PL Research Collaboration Webinar	Oral presentation of Sus-Health work	QUB
Functional Foods for Wellness Summit 2026	Oral presentation to the Asian probiotic industry community about the analytical challenges and TITAN solutions for the anaysis of multi-strain probiotic products	Microbion
DRUID Academy 2026	Presentation of D2.3 findings: Transparency and redefining stakeholder roles in the digital age of agrifood supply chain networks	WUR
Three Minute Thesis Competition (3MT) 2026	Oral presentation	INL
Shaping Transparent Food Systems Workshop	Stakeholder Workshop organized by ILSI Europe in collaboration with WUR and Cardiff University for data collection, validation and integration of project outcomes and networking	ILSI Europe
Shaping Transparent Food Systems Workshop	A collaborative workshop that brought research findings from the TITAN project into a structured dialogue with the stakeholders for whom these findings hold practical or regulatory relevance –	ILSI Europe

	including agri-food SMEs, digital start-ups, policymakers, and trade bodies.	
Working Breakfast	Presentation of D2.3 findings: Transparency and redefining stakeholder roles in the digital age of agrifood supply chain networks	WUR
Rapid Methods Europe 2026	Presentation of TITAN scientific results	UCSC, INL
TITAN x Data4Food2030 Final Conference	Final presentation of all TITAN results per task and WP	All partners
Innovations to build sustainable supply chains in a fair data economy for a better food system 2026	Policy for Transparent Food Systems: recommendations from the TITAN project. This plenary presentation communicated the high-level policy recommendations from TITAN, which will form the basis of the Policy Roadmap (D7.4)	Cardiff University
Biotech 2026 - Italian Congress of Biotechnology	Oral presentation to the Italain Society of Biotechnology and Molecular Biology	Microbion

Appendix 2 – List of TITAN Publications

Title	Author	Link
Nanopore-based amplicon sequencing for rapid detection and identification of Bacillus spp. in plant-based products	Marta Bisaschi, Paolo Bellassi, Alessandra Fontana, Maria Luisa Callegari, François Bourdichon, Antonio Del Casale, Fabio Fracchetti, Lorenzo Morelli, Vania Patrone	DOI: 10.3389/fmicb.2025.1701533 LINK
Development of fluorescence and colorimetric LAMP-based assays for rapid and sensitive detection of toxigenic Bacillus cereus group strains in plant-based products	Marta Bisaschi, Alessandra Fontana, Maria Luisa Callegari, Antonio Del Casale, Lorenzo Morelli, Alexandre Lamas, Marta Prado Rodriguez, Vania Patrone	DOI: 10.1016/j.foodcont.2026.112113 LINK

A Field-Deployable Miniaturized Solid-Phase Extraction Cartridge for DNA-Based Detection of Food Allergens	Carla Teixeira, Marta Prado, Bert Popping, Amparo	Not available yet
Transparency and changing stakeholder roles in the digital age of sustainable agri-food supply chain networks	Verena Otter & Daniela Robinson	DOI: 10.3389/fsufs.2024.1449684 LINK
Mobile- and web-based interventions for promoting healthy diets, preventing obesity, and improving health behaviors in children and adolescents: Systematic review of randomized controlled trials	Clara Talens, Noelia da Quinta, Folasade A. Adebayo, Maijaliisa Erkkola, Maria Heikkilä, Kamilla Bargiel-Matusiewicz, Natalia Ziółkowska, Patricia Rioja, Agnieszka E. Łyś, Elena Santa Cruz, Jelena Meinilä	DOI: 10.2196/60602 LINK
Healthy and Sustainable Food Choices in European Households: A Cross-Cultural Study of Knowledge, Practices, Intentions, and Barriers	Ana B. Baranda, Noelia da Quinta, Patricia Rioja, Yolanda Ríos, Jelena M. Meinilä, Kamilla Bargiel-Matusiewicz, Natalia Ziółkowska, Maria E. Heikkilä, Mayke Kramer, Maijaliisa Erkkola, Elena Santa Cruz	DOI: 10.3390/nu18162689 LINK