



Funded by the Horizon 2020 Framework Programme of the European Union

EU Framework Programme for Research and Innovation

Horizon 2020

**H2020-SFS-2017-2-RIA-774548-STOP:
Science & Technology in childhood Obesity Policy**



Science & Technology in childhood Obesity Policy

Start date of project: 1st June 2018 Duration: 48 months

D11.1: Dissemination and Exploitation Strategy

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Version: 1.2

Preparation date: 29 November 2018

Dissemination Level

| | | |
|----|---|-------------------------------------|
| PU | Public | <input checked="" type="checkbox"/> |
| PP | Restricted to other programme participants (including the Commission Services) | |
| RE | Restricted to a group specified by the consortium (including the Commission Services) | |
| CO | Confidential, only for members of the consortium (including the Commission Services) | |



| Version | Date | Author | Change |
|---------|------------------|-------------|---|
| 1.0 | 4 September 2018 | Matt Pretty | First draft |
| 1.1 | 8 November 2018 | Matt Pretty | Integrate comments from Project Manager and Project Coordinator |
| 1.2 | 29 November 2018 | Matt Pretty | Integrate review comments |
| | | | |

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|---|
| STOP Project Deliverable D11.1 |
| Dissemination and Exploitation Strategy including operational plan and standard practices for the STOP project |
| Deliverable due date |
| November 2018 |
| Relevant STOP Project Tasks |
| Task 11.1: Development and maintenance of a STOP Dissemination and Exploitation Strategy. From the initiation of the project, a comprehensive Dissemination and Exploitation Strategy (DES) including an operational plan will be produced and agreed. This document will provide details of the communication and dissemination strategy for targeting different audiences and its implementation through a dissemination activity plan. It also describes an integrated IP ownership and exploitation strategy (based on the terms agreed 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 DES will be updated based on project activities and experiences. Standard procedures for authorship and accreditation in publications, in conferences and in exploitation products will be annexed to this Strategy. |
| Abstract |
| The STOP project brings together a range of key health and food sector actors to generate scientifically sound and policy-relevant evidence on the factors that have contributed to the spread of childhood obesity in European Countries and on the effects of alternative policy options available to address the problem. This evidence will complement, systematise and partly reframe the findings of an established body of research by leveraging the latest scientific findings. |
| The present document is Deliverable D11.1, a Dissemination and Exploitation Strategy for optimising the value of the outputs of the project. It describes the project management structure, the identification of the project, the external dissemination plans, and the plans for exploitation. |
| The document is an early deliverable in the project. It will be reviewed periodically and subsequent versions are expected to be produced as the project proceeds. These will include an annexe concerning authorship and accreditation for scientific publications and presentations. The updated versions will be posted on the project website www.stopchildobesity.eu . |



| Abbreviation | Definition |
|---------------|--|
| CORDIS | Community Research and Development Information Service |
| DES | Dissemination and Exploitation Strategy |
| EC | European Commission |
| EU | European Union |
| H2020 | Horizon 2020 research and innovation programme |
| IPR | Intellectual Property Rights |
| NGO | Non-Governmental Organisation |
| PDF | Portable Document Format |
| PSC | Project Steering Committee |
| SAC | Scientific Advisory Committee |
| STOP | Science and Technology in childhood Obesity Policy |
| URL | Uniform Resource Locator, used to identify a website |
| WP | Work Package |



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1. Executive summary

Dissemination of the results of the STOP 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. Given that STOP is focused on obesity in children and young people, they – along with the general public – will form another key audience for dissemination of results from the project.

This document, the Dissemination and Exploitation Strategy (DES), provides a framework for the external dissemination of materials arising from the STOP project and their exploitation. Internal communications are largely dealt with in the Description of Work and the Consortium Agreement. The DES excludes plans for the approval and authorship of 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 STOP *Consortium Agreement*.

The STOP 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; second because it is hoped that the findings from the STOP project will have direct practical value for individuals in shaping their health behaviour; and third 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 DES describes how the results of the STOP project may be communicated to interested parties, including:

1. Scientists and professionals in the areas of health behaviour and health education.
2. Health service providers – medical practitioners, clinical team managers, diagnostic services, nutrition and physical activity counselling providers, fitness and lifestyle support services and personal trainers.
3. Health promotion professionals – public health workers, health education specialists, nutritionists and lifestyle counsellors, nurses, school and community health workers.
4. Health insurers and health service resource managers.
5. Non-governmental organisations promoting health and consumer lifestyle information.
6. National and international public-facing media – news services and agencies, health and human interest magazines and programmes, technology and biomedical research magazines and programmes.
7. Policy makers – national science policy, health and education 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.



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8. Adolescents and young people, and their parents.

The Dissemination Plan includes a brief description of the internal communications within the STOP 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 11. An example of a media strategy is provided in the Appendix.



2. Introduction

The STOP 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 D11.1 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 dissemination 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 DES will be updated periodically 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 DES is intended to provide a framework for the external dissemination of materials arising from the STOP 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 *STOP Grant Agreement* and *STOP Consortium Agreement*.

Dissemination of the results of the STOP project during the project period is important to ensure continued engagement with and buy-in from all relevant stakeholders. Dissemination to policy makers – politicians and administrators – at the local, national and European level, is an important component of this project, as they need to understand the evidence and the sources of evidence for effective policy interventions which are provided in outputs from the project.

Furthermore, 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; second because the findings from the STOP project may have direct practical value for individuals in making changes in health behaviour; and third 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.

The main purpose of the DES is to describe how the results of the STOP project may be communicated to the project's target groups, as described in section 7.2.1.

2.1 Definitions

Dissemination: sharing research results with potential users (eg. peers in the research field, industry, other commercial players and policymakers). By sharing our research results with the rest of the scientific community, we are contributing to the progress of science in general.



- Communication:** a two-way process of informing and discussing our research methods and findings with stakeholders and target audiences.
- Exploitation:** the use of project results for commercial purposes, in public policymaking or in future projects/work.

2.2 STOP project structure

The Coordinating Centre for the project is Imperial College of Science Technology and Medicine (ICL). Within the Coordinating Centre is the Management Board, which consists of the Project Coordinator (ICL) and the Project Manager (ISINNOVA). The Project Coordinator will be in charge of the scientific coordination, while the Project Manager will be in charge of administrative and operational management.

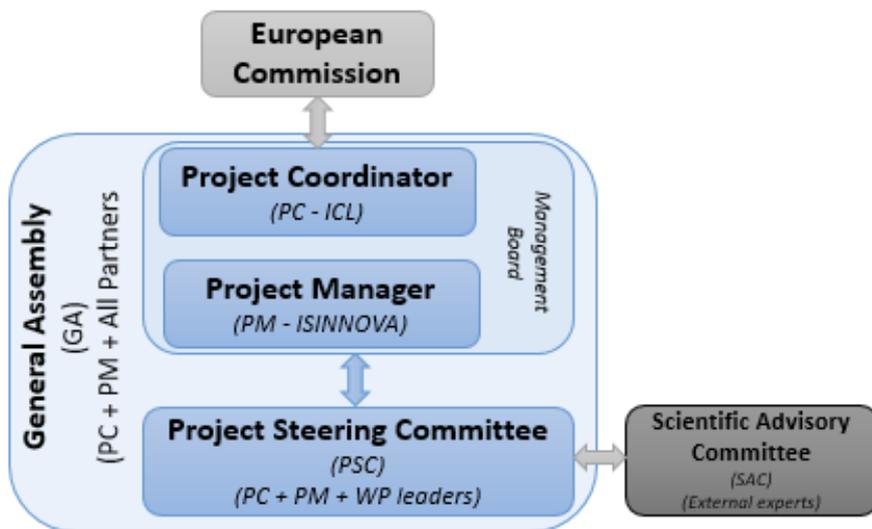
The management structure is built around the Management Board and a core Steering Committee that oversees, reviews and advises the project results according to the Consortium Agreement, project strategies and plans. The Steering Committee is chaired by the Project Coordinator and includes the Project Manager and all Work Package Leaders.

The General Assembly is the wider body of all associated members of the Consortium of the project, and thus consists of the Project Coordinator, the Project Manager, the Project Steering Committee, and all partners.

The Project Steering Committee will act in tandem with a Scientific Advisory Committee, who will provide guidance and support where necessary. The Scientific Advisory Committee is made up of a team of external advisers with expertise on the various key areas of the project.

Work Package Leaders are the primary people holding responsibility for ensuring a work package is implemented in a manner consistent with the overall workplan and with the other project components.

Figure 1 - Consortium structure



Work Package 11 is primarily responsible for the operation of the DES and the implementation of the procedures described in the DES. Work Package 11 is led by the World Obesity Federation (WOF).



3. Dissemination objectives

A priority of STOP is for the deliverables and other outputs from the project to be used by the target audiences as defined in section 7.2.1. We therefore wish to ensure that they are not only received but also understood by these groups, making our approach to dissemination and communication of key importance.

Another key objective of the STOP dissemination and communication activities is to ensure that all project partners appropriately present and sufficiently communicate achieved results with the aim of optimising their value and facilitating future European adoption. Each partner has therefore expressed a commitment to fully maximise their networks, contacts and capabilities for the effective dissemination of project results. While STOP is managed centrally, it has partners in 15 countries across Europe, and targeted and context-appropriate dissemination will therefore rely on in-country partners developing appropriate dissemination channels, as appropriate.

The core priorities in the STOP dissemination strategy will be:

- To raise public awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;
- To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;
- To pave the way for a successful commercial and non-commercial exploitation of the project outcomes.
- To ensure that dissemination and communication is tailored to target audiences, using suitable forms and language for a range of needs, including policy-making, public education, and specialist professional groups.

The dissemination strategy and activities will follow principles and best practices successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports will be duly reviewed and a copy will be sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- Research will be conducted following sound analysis and scientific practice principles, taking into account as much as possible policy requirements and needs.
- All consortium members who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable by all parties who may benefit from them.



3.1 Ongoing communication considerations

As with science, communication can also be a field of experiments, above all in such a complex field like obesity. We anticipate that as the project progresses it will have some critical issues with regard to communications which will need clarifying as appropriate. This will be done through the periodical review of this document. Below are some examples that may arise:

- What kind of pictures to use (eg. images or diagrams)
- Stigma around obesity
- How obesity is portrayed in the media
- How to communicate to different age groups of young people



4. STOP communication identity

Communications and products should identify the STOP project.

The core message should be included in communication products. In brief, the core message is **'Generating evidence on the factors behind childhood obesity'**.

In further detail, the core message is: ***STOP is a project that will bring together a consortium of 24 key health and food sector actors from across Europe to generate scientifically sound and policy-relevant evidence on the factors that have contributed to the alarming spread of childhood obesity in European Countries, and on the effects of alternative policy options available to address the problem. This evidence will complement, systematise and partly reframe the findings of an established body of prior research by leveraging the latest scientific findings.***

4.1 Acknowledgement of funding

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 774548.

This document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

4.2 Logos and templates

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

A template PowerPoint presentation is available to be used when presenting the project, and is included on the shared project space on BOX (for details on BOX, see section 4.1.1).

A template web layout for use by partners is available on the shared project space on BOX.

Additional template and sample products, including leaflets, are also available on the shared BOX space.

The primary STOP logo is shown here (next page). Copies of the logo in high resolution can be found in the WP11 folder on the shared project space on BOX, or can be requested from the STOP



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project coordinator or Work Package 11 leader. Secondary logos in different colours are also available.



Science and Technology in childhood Obesity Policy

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 in section 3.1.1, 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).



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



5. STOP internal dissemination

Imperial College of Science Technology and Medicine (ICL) is accountable to the European Commission and takes overall responsibility for the project deliverables.

All STOP 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 Project Coordinator for the deliverables of the Work Package.

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

The Project Manager (ISINNOVA) is responsible for the communication and organisation of the internal meetings and teleconferences of the project. The STOP partner in the country where the meeting will be held will support the Project Manager in the practical arrangements (location, logistics, etc.). The Project Coordinator and Project Manager will work together to prepare and distribute meeting agendas and minutes.

5.1 STOP electronic communications

5.1.1 STOP shared project space on BOX

ICL and ISINNOVA will jointly set up a shared space for all partners on BOX and share details with WP leaders and others as appropriate. BOX is a secure space for consortium partners to share information related to their WPs and deliverables. It allows for multiple users to adapt and comment on documents and will be used for internal dissemination and file storage. It may include, but not be limited to, the following:

- STOP partners generally – draft papers, published papers, meeting agendas, meeting minutes, other administrative materials.
- Information for specific partners – pages and downloads with technical protocols, designs, assessment instruments, databanks and other materials in electronic form which require controlled access for commercial or data protection reasons.

5.1.2 STOP internal eNewsletter

Newsletters provide an additional means of communicating between consortium members and partners. There will be one newsletter in 2018 followed by two per year thereafter until the end of the project. The newsletter will contain report summaries, articles, blogs, reports of events and notices of forthcoming activities that merit distribution with partners. It will be coordinated by ISINNOVA.

Steps in the creation and dissemination of the STOP newsletter are as follows:



1. The Project Coordinator or a STOP partner alerts WP11 and the Project Manager (ISINNOVA) to an event or activity of STOP which may merit a newsletter.
2. The partner/work package who submits an event/activity should submit a draft article of approximately 150-300 words and a photo that is at least 300x200 pixels. ISINNOVA will put together and edit these articles and harmonize the writing style. ISINNOVA will write general articles summarising the project's progress as appropriate (likely at the rate of one per newsletter).
3. Relevant partners comment on and approve the text of the newsletter.
4. ISINNOVA distributes the STOP newsletter to all consortium partners and to other relevant parties.
5. Partners should forward the STOP newsletter to their media offices for further dissemination if applicable.

5.1.3 Other electronic communications

Emails: These will be used extensively for communication between partners over the course of the project. Emails between partners should copy in the STOP Project Coordinator.

Shared documents: The shared project space on BOX should be used to share information between partners.

Confidentiality: 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 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.



6. STOP external dissemination

6.1 Scientific outputs

This section outlines the processes and procedures used in the STOP project to disseminate the outputs of the project published in scientific papers and presentations.

The authors of scientific papers, presentations and posters should send their paper proposals to the Project Coordinator (ICL) who will bring 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 *STOP Consortium Agreement*.

In this section we discuss the 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**.

6.1.1 News releases linked to scientific publications

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), WP11 drafts a press release and makes proposals for extracted information, the lead author's quotes and principal investigator's quotes.
2. The authors and Project Coordinator comment on the draft press release.
3. Once all comments and questions have been resolved, the authors and Project Coordinator approve the press release.
4. WP11 arranges for a copy of the pre-publication manuscript (or pre-conference abstract) to be placed on a non-linked website page (so only those who receive the link can access it), to be available to journalists prior to publication.
5. The 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 prepare to issue the press release once the publication date is known.
7. WP11 contacts the journal publisher and editor-in-chief to alert them of the intention to issue a press release relating to one of their papers; WP11 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 WP11 of the 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. WP11 alerts all authors and Work Package leaders and Project Coordinator of the date of publication and proposes a date of issue for 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. WP11 distributes the press release to international journalists, with the embargo date set for the day of publication of paper or date of presentation at a conference. The press release is also sent to the journal’s editor-in-chief and media office.

11. Journal press offices may issue press releases: authors send copies of press release to WP11.

12. If conference press offices issue press releases, authors send copies to WP11.

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 WP11.

15. The STOP Project Manager places information about the paper/presentation on the STOP project website.

16. When the paper is published, authors circulate reprints (PDFs) to STOP project partners and scientific advisors.

17. Abstract and journal link will be added to STOP website.

6.2 Non-scientific outputs

This section outlines the processes and procedures used in the STOP project to disseminate the outputs of the project that are not published through scientific publications and presentations.

6.2.1. 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>Evidence produced from STOP will complement, systematise and partly reframe the findings of an established body of prior research by leveraging the latest scientific findings.</p> <p>To act on the STOP project by including our findings in their professional practice (including clinical, where applicable), policy-development, and interactions with</p> | <p>Articles, editorials, commentaries in professional journals</p> <p>News items in professional newsletters and bulletins</p> <p>STOP partners’ professional-facing social media (e.g. LinkedIn, Twitter, Research Gate)</p> <p>STOP website material with open access</p> <p>CORDIS and other EU-sponsored research services</p> |



| | | |
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| | <p>the general public. To help us disseminate our findings to their networks.</p> | <p>Leaflets, other materials and networking at conferences and events</p> |
| <p>Non-governmental organisations for health, consumers, fitness and lifestyle health promotion</p> | <p>Evidence produced from STOP will complement, systematise and partly reframe the findings of an established body of prior research by leveraging the latest scientific findings.</p> <p>Findings and outputs from STOP should therefore be included in policy advocacy and 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>STOP website material with open access</p> <p>Leaflets, other materials and networking at conferences and events</p> |
| <p>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.</p> | <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>Evidence produced from STOP will complement, systematise and partly reframe the findings of an established body of prior research by leveraging the latest scientific findings.</p> <p>Our findings offer evidence-based solutions for policy development and implementation.</p> <p>To include findings and outputs from STOP in their policy development and implementation 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>STOP 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> |
| <p>Adolescents, young people and their parents</p> | <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>We believe work around childhood obesity should be disseminated to</p> | <p>WP11 dissemination of media releases to news agencies and news services</p> <p>News items in relevant publications, newsletters and bulletins</p> |



| | | |
|---|--|---|
| | <p>children and young people as it directly affects them.</p> <p>Parents play a crucial role on influencing young people, as well as in what food they consume.</p> | <p>News items with other relevant NGOs and public-facing organisations</p> <p>STOP partners' public-facing social media (e.g. LinkedIn, Twitter, Research Gate)</p> <p>STOP website material with open access</p> <p>STOP partners' press and media offices and information dissemination services</p> <p>Child- and adolescent-facing website developed by the World Obesity Federation (reported in Deliverable D 11.4)</p> |
| <p>General public and national and international public media agencies.</p> | <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>To encourage them to lobby policy-makers to consider the findings of the project.</p> | <p>WP11 dissemination of media releases to news agencies and news services</p> <p>STOP partners' press and media offices and information dissemination services</p> <p>STOP partners' public-facing social media (e.g. Facebook, Twitter, Research Gate)</p> <p>STOP website material with open access</p> |

6.2.2 STOP website

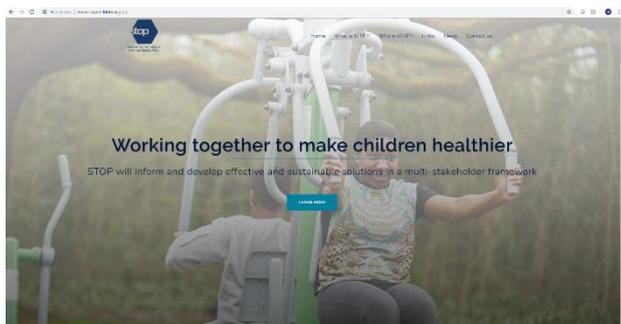
The project website is the primary vehicle for public-facing dissemination and is established at the following URL: <http://www.stopchildobesity.eu/>. The STOP website will provide a first point of contact for many members of the general public as well as for professionals and others seeking information about the activities being undertaken in the STOP 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 STOP project website is coordinated by the Project Manager (ISINNOVA) 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.

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.



Images below: Screenshots of the STOP website



6.2.3 World Obesity Federation children’s website

The outputs of the STOP project will be utilised in the development of a website on obesity issues directed primarily at children and adolescents. A report on the development of this website will be supplied in Deliverable 11.4 of the STOP project. The website will be maintained after the end of the STOP project and is an example of the exploitation of the STOP project outputs.

6.2.4 STOP events

Two major European multi-stakeholder meetings are planned, with the main purpose of presenting, discussing and disseminating the project findings to stakeholders from the research, civil society and policy community. To ensure maximum reach, podcasts of keynote speeches will be made available on the project’s website.

6.2.5 Social Media

Press releases and other news will be disseminated through social media such as Twitter and LinkedIn. STOP partners and their institutions should be encouraged to disseminate positive stories about the STOP project when appropriate. When partners use social media to disseminate STOP news a common hashtag should be used by all i.e. #STOPobesityEU. 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.

STOP has its own dedicated twitter account with the handle @STOPobesityEU. Consortium partners should send any relevant newsworthy stories to WP11 to tweet. In addition, tweets from partners that are hashtagged with #STOPobesityEU will be retweeted by this account. All partners should follow and retweet this account where possible and appropriate.

All tweets should include #STOPobesityEU and where possible/where space permits @EU_H2020 and #ResearchImpactEU.



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6.2.6 Other media

As the project progresses new communication methods will be explored as required and as appropriate. Any new methods which the project will use as key communication avenues will be added to this document in future iterations as appropriate. For example, these may include videos, interviews, podcasts and infographics.



7. External dissemination actions for the STOP project

Table 2 shows examples of the actions available for dissemination of the STOP project results.

Table 2: Examples of dissemination actions for the STOP project

| Area | Audience | Examples of dissemination activities | Examples of publications/dissemination avenues | Examples of what would be included |
|---------------|--|---|--|--|
| International | Scientific (including other H2020 projects) | Publication in peer-reviewed international journals | Write papers for e.g.: Obesity Reviews Paediatric Obesity Journal of Behavioural Nutrition and Physical Activity Journal of Public Health Management and Practice | Description of research, systematic reviews of policy, evaluation of data quality, reviews of use of data for health service management. |
| | | | Write editorial for e.g. British Medical Journal | Overall approach of the STOP project for health professionals. |
| | | Presentations in conferences and meetings Cluster meetings | Submit abstracts to e.g.: European Congress on Obesity European Health & Fitness Forum Mutual reviews of outputs and deliverables Multi-stakeholder forums | PowerPoints or posters on the STOP approach and outputs. |



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| | | | | |
|--|---------------|---|--|---|
| | Professional | <p>Presentations and written communications to European networks of professionals, especially those in health and those working with young people.</p> <p>Work package policy summaries</p> <p>Workshops and stakeholder forums</p> <p>Specialist media</p> | <p>Submit proposals and papers to e.g.: International Union for Health Promotion and Education</p> | <p>Intervention design and implementation</p> <p>STOP results and evaluation</p> <p>Summary of outcomes for professional guidance</p> |
| | Policy-makers | <p>Work Package policy summaries</p> <p>Stakeholder forums</p> <p>STOP newsletters</p> | <p>Events organised by consortium partners</p> | <p>STOP results and evaluation</p> <p>Summary of outcomes for policy relevance</p> |
| | Media | <p>Press releases and opportunities to interview/contact STOP Project Coordinator for comment or further information</p> | <p>Distribute to press: World Obesity Federation international press lists Scientific conference press rooms International professional organisations' press lists Scientific journal press office Consortium partner institutional press lists</p> | <p>Press releases tied to events: - Publication of major scientific papers and other outputs - Presentation at international events</p> |



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| | | | | |
|------------------------------------|-----------------------------|--|--|--|
| | Public | Open access publication of press releases, news stories and STOP materials. Production of STOP newsletters STOP website and youth-facing website | Make easily available through the front pages of the STOP project website Disseminate with social media: LinkedIn, Twitter etc. | All public-facing materials |
| Regional, national and local | Scientific/ Professional | Publication in peer-reviewed national and regional journals | Submit papers to e.g.: British Medical Journal Italian Journal of Medicine | Youth-orientated policy design and implementation |
| | | Presentations at national and regional conferences and meetings | Submit abstracts and papers to e.g: UK Active Summit Association for Young People's Health (UK) | |
| | Media | Press releases and opportunities to interview/contact local STOP Consortium partners for comment | Distribute to press: Consortium partners' institutional media offices Scientific conference press rooms National professional organisations' press lists Scientific journal press office | Press releases tied to events: - Publication of scientific papers - Presentation at national or local events |
| | Public | Open access publication of press releases, news stories and STOP materials. Production of STOP newsletters | Make easily available through the front pages of the STOP project website Disseminate with social media LinkedIn, Twitter etc. | All public-facing materials |



8. Exploitation Plan

8.1 Exploitation Plan

STOP 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 toolkits, 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 STOP project 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 the STOP project will be ensuring the translation of the results for policy-makers, as well as for commercial and social enterprises.

8.2 Exploitation Management

Work Package 11 (World Obesity Federation) is primarily responsible for the exploitation of STOP's results and will work with the Project Coordinator to ensure this takes place. Effective coordination by WP11 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.

WP11 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 WP11 in the dissemination and exploitation of project outputs where possible.

WP11's contact details are:

Tim Lobstein

tlobstein@worldobesity.org

Tel: +44 20 7685 2580

Matt Pretty

mpretty@worldobesity.org

Tel: +44 20 7685 2580



8.2.1 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 STOP 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 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, in intervention areas including: Addressing obesogenic environments, including taxes and marketing restrictions on food and beverages; Clinical interventions with children and families; Epigenetic and biological mediators of obesity risk.</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>Theoretical 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> |



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| | | |
|-----------------------------------|---|---|
| | | The EU Platform on Diet, Physical Activity and Health The World Health European Regional Office |
| Scientific community | Interest and use of the scientific outputs of the project for their own research. | Scientific papers Scientific presentations Theoretical models created by the project Policy toolkits Policy workshops and stakeholder meetings |
| Professional / civil society | Use the results to inform future EU/other childhood obesity/public health projects. 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. | Policy toolkits Scientific papers Scientific presentations Materials created by project – infographics, brochures, posters Media releases, interviews, videos Website Policy workshops and stakeholder meetings |
| Commercial and social enterprises | Use project results to influence entrepreneurial and economic operators with interests in child health and obesity prevention, including the bodies representing commercial operators on the EU Platform and their member organisations, and national equivalent bodies (e.g. UNESDA at the EU level, the British Soft Drinks Alliance at the national level, and individual soft drink companies). | Briefing papers including recommendations for industry and media Webinars open for all stakeholder participants Presentations at multi-stakeholder platforms |
| Health care professionals | Use the results of the project to inform their clinical and non-clinical | Scientific papers, leading to changes in policy and |



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| | | |
|------------------------------------|---|--|
| | practice where necessary. | practice Briefing papers relevant to professional guidelines Webinars open for all stakeholder participants |
| Media | To inform stories and media regarding obesity in Europe. | Press releases Contact with consortium partners |
| Young people | To inform and involve them in policy-making that directly affects them. | World Obesity Federation's youth-facing website STOP project website Materials created by the project – infographics, brochures, posters |
| General public (including parents) | To stay informed about European policies affecting them and their families. | Website Materials created by the project – infographics, brochures, posters |

8.2.1 Exploitation risks and mitigations

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

Table 4: Foreseen risks and mitigating actions

| Risk | Likelihood | Impact | Mitigation |
|---|------------|--------|---|
| 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. |

8.3 Intellectual Property Rights

Effectively exploiting research results depends on the proper management of intellectual property, which should be part of the overall management of knowledge in the project. The STOP project is committed to the principle of open access, ensuring that, wherever possible, the qualitative and quantitative data generated by the project is publicly and freely available for stakeholders to access and use. The key knowledge and data produced by the project will be released through open access and none of the partners expects to claim or profit from intellectual property rights.

The management of IPR is ruled by the Consortium Agreement, which includes background and specifics for each consortium partner. In the incidence of disagreements over intellectual property, the STOP project's Consortium Agreement states:

The following decisions shall be taken by the General Assembly:

Content, finances and intellectual property rights

- *Proposals for changes to Annexes 1 and 2 of the Grant Agreement to be agreed by the Funding Authority*
- *Changes to the Consortium Plan*
- *Modifications to Attachment 1 (Background Included)*
- *Additions to Attachment 3 (List of Third Parties for simplified transfer according to Section 8.2.2)*
- *Additions to Attachment 4 (Identified Affiliated Entities)*

The General Assembly is the ultimate decision-making body of the consortium and will therefore make decisions on IP.



8.3.1 Access rights

During the implementation stage of the project, partners may need to give access rights to their background and their results in order for other partners to carry out their work on the project and/or exploit their results. These requests should be made in writing, which can take the format of an email with acknowledgement of receipt. Participants granting access rights may request to have in place an agreement, particularly when they wish to impose certain conditions (such as stronger commitments to confidentiality) on these access rights.

8.3.2 Ownership of results

According to the Horizon 2020 Rules for Participation and the STOP Grant Agreement, the results generated in the project belong to the participant generating them.

If a partner's researchers are entitled to claim rights to their results pursuant to national laws, that partner must ensure that it complies with its obligations under the Grant Agreement and the Consortium Agreement.

8.3.3 Joint ownership

In Horizon 2020, results are jointly owned if:

1. They have been jointly generated by two or more participants, and
2. It is not possible to:
 - a. Establish the respective contribution of each beneficiary, or
 - b. Separate them for the purpose of applying for, obtaining or maintaining their protection.

In the case of jointly owned results in STOP, unless otherwise agreed:

1. Each of the joint owners shall be entitled to use their jointly owned results for non-commercial research activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s), and
2. Each of the joint owners shall be entitled to otherwise exploit the jointly owned results and to grant non-exclusive licenses to third parties (without any right to sub-license), if the other joint owners are given:
 - a. At least 45 calendar days advance notice; and
 - b. Compensation under Fair and Reasonable Conditions.

8.3.4 Non-disclosure of information

Section 10 of the Consortium Agreement covers the terms of non-disclosure among consortium partners.



8.4 Post-project obligations

After the conclusion of the project, the IPR provisions, such as the obligations regarding confidentiality, exploitation and dissemination, will remain in force. Consequently, participants are required to properly manage the post-contract phase and to consider the following:

- During implementation of the action and for four years after the project, in accordance with the Grant Agreement, participants must keep confidential any data, documents or other material (in any form) that is identified as confidential. This confidentiality time limit may be extended for the information shared among the consortium partners in their Consortium Agreement.
- Measures to ensure the exploitation of results will be performed up to four years after the project, requiring participants to be truly engaged in the use of their results.
- When disseminating the results without protecting them first, deciding to stop protecting the results or not seeking an extension of the protection of the results, participants that have received EU funding must formally notify the Commission in advance, according to the requirements established in the Grant Agreement, for up to four years after the project.
- The obligation to protect results remains, including the need to include the statement of financial support in any application for the protection of results.
- Dissemination obligations also stay in force, including the need to acknowledge EU funding and to include a disclaimer.
- Participants are entitled to request access rights up to one year (or any other time limit agreed) after the conclusion of the project and therefore exclusive licences require a prior written waiver of rights from the other consortium partners concerned during this period.
- Obligations regarding the transfer of results also remain in force.



9. Useful resources and references

1. Community Research and Development Information Service (accessed 4 September 2018). https://cordis.europa.eu/guidance/archive_en.html
2. European Commission (accessed 4 September 2018). Participant Portal H2020 Online Manual: Dissemination and Exploitation of Results. http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm
3. European IPR Helpdesk (2015). Fact Sheet: IP Management in Horizon 2020: proposal stage. <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-IP-Management-H2020-Proposal-Stage.pdf>
4. European IPR Helpdesk (2015). Fact Sheet: How to manage IP in Horizon 2020: project implementation and conclusion. <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-IP-Management-H2020-Project-Implementation-and-Conclusion.pdf>
5. European IPR Helpdesk (2015). Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020. <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Plan-for-the-Exploitation-and-Dissemination-of-Results-H2020.pdf>
6. European IPR Helpdesk (2015). Fact Sheet: Exploitation channels for public research results. <https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/Fact-Sheet-Exploitation-Channels-for-Public-Research-Results.pdf>
7. STOP H2020 Grant Agreement No. 774548
8. STOP H2020 Consortium Agreement
9. STOP website (accessed 4 September 2018) <http://www.stopchildobesity.eu/>

Annex A

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

| Media Statement | | | |
|----------------------------|---|---|---|
| Dissemination method | Description | Examples | Reach |
| Press | Send 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 | |
| | | Project pages | |
| WO Newsletters | Include an alert in regular WO communications | Weekly | 30,000 |
| | | Monthly | |
| | | WO member organisations | |
| Social media | Share the release via social media accessible to World Obesity Federation | LinkedIn WO Group | 2,152 members of WO group |
| | | LinkedIn news feed | 2,152 members of WO group |
| | | Twitter | 11,100 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 | |
| | | Project pages | |



| | | | |
|----------------------|--|--|--------------------------------|
| 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 | 2,152 members of WO group |
| | | Linked-In news feed | 2,152 members of WO group |
| | | Twitter | 11,100 followers on WO account |



Annex B

STOP partner organisations

The STOP project is coordinated by Imperial College of Science Technology and Medicine, London (ICL).

The 24 associated partners all have extensive experience in research, development and implementation of obesity prevention interventions in Europe, with two partners experienced in policy development in the USA and in New Zealand, respectively. The STOP partners are:

1. Imperial College of Science Technology and Medicine (ICL), United Kingdom
2. Istituto Superiore Di Sanità (ISS), Italy
3. Tervise Arengu Instituut (NIHD), Estonia
4. Istituto Di Studi Per L'integrazione Dei Sistemi (I.S.I.S) - Società cooperativa (ISINNOVA), Italy
5. Universitatea De Medicina Si Farmacie Victor Babeş Timișoara (UMFT), Romania
6. Instituto De Saúde Pública Da Universidade Do Porto (ISPUP), Romania
7. Institut National De La Recherche Agronomique (INRA), France
8. Universiteit Hasselt (UHasselt), Belgium
9. European Public Health Alliance (EPHA), Belgium
10. World Obesity Federation (WOF), United Kingdom
11. Univerza v Ljubljani (UL FS), Slovenia
12. Karolinska Institutet (KI), Sweden
13. Nacionalni Inštitut za Javno Zdravje (NIJZ), Slovenia
14. Sveučilište u Zagrebu, Kineziološki Fakultet (KIFUNIZG), Croatia
15. The University Of Auckland (UOA), New Zealand
16. Fundación Privada Instituto de Salud Global Barcelona (ISGLOBAL), Spain
17. Università degli Studi di Torino (UNITO), Italy
18. Terveyden ja Hyvinvoinnin Laitos (THL), Finland
19. World Health Organization (WHO), Switzerland
20. Consorcio Centro de Investigación Biomédica en Red M.P. (CIBER), Spain
21. Ministerio Da Saúde – República Portuguesa (DGS), Portugal
22. University of Southern California (USC), United States
23. Etablissement d'enseignement Supérieur Consulaire Hautes Études Commerciales de Paris (HEC), France
24. L'Institut des Sciences et Industries du Vivant et de L'environnement - Agro Paris Tech (APT), France