MYMATCH

Deliverable 11.3

Communication, dissemination, and exploitation plan

- Update 1 -

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Nature of the deliverable		
R	Document, report	X
DMP	Data Management Plan	
DATA	Data sets, microdata, etc	
ETHICS		
DEC	Websites, patent filings, videos, etc	
OTHER		

Dissemination level		
PU	Public (*fully open*)	X
SEN	Sensitive (*limited under the conditions of the Grant Agreement*)	
EU CI	EU Classified (*eu-restricted, eu-confidential, eu-secret under Decision 2015/444*)	

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Acknowledgements

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More information on the project can be found at www.mymatch-project.eu.

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Project's summary

Climate change amplifies food safety risks by fostering the proliferation of pathogens and contaminants in the food supply chain and introducing unfamiliar or novel hazards.

Among the food safety threats, because of their ubiquity, MYMATCH will consider the effects of climate change on a selection of mycotoxins (related to fungi belonging to *Aspergillus, Fusarium,* and *Alternaria*) occurring in maize, wheat, tomato, and nuts.

Thanks to a strong and multi-actor partnership, MYMATCH will contribute to:

1. the prediction and mitigation of risk related to fungi and mycotoxin occurrence,
2. the assessment of mycotoxins exposure in humans (concerning different diets) and animals, and
3. the implementation of proper risk management measures.

This will be achieved with data collection taking place at different levels, from literature considering events that happened in the past, under controlled environments and open fields, enabling the generation of the missing datasets needed to fulfil the project aims.

This will support the development and implementation of fungi and mycotoxin predictive models founded on accurate climate change scenarios to anticipate the changes in mycotoxin occurrence in European food systems.

MYMATCH AI mycotoxin management Platform will be the final output, the support for all food system actors with tailored predictions, recommendations, and mitigation approaches. By using this platform, the agri-food researchers, farmers, industry stakeholders, and policymakers, involved in the project through the MYMACTH's Multi-Actor Framework, will be assisted in taking threat-mitigation initiatives and in decision-making, both in the short- and strategic long-term planning.

MYMATCH tools and methods will be generated in a way that is easily extendable to other contaminant issues and co-created and developed with a strong interaction with potential users like EFSA.

Document's objective and executive summary

The project Plan for communication, dissemination and exploitation (CDE) Plan aims to define MYMATCH strategy for efficiently reaching the widest possible variety of relevant external stakeholders, thereby enhancing access to PRs and maximising the project's impact. Therefore, it presents the goals of MYMATCH CDE activities, the target audiences for communication, dissemination and exploitation, the main messages to be conveyed to each audience, the means and tools used to reach them, as well as a detailed plan of CDE activities. It also identifies potential barriers that could negatively affect these activities and sets out a strategy to overcome them.

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This deliverable 11.3 is the first update of MYMATCH CDE Plan (initial version released at M6, D11.1). It was drafted by EQY with the participation of all partners as part of T11.1 and will be further updated by EQY as part of WP12 (D12.1 at M36 and D12.2 at M48). This first update provides an overview of the activities completed to date (M18, corresponding to the end of the first reporting period), outlines the actions planned for the upcoming period, and incorporates any necessary adjustments based on the progress and insights gained during implementation (e.g., KPIs, selected activities, ...).

Table of contents

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List of abbreviations

CDE – Communication, dissemination and exploitation

GA – Grant Agreement

TG – Target group

EUG – End-user group

PR – Project's result

KPI - Key Performance Indicator

SAB – Stakeholders' Advisory Board

List of figures

List of tables

1. Introduction

1.1 Context and objectives of this document

This deliverable presents the MYMATCH project's Communication, Dissemination and Exploitation (CDE) Plan, which aims to ensure a wide visibility and impact of MYMATCH, i.e. that the project activities and results reach the greatest possible relevant audience. As beneficiary of Horizon Europe funding, MYMATCH consortium promotes the action and its results by providing targeted information to multiple audiences in a strategic, coherent and effective manner (GA, article 17.1). This is achieved through communication, dissemination and exploitation, of which definitions are provided below following the guidance of the European Commission.[1] [2] Therefore, this plan defines the CDE goals, relevant target audiences and stakeholders, main messages to be conveyed and the strategy to be adopted to overcome potential barriers, as well as planning the activities.

This deliverable 11.3 is the first update of MYMATCH CDE Plan (initial version released at M6, D11.1). It was drafted by EQY with the participation of all partners as part of T11.1 and will be further updated by EQY as part of WP12 (D12.1 at M36 and D12.2 at M48). This first update provides an overview of the activities completed to date (M18, corresponding to the end of the first reporting period), outlines the actions planned for the upcoming period, and incorporates any necessary adjustments based on the progress and insights gained during implementation (e.g., KPIs, selected activities, ...).

1.2 Definitions

Communication stands for making the project, its activities and results visible to non-technical but targeted audiences, such as citizens, stakeholders and the media. The content of communication activities is adapted to such non-specialist audiences, ensuring that they understand the project's objectives and actions without having to understand all the technical details. This takes place from the very beginning until the end of the action.

Dissemination involves sharing research results with people who can best make use of them, such as the scientific community, industry, commercial players, civil

[1] European Commission (2023), *Dissemination and exploitation*, URL.
[2] European Commission (2023), *Communication, dissemination & exploitation - what is the difference and why they all matter,* URL.

society and policymakers. This takes place as soon as the project's results are made available and beyond.

Exploitation: means using the exploitable results of the project to develop, create and market or improve a product, process or service, or to shape a policy that could have a positive impact on the quality of life of the public. This takes place towards the end of the action and beyond.

1.3 Implementation of the activities and roles responsibilities

The activities described in this document are implemented within WPs 11 and 12 to ensure the effective and efficient management of CDE activities throughout the project.

EQY leads these activities due to its extensive expertise in EU-funded projects, particularly in the communication, dissemination and exploitation activities of such projects. All partners are involved in these activities to ensure proper uptake and maximisation of exploitation potential. Strong partner mobilisation is indeed crucial for these communication, dissemination and exploitation activities, ensuring the reliable and efficient transfer of MYMATCH's results and developments to its target groups.

2. General rules and guidelines for MYMATCH CDE activities

2.1 Visibility, quality of information and disclaimer under Horizon Europe

MYMATCH communication and dissemination activities acknowledge the EU support by displaying the European flag and funding statement (translated into local languages, where appropriate). (GA, Article 17.2)

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Moreover, they use factually accurate information and indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them." (GA, Article 17.3)

2.2 Language

The language of this project is English. To ensure greater consistency between MYMATCH various CDE activities, it is recommended that the spelling conventions of British English are used wherever possible. The other languages spoken in the consortium are considered in the production of communication materials according to the local needs of the partners.

Partners are encouraged to refer to the EC DG Translation English Language Style Guide.

3. Target audiences and tailored key messages

The overall key message of the MYMATCH project across all audiences, and particularly the general public, is: "Building the first AI-driven mycotoxin management platform to address the impact of climate change on food safety and human health."

To ensure a targeted deployment of MYMATCH CDE activities, specific target audiences and tailored key messages and relevant PRs have been identified, with the support of all partners involved in the project. They are described thereafter. This section also incorporates the results of the stakeholder mapping conducted as part of WP3 - T3.1. under the lead of UCSC, contributing to precise the project's target audience description.

These six target groups (TGs) include the four direct end-user groups (EUGs) of the six project's results (PRs) - to which references are made in the following section, and which are presented in detail under Section 6, Table 14 - identified at the proposal stage, as well as two additional TGs:

- EUG#1: research and development (R&D) community
- EUG#2: farming community and its associated ecosystem
- EUG#3: agri-food industries
- EUG#4: policy makers and public bodies, including EFSA.

3.1 Target group 1: research and development (R&D) community

Why?

MYMATCH targets the R&D community because its research outputs will significantly help gain, increase and promote knowledge and data in the field of MY forecasting and how it is affected by climate change.

Key messages and relevant PRs

MYMATCH will bring an extensive scientific advance in the field of MY forecasting through (1) the collection and generation of agro-climate data, (2) the development of new knowledge on MY co-occurrence and related modified forms (**PR1**), (3) the setup of accurate and specific CC scenarios (**PR3**), and (4) the improvement and development of mechanistic predictive models accounting for diverse MY occurrence in selected food systems (**PR2**). The R&D community needs to be part of this progress.

Stakeholders

The identified stakeholders for this TG are the followings: research organisations in agronomy science and meteorology, phytopathology and mycology, predictive modelling, fungal ecology, ecotoxicology, microbiology, risk assessment, food safety.

More specifically, to date, partners have already identified and sometimes established potential connections with the following R&D actors:

- European Food Safety Authority - EFSA (working groups on mycotoxins)
- World Health Organisation – WHO (exposure assessment)
- Gabonaszövetség
- Semmelweis University
- Hungarian University of Agriculture and Life Sciences
- University of Debrecen
- University of Pécs
- University of Gent
- VTT Technical Research Centre of Finland
- Laboratory of Phytopathology, Department of Crop Science, Agricultural University of Athens
- EuroFIR AISBL (European Food Information Resource).

3.2 Target group 2: farming community and its associated ecosystem

Why?

Considering MYMATCH objective to better understand, predict, prevent and mitigate the risks related to the occurrence of mycotoxins in agriculture, the farming community and its associated ecosystem is clearly one of the main audiences of the project CDE activities.

Key messages and relevant PRs

Farmers will directly benefit from the following project results, which will enable them to anticipate and mitigate CC-related risks of mycotoxin contamination in crops: MYMATCH modelling approach (**PR2**), CC scenarios (**PR3**), MYMATCH AI MY platform (**PR4**) integrating tailored DSS supporting them in decision-making and a Risk Prediction Module, Guidelines for practitioners (**PR5**). In addition to improved food safety for the whole population, this effective management of MY risks enabled by MYMATCH brings economic benefits to farmers through reduced crop losses and improved market access and consumer trust, potentially leading to increased demand and better prices for their products.

Stakeholders

The identified stakeholders for this TG are farmers, farmers organizations, cooperatives, advisory services and EIP AGRI.

More specifically, to date, partners have already identified potential connections with the following stakeholders:

- Association of Hungarian Farmers' Groups and Cooperatives
- Portuguese farmers' associations representing maize producers (ANPROMIS) and tomato producers and industry (CCTI).

3.3 Target group 3: agri-food industries

Why?

Food processors, distributors and retailers are targeted by MYMATCH CDE activities, as the project's results will enable these industries to better plan raw product supply.

Key messages and relevant PRs

The Cereal buyers, traders, and processing industries will take great advantage from the acquired knowledge and predictions as support for their preparedness to receive goods or possible contaminated products and their proper management (**PR4**). Their interaction with the farming communities will be well organised, based on clearly defined guidelines for crop management, supported by prediction, and uncompliant discharged product will be minimised. Further, based on CC scenarios (**PR3**), the level of risk for different MYs in target crops will be highlighted and will lead in choosing the best production area depending on the requisites of processed products.
All of this enhances the quality and transparency of the products, which is essential for the brand reputation and consumer trust. Moreover, this can lead to economic benefits through reduced risk of contamination, resulting in fewer product recalls and thus lower financial losses, and increased market access, including to markets with strict import regulations, especially as we can expect these to become more stringent as we gain more knowledge about the dangers posed by MY.

Stakeholders

The identified stakeholders for this TG are the followings: agri-food companies, their federation in cereals and tomato, cooperatives, SMEs, food cluster.

More specifically, to date, partners have already identified potential connections with the following stakeholders:

- Norwegian grain handlers (Felleskjøpet, Norgesmøllene, Fiskå Mølle)
- Portuguese tomato producers and industry (CCTI)
- BARILLA G. e R. Fratelli SpA
- Confederazione italiana agricoltori – Toscana
- AgroSat
- Image Line.

3.4 Target group 4: consumers (general public)

Why?

As consumers, citizens are key elements of food systems and drive the evolution of food systems through their changing opinions, consumption patterns and dietary habits. They are directly impacted by food safety and need to be fully informed about the impacts of CC on both food system actors and food products, thereby increasing food safety literacy.

Key messages and relevant PRs

MYMATCH aims to raise awareness of consumers about the impact of climate change on food safety and the specific risks posed by mycotoxins. It also emphasizes that by better understanding, managing and mitigating mycotoxin risks in the food supply chain (**all PRs**), MYMATCH improves food safety and therefore public health by reducing health risks such as foodborne illnesses and long-term health issues associated with mycotoxins for all, as well as adaptation to CC. Another angle to target consumers is to incorporate their points of view through consultation with the FS4EU platform.

Stakeholders

The identified stakeholders for this TG are the followings: consumer associations, citizens, local authorities, civil society organisations including NGOs.

3.5 Target group 5: policymakers and public bodies, including EFSA

Why?

EU-level, national and local relevant policy makers, public bodies and stakeholders' associations represent a key target audience of the project's CDE activities, with the aim to push the right regulatory framework for reducing levels of pollution and protecting public health from mycotoxin-related risks.

Key messages and relevant PRs

MYMATCH's results concerning its modelling approach (**PR2**) for MY prediction, as well as possible updated mitigation measures (**PR5**) will be disseminated to relevant policy makers to increase their awareness as part of possible solutions for the future of European food systems. Policymakers will also be addressed through policy-recommendations (**PR6**) to support their decision-making considering potential future scenarios and European and national regulatory framework. Particularly, local policymakers will be targeted to raise their awareness about farming management practices. Together with the dissemination of CC scenarios (**PR3**), this will allow them to plan changes in spatial planning preventing MY occurrence and implementing policies affecting food systems. Overall, MYMATCH data, tools and methods are of key relevance for informed decision-making regarding climate change and food safety.

Stakeholders

The identified stakeholders for this TG are the followings: ministries and national agencies of Food and Agriculture, Ministries and National agencies of industry and Environment, (Inter-) Regional administrations, local authorities, etc.

More specifically, to date, partners have already identified potential connections with the following policymakers:

- European Food Safety Authority (EFSA)

- Food and Agriculture Organisation (FAO)
- Joint Research Centre (JRC) (European Commission)
- Ministry of Agriculture, Forestry and Water Management, Department for Plant Health & Plant Quarantine, Plant Protection Directorate, Serbia
- Ministry of Agriculture, Hungary
- National Chamber of Agriculture, Hungary
- Italian Ministry of Health - ONE Health department
- European Parliament and ENVI
- ENVI (President)
- Ministry of Rural Affairs of Republic of Estonia
- European Food Forum.

as well as with the following European, national and regional food safety authorities:

- European Food Safety Authority - EFSA (working groups on mycotoxins)
- Norwegian Food Control Authority
- Norwegian Agricultural Advisory Service
- Istituto Superiore di Sanità (ISS)
- Istituto Zooprofilattico Umbria e Marche (IZSUM)
- Czech Agricultural and Food Inspection Authority (CAFIA)
- Autoridade de Siguranca Alimentar e Economica (ASAE)
- Instance Nationale pour la Sécurité Sanitaire et la Qualité des Produits Alimentaires (INSSQPA)
- AKU - Autoriteti Kombetär i Ushqimit
- Finnish Food Safeyy Authority (Ruokavirasto)
- German Federal Institute for Risk Assessment (BfR)
- National Sanitary Veterinary and Food Safety Authority (ANSVSA)
- Ente Terre Regionali Toscane
- L'Agenzia Regionale per lo Sviluppo e l'Innovazione dell'Agricoltura del Lazio (ARSIAL).

Connections with the following stakeholders' associations were also established through the SAB:

- Coceral
- Euromal
- Euro Coop.

3.6 Target group 6: other European projects, international networks

Why?

Possible collaborations and synergies are explored with several ongoing European projects and initiatives related to MYMATCH fields of expertise. Targeted CDE activities aim to have a large food system view; share best practices; leverage complementary strengths and benefit from other innovations; amplify the reach and impact of MYMATCH outcomes; and transfer the project approach on MYs to other contaminants. The project's consortium also targets European networks and entities

with the aim to maximise the use of developed data and knowledge, and to enhance mutual benefits and overcoming setbacks through collaboration.

Key messages and relevant PRs

Three key messages for this target group have been identified so far.
The first one emphasizes shared goals: "Together, we can address the common challenges posed by climate change and food safety." The second one emphasizes mutual benefits: "Collaborating allows us to pool resources and expertise for greater impact." The final key message for TG6 focuses on innovation and excellence: "Joint efforts drive innovation and ensure the highest standards in research and implementation."

Regarding the PRs of which CDE activities towards this target group aim to maximise the impact are in particular the MYMATCH's CC scenarios builder (**PR2**) and the MYMATCH AI MY platform (**PR4**).

Stakeholders

The identified stakeholders for this TG are the followings: project coordinators, funding bodies, JRC, EIP AGRI, EFSA, FAO, WHO, etc. The participation of partners in various projects and bodies contributes to connect, collaborate, and disseminate project results.

More specifically, to date, the following ongoing European projects related to MYMATCH scope have been identified.

Table 1: List and key features of European projects MYMATCH can collaborate with

Projects MYMATCH can collaborate with
BIOTOXDoc (EU-MSCA-DN, 2023-2027) – UCSC partner
Obj.: to develop novel control, mitigation and risk assessment methods for biotoxins in a world of CC.
Link: The PhD students will manage research regarding climate change and its impact on MYs, among the other biotoxins. The interaction with the PhD students focused on these topics will be an added value to MYMATCH.
Website: BIOTOXDoc
AgriTech-Spoke 6 National project Italy (EU grant) – UCSC partner
Obj.: Develop management models to promote sustainability and resilience of agricultural production systems.
Link: Key performance indicators will be defined and applied in different crop chain. A specific action is focused in developing a predictive model for Alternaria and its toxins in tomato and can contribute to MYMATCH.
Website: www.agritechcenter.it
FunShield4Med (EC, 2022 – 2025) – UNIPR & CU partner
Obj.: fostering capacity to address the MYs occurrence in crops and commodities from the Mediterranean area.
Link: Although commodities are different, occurrence data may complement those collected within MYMATCH. In addition, FS4M already existing network could be involved in training and dissemination activities.
Website: FunShield4Med

MYCOBEANS (EC, 2024 – 2027) – UNIPR coordinator
Obj.: this is a MSCA Staff Exchange action aiming to assess the occurrence of regulated and emerging MYs in legumes used for the production of plant-based food, through the development of an innovative and integrated analytical platform. The project involves institutions from the EU, UK and ASEAN region.
Link: analytical methodologies developed within MYCOBEANS could be easily transferred to MYMATCH. Both the consortium and the MSCA seconded staff will benefit from interaction and knowledge transfer. The strong interaction with the ASEAN region will bring insights into climate change effects in that specific area.
Website: MYCOBEANS
PRISMA (EC, 2023 – 2025) – UNIPR coordinator
Obj.: assessing the exposure to MYs in the Italian population following plant-based diets.
Link: Models and methodologies, and the generated knowledge, will be directly transferred to **WP4** and **WP10**.
Website: PRISMA
FOCUSER (EC, 2024 – 2028) – UCSC coordinator, UNIPR partner
Obj.: Creating an interinstitutional center for food innovation. A specific training program will be structured to foster capacity building in the Med and Middle East area
Link: MYMATCH may benefit from the large training and dissemination platform established by FOCUSER. The strong interaction with the Med and Middle East region will bring insights into CC effects in that specific area.
Website: https://fooderuniversity.it/
Microbes-4-Climate (EC, 2024-2028) – UMINHO partner
Obj.: to address climate change risks for biodiversity, agricultural, and forestry ecosystems. The project aims to facilitate curiosity-driven research and advance frontier knowledge by providing a wider community of users and researchers with access to world-class Research Infrastructures and integrated, advanced services.
Link: M4C provides access to European Research infrastructures, for an extensive list of services. The access to these services, possible free-of-charge, will be useful for the activities planned in MYMATCH.
Website: Microbes-4-Climate
TWINNING GREEN-EDITING VIBES FOR FθθD (EC, 2023-2025) – MRI Coordinator
Obj.: CREDIT Vibes use a multi-disciplinary approach to increase agro-knowledge and agro-technologies in organic production of crops with improved nutritional and bioactive properties.
Link: Aim of MYMATCH is to identify genetic variation in maize varieties with the potential to resist toxigenic fungi via future breeding and testing them in a pilot agro-technology approach for the first time
Website: TWINNING GREEN-EDITING VIBES FOR FθθD
AMBROSIA (EC, 2024-2027) - Sister project
Obj.: AMBROSIA (Bridging Knowledge, Communication, and Action for Food Safety in a Changing Climate) will enable a holistic systemic approach to food safety risk assessment across the supply chain with the use of digital technologies incl. AI, through modelling of climate change risks and their impact on food safety in 4 major biogeographical regions in Europe.
Link: Both MYMATCH and AMBROSIA aim to deliver climate change data. Further, AI, modelling and climate change are common keywords.
Website: AMBROSIA
FoodSafeR (EC, 2022-2026)
Obj: To protect European food from biological, climate or chemical hazards by developing an innovative digital hub (with a world-class consortium of organizations and specialists in

food safety) to improve food safety through better risk assessment, management, and collaboration.
Link: As FoodSafeR builds a digital hub to improve how we assess and manage all types of food safety hazards, together with MYMATCH, they help create a smarter, more resilient food system.
Website: FoodSafeR
ToxBiome (EC MSCA, 2024-2025)
Obj: Characterising the microbiome and mycotoxin profiles of winter wheat varieties grown under sustainable crop protection system to understand the role of wheat microbiome in resisting or being susceptible to mycotoxin contamination and to identify wheat varieties and microbes capable of suppressing mycotoxin production in grain.
Link: Both projects study how to reduce mycotoxins in wheat. While ToxBiome focuses on the role of the wheat microbiome, MYMATCH looks at how climate change affects fungi and mycotoxins. Together, they help find better ways to protect food safety.
Website: ToxBiome
HUMYCO (ERC, 2020-2025)
Obj: HUMYCO will investigate the Human Mycobolome through Uniting Large-scale Epidemiological and Mechanistic Poly-omic Designs with a focus on the role of multiple mycotoxin exposure in the aetiology of human carcinomas in Europe and Africa. It will contribute to the identification of cancer risks related to mycotoxin exposure, leading to food-based prevention initiatives.
Link: Both focus on the risks of mycotoxins. While MYMATCH looks at how climate change affects mycotoxins in food, HUMYCO studies how mycotoxin exposure may lead to cancer in humans.
Website: HUMYCO
UP-RISE EU-African Union (AU) (EC, 2024-2027) – CNR partner
Obj: UP-RISE aims to improve food safety practices in Africa, focusing on mycotoxin reduction through innovative solutions and strengthening regulatory frameworks, with fieldwork in several African countries.
Link: Both projects aim to reduce mycotoxin risks to build safer food systems, but in different regions. A collaboration was established to elaborate data collected in that project as contribute information for predictive modelling.
Website: UP-RISE EU-African Union (AU)
HOLIFOOD (EC, 2022-2026)
Obj: HOLIFOOD (Holistic approach for tackling food systems risks in a changing global environment) aims to enhance food safety by developing an integrated risk analysis framework, focusing on maize, lentils, and chicken supply chains. Using AI and Big Data, the project will create an early warning system for food safety hazards, involving stakeholders through co-design and extensive training.
Link: Both projects help build smarter, safer food systems. While MYMATCH uses AI for predicting and better managing mycotoxin risks due to climate change, HOLIFOOD uses AI and big data to detect food safety hazards early in key supply chains. HOLIFOOD data contributed to WP data acquirement.
Website: HOLiFOOD
SynAb4Toxin (EC MSCA, 2023-2025)
Obj: Microbial toxins like beauvericin, enniatin B, and cereulide pose significant food safety risks, as traditional methods can't fully eliminate them. SynAb4Toxin project aims to develop synthetic antibodies to detect and isolate these toxins in complex food samples, enhancing food safety.
Link: Both projects support better detection and prevention of food contamination: MYMATCH predicts how climate change affects mycotoxin risks, SynAb4Toxin develops synthetic antibodies to detect hard-to-remove toxins in food.

Website: SynAb4Toxin
GreenFOCUS (EC MSCA, 2026-2028)
Obj: to develop sustainable, green analytical methods for detecting multiple natural toxins in food and supplements. By using eco-friendly solvents and advanced techniques, the project seeks to reduce environmental impact and improve food safety. The methods will be validated in European laboratories and the food industry to ensure real-world applicability.
Link: Both projects support safer and more sustainable food monitoring from different angles: MYMATCH focuses on predicting mycotoxin risks due to climate change, GreenFOCUS develops eco-friendly methods to detect natural toxins in food.
Website: GreenFOCUS
PARC (EC, 2022-2029)
Obj: PARC (Partnership for the Assessment of Risks from Chemicals) aims to enhance chemical risk assessment and management. It supports EU and national bodies with new data, methods, and networks to address chemical safety challenges. The project focuses on creating a sustainable network, conducting joint research, and building new platforms to support risk assessment. PARC involves ministries, public health agencies, research organizations, and EU agencies to better anticipate and respond to emerging risks, aligning with the EU's Green Deal and Chemicals Strategy for Sustainability.
Link: MYMATCH and PARC support better risk assessment in health and help to build stronger tools and networks to protect public health and the environment.
Website: PARC
Tribiome (EC, 2023-2026)
Obj: Tribiome (Advanced tools for integration and synergistic inTeRconnectIon of microBIOMEs in resilient food systems) aims to balance ecosystem protection and food production by researching soil, human, animal, and plant microbiomes and their interconnections. It will develop solutions to reduce the food industry's resource needs and environmental impact, promote plant-based food chains, and enhance circularity.
Link: Both projects focus on building more resilient and sustainable food systems: MYMATCH looks at how climate change affects mycotoxin risks, Tribiome explores how microbiomes across soil, plants, animals, and humans interact to support eco-friendly food production.
Website: Tribiome

M18 update

The initially identified target audiences and their tailored key messages remain fully relevant, and no adjustments to this section 3 are considered necessary at this stage of the project.

All TGs were targeted and started to be reached by the first wave of communication and dissemination activities mentioned in the M18 updates presented in each subsection of sections 4 and 5 in this document.

More specific collaboration with a few representatives from **TG1**, **TG2**, **TG3**, **TG4** and **TG5** is also established through the Stakeholder Advisory Board (SAB), created by UCSC during RP1. Indeed, it brings together researchers, farmers, agri-food industry representatives, and policymakers from multiple countries and governance levels. The SAB is a core advisory body in MYMATCH, ensuring continuous integration of stakeholder perspectives and alignment of project outputs with end-user needs. SAB activities will include end-user requirements for the MYMATCH AI Platform, co-design of climate change scenarios, training activities, and platform demonstration. This will

strongly support the project CDE activities described in this plan, especially for the exploitation part, but also for dissemination, as the SAB can clearly be an entry to a wider number of related stakeholders. To date, the SAB gathers 13 members from 13 organizations (2 from industry/private sector; 3 from academia/research; 1 from public authorities, 5 from EU institutions; 1 from an NGO).

Regarding **TG6**, to date, collaboration has been established with the following projects: AMBROSIA, HolliFood, Foodsafety4EU, BioToxDoc, FoodSafeR, UPRise(cf. section 5.3 for more details)

4. Communication activities

4.1 MYMATCH visual identity

To ensure visibility and recognition of the MYMATCH public image, a visual identity tailored for MYMATCH was developed by EQY at the beginning of the project and made available to all partners on a SharePoint platform.

It includes the project logo, a graphic charter (including the project logo, typography and colour palette to ensure coherence between the different visual tools of the project and thus its uniform recognition), PowerPoint and Word templates and a project motto.

Overviews of these elements of the project's visual identity are presented thereafter.

Figure 1: MYMATCH logo

Figure 2: Overview of MYMATCH graphic charter

Figure 3: Overview of MYMATCH PowerPoint template

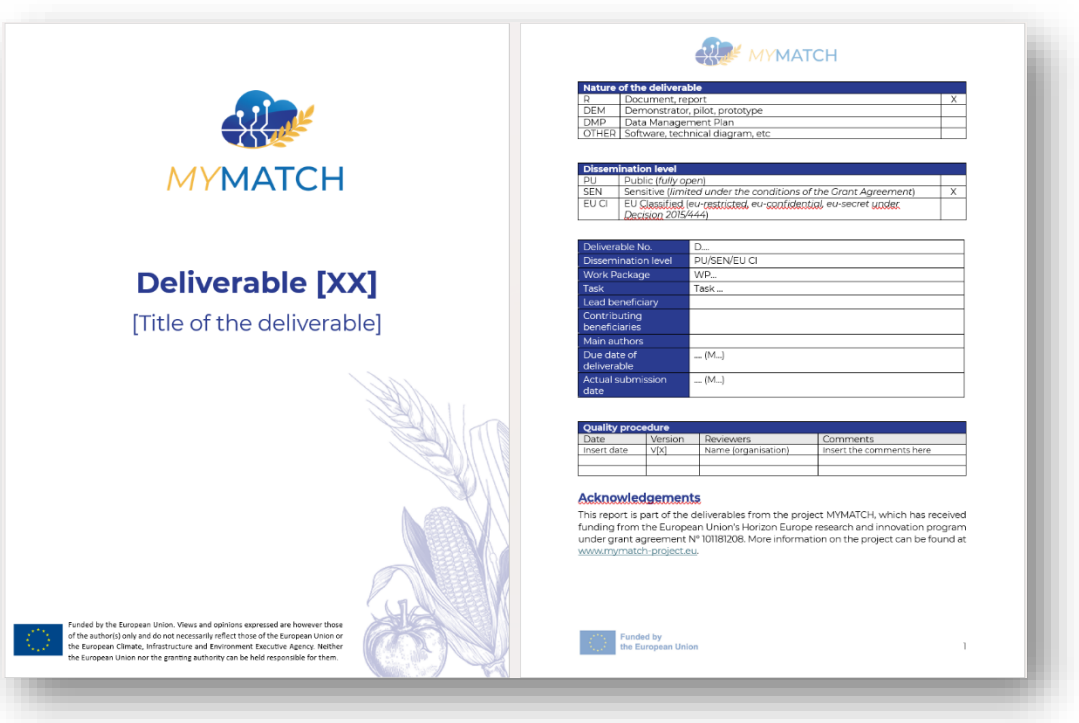

Figure 4: Overview of MYMATCH Word template for deliverables

The following motto was chosen for the project: "Building the first AI-driven mycotoxin management platform to address the impact of climate change on food safety and human health."

4.2 Promotional materials

For the consortium to promote MYMATCH during conferences and events, promotional materials complying with the project's visual identity have also been developed by EQY. Such promotional materials consist of a roll-up, a poster, a map of the partners and flyers (leaflets). They contain both technical and non-technical information about the project and invite people to discover and follow the project's online channels (website, social media, newsletter). All printable materials have been made available to all partners on a SharePoint platform and uploaded to the MYMATCH website in electronic format, where they are available for download.

Overviews of these promotional materials are presented thereafter.

Figure 5: MYMATCH roll-up

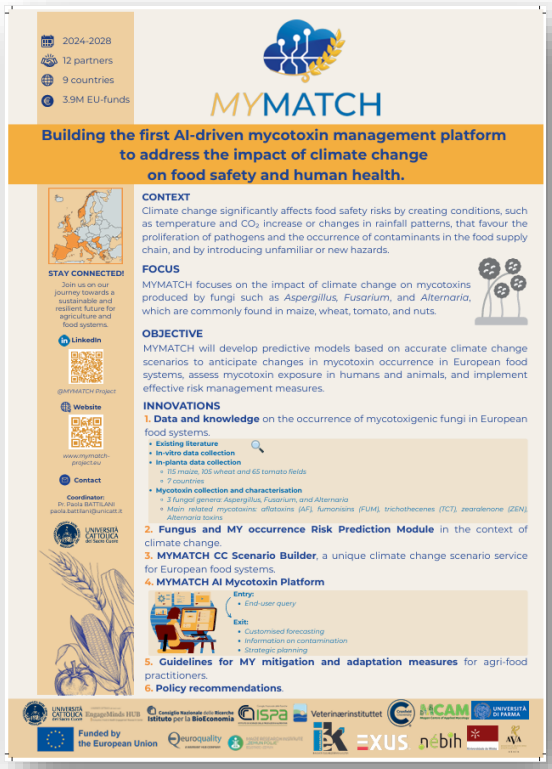

Figure 6: MYMATCH poster

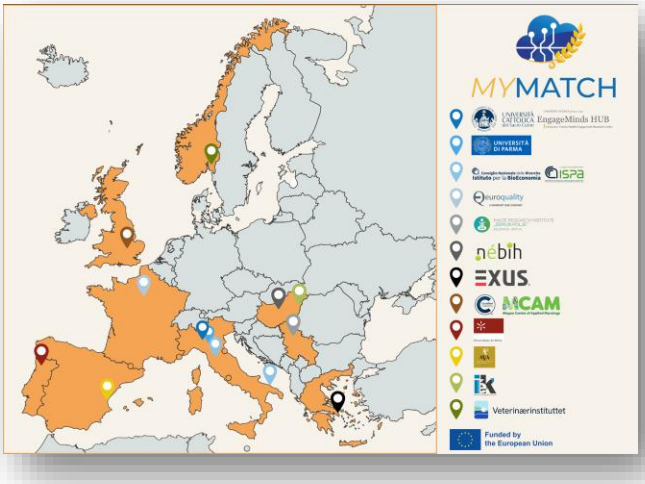

Figure 7: MYMATCH map of the partners

Figure 8: MYMATCH flyer

Moreover, a promotional video was developed (in RP1) to inform targeted audiences about the project's context (necessity), its ambitions and objectives, its expected outcomes. This video is published on the project's website and social media channels.

Figure 9: MYMATCH project presentation video

Finally, other tailored materials could be developed by EQY to meet specific needs of partners (flyers, leaflets, banners, etc.). Infographics and visuals developed for the project's social media and blog will fit the graphic charter.

For these communication activities, the following Key Performance Indicators (KPIs) are set.

Table 2: KPIs for promotional materials

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of paper/digital leaflets distributed	<500	500-1000	>1000	101 (website)
Number of views for the MYMATCH video	<2000	2000-4000	>4000	734

M18 update

Since M6, EQY developed the project flyer (figure 8), as well as the animated project presentation video (figure 9), which was published at M14 on YouTube, the website and LinkedIn. In addition, EQY developed a standard PowerPoint presentation introducing the project for partners' events. Finally, a folder entitled "Comm-Diss Toolbox" was created on the project SharePoint, to centralize and facilitate access to all useful C&D resources for the partners (logo, templates, communication materials, C&D tracker, CDE plan, and a document summarizing all C&D rules and guidelines for the consortium).

In terms of KPIs achieved at the end of RP1, the number of paper/digital leaflets downloaded from the website reached 101, while the video collected a total of 768 views (148 on YouTube + 620 on LinkedIn), which is aligned with the KPI target and the project progress.

4.3 Website

The website is a main channel of information and communication for the MYMATCH project.

The project domain is www.mymatch-project.eu. Its link will appear in all project communication materials as well as on the partners' websites.

The website is available in English since M6 (May 2025, D11.2). It has been developed by EQY with the support of all partners, to be as appealing, and user friendly as possible. It is translated in all partners' languages.

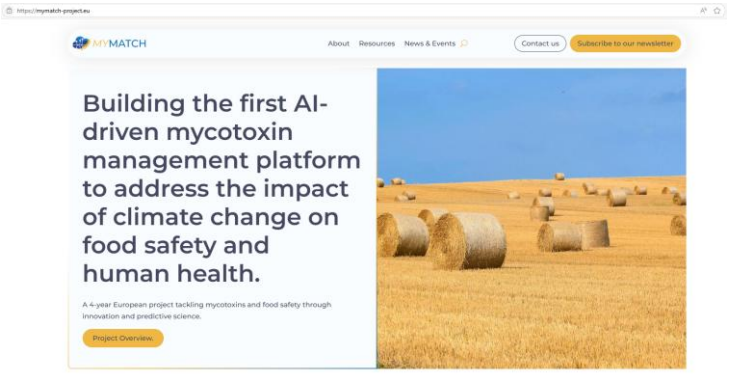

Figure 10: MYMATCH website - home page

It contains all relevant information on the project:

- Presentation of the key information of the project: context, concept and objectives, funding, duration
- Map and presentation of the partners
- Resources: public deliverables, publications, communication materials
- News and events: information on past and upcoming events, blogposts on the project's progress and activities, newsletters available for download, press releases available for download
- Contact details
- Banner to register to the newsletter.

The website is regularly updated by EQY, following the progresses and news of the project (e.g., presentation of public deliverables, achievement of milestones, participation to/organisation of events, …). The objective is that the website remains a lively space.

Beyond this key utility for MYMATCH CDE activities, the website also aims at raising interest and concern more generally regarding CC-induced MY occurrence, and their consequences for food systems and food safety.

The following Key Performance Indicators (KPIs) have been set for the website. The impact of the website is tracked regularly by EQY through Google Analytics.

Table 3: KPIs for the website

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Website visits per year	<2000	2000-6000	>6000	2108
Relevant contacts made through the website	<15	15-30	>30	0
Materials' downloads from the website	<100	100-300	>300	101

M18 update

Between M6 and M18, the website was translated into all local languages of the partners. 17 blogposts were shared on the website (page News & Events), and the public deliverables and scientific articles published during the period were uploaded to the website (page Resources). In addition, the project presentation video was added to the About page, to increase its visibility.

In addition, dedicated pages were created on some partners' websites (NVI, EXUS, MRI, EQY, EU Food Safety Platform), increasing the visibility of MYMATCH. Also, three website articles were published by CNR and NFCSO) on their websites during RP1.

In terms of KPIs, over the M6-M18 period, the website reached a good impact of 2108 visitors, with 3576 page views and 101 materials downloaded. No relevant contact was

made through the website to date, however other channels more adapted to networking were efficiently used during RP1.

4.4 Social media

The social media account of MYMATCH was created on LinkedIn by EQY at the beginning of the project. It is accessible at: www.linkedin.com/company/mymatch-project.

This social media platform was chosen because it is specifically designed for professional networking and publishing, has a high level of credibility and is widely used within MYMATCH areas of expertise, making it the most relevant choice to reach our target audiences. It was decided not to create a project account on X (formerly known as Twitter) because, while widely used, communication activities implemented in the framework of other Horizon Europe projects on this platform achieved poor performances in terms of visibility and interactions (especially compared to LinkedIn). Moreover, Instagram or Facebook, while having large user-bases as well, are not tailored for MYMATCH, as their focus on personal, social and casual interactions (and consumption for Instagram) does not align with the project's R&I nature and CDE objectives. Additionally, the content on these platforms is often more visual and therefore less suited for the detailed, professional updates and discussions that our project requires.

Regular communication is conducted on this platform with the following objectives: to raise awareness and visibility of the MYMATCH project, to present and promote updates and progress of activities throughout the project duration, to present and promote the various CDE activities of the project (newsletters, videos, events, conferences, webinars,...), to engage with key stakeholders, in particular EUGs and TGs, in order to build a strong network of supporters and early adopters.

An indicative timetable for MYMATCH main social media campaigns of the project is provided thereafter.

Table 4: Regular social media posts (whole project duration)

Period	Topic	Partners involved	Communication supports
Throughout the project	Post(s), including pictures, after each Consortium Meeting.	EQY, ALL	Text, pictures.
Throughout the project	Information about forthcoming and recent events attended or organised by MYMATCH.	EQY, ALL	Text, pictures.
Throughout the project	When applicable (at least once per year): newsletter publication and invitation to subscribe.	EQY	Text, infographics and link to the newsletter.
Throughout the project	When applicable: sharing the publications of the project (scientific publication, press releases, press articles, wide audience scientific articles...)	EQY	Text, infographics and link to the newsletter.

Throughout the project	Re-sharing of a variety of social media content that is pertinent to MYMATCH followers, such as intriguing news stories, articles, or developments in the field.	EQY, ALL	Text, infographics, pictures.

Table 5: Main social media campaigns achieved during RP1 (M18 update)

Period	Topic	Partners involved	Communication supports
January 2025	Project introduction: announcement of the project launch, brief project presentation, kick-off meeting (incl. Consortium picture) and sharing of the project launch press release.	EQY, UCSC	Text, pictures.
June 2025	Launch of the project website	EQY	Text, infographics and link to the website.
June-July 2025	Partners' presentation campaign	EQY, ALL	Text, infographics.
September-October 2025	Crops sampling at the University of Minho and Cranfield University	EQY, CRANFIELD, UMINHO	Text, pictures.
December 2025 -January 2026	End of WP4 (M12): presentation of the objectives and key public results achieved (D4.1, D4.2)	EQY, UNIPR (WPL)	Text, infographics.
January 2026	Publication and promotion of the animated video presenting the project.	EQY	Text, video.
February 2026	Survey diffusion (surveys for farmers, stakeholders, citizens, as part of WP3)	EQY, UCSC	Text, infographics.
March 2026	Focus post on MYMATCH Mycotoxin Management Platform	EQY, UCSC	Text, infographics.

Table 6: Indicative timetable for next main social media campaigns (M18 update)

Period	Topic	Partners involved	Communication supports
September 2026	End of WP3 (M18): presentation of the objectives and key public results achieved	EQY, UCSC (WPL)	Text, infographics.
March 2027	Publication of interviews with women involved in the project to mark International Women's Day.	EQY, tbd	Text, picture.
End of 2027	End of WP5, 6, 7 and 8 (M36): presentation of the objectives and key public results achieved	EQY, CNR, CU, EXUS (WPL)	Text, infographics.

First half of 2028	Presentation and progress of WP9 and WP10	EQY, UCSC, UMINHO (WPL)	Text, infographics.
October-November 2028	End of the project: summary of the work achieved, presentation of the key results, closing event.	EQY, UCSC, ALL	Text, infographics, pictures.

The project partners are responsible for sharing the posts to their existing network to ensure that the messages reach the relevant stakeholders. The partners rely on their existing social media networks to communicate the progress of the project more widely.

The following Key Performance Indicators (KPIs) have been set for social media.

Table 7: KPIs for social media

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of followers on social media at the end of the project	<300	300-500	>500	488
Number of social media posts per year	<20	20-40	>40	30
Number of views on social media per post	<500	500-1000	>1000	899
Number of communication campaigns organised	<10	5-10	>10	8

M18 update

Regarding social media, an updated table has been added at M18 (table 5) to summarize the main campaigns carried out since the beginning of the project. The table 6, presenting the planned upcoming campaigns, has also been revised, with the following small adjustments: the 'Meet Our Team' campaign initially scheduled for 2026 (planned as a series of interviews) has been removed, to prioritize content highlighting project related events and scientific activities or publications, while also avoiding overlap with the 'Partners Presentation' campaign conducted at the start of the project. Also, the WP3 campaign will take place in September 2026 to avoid the summer period and be closer to the SAB meeting planned for October.

During RP1, LinkedIn proved to be an effective channel in terms of visibility and reach, and we will therefore continue focusing our efforts there. Indeed, the number of followers reached 486 (already reaching the good impact KPI set for the whole project duration); we published 45 posts (i.e. 30/year) with 899 views/post on average (good impact) and organized 8 communication campaigns (cf. table 5), already reaching the good impact KPI as well. Overall, the KPIs achieved to date are very satisfactory and aligned with the objectives defined in the initial DEC Plan (cf. table 7).

4.5 Project's newsletter

The project's newsletter is sent out annually by EQY to registered people.

The aim is to provide a comprehensive overview of the project's progress and news to those already interested in the project through other CDE activities, such as social media, the website, or events. The newsletter includes an overview of the project, key progress achieved during the covered period, relevant related news (political, research, etc.), and recent and upcoming events. Pictures (e.g., of recent events or consortium meetings) and relevant illustrations are included to make the content more engaging.

Newsletters are produced and distributed through MailChimp starting at M13, and every 12 months thereafter. They are also shared via the project's social media and uploaded on the project's website, so that they are constantly available for download.

The subscription link is included on the website, along with several incentives to register. It is included as a QR code on the project's flyer. This link is also regularly published on social media and sent by partners to their own network and to stakeholders with whom they engage during the projects, in order to increase the newsletter's audience.

Additionally, to reach a wider audience, MYMATCH partners disseminate project news through their existing own newsletters wherever possible. Notably, as coordinators of the EU Food Safety Platform, the CNR will support MYMATCH by spreading communication messages via the EU Food Safety Platform newsletter, reaching research institutions, universities, food safety authorities, industry federations, consumer organisations and policymakers (an overview can be found here: https://foodsafetyplatform.eu/about/).

The following Key Performance Indicators (KPIs) have been set for the newsletter.

Table 8: KPIs for the project newsletter

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of subscribers to the newsletter	<100	100-200	>200	101
Percentage of opening of the newsletter	<30%	30-50%	>50%	63.5%

M18 update

The first project newsletter was sent out through Mailchimp by EQY at M14. Although this was slightly later than initially planned (M13), the delay was justified by the decision to wait for the project video to be released so it could be included in the newsletter, and also avoid the end of year holiday period. The newsletter was also uploaded to the project website (All News | mymatch-project.eu) and promoted on LinkedIn.

To date, the newsletter has 101 subscribers (good impact) and achieved an excellent open rate (63.5% for the first issue).

Additionally, during RP1, CNR published 4 articles about MYMATCH in the EU Food Safety Platform newsletter, which has an excellent outreach of ca. 1,700 subscribers. Their contents were as follows:

- December 2025 - mentioning MYMATCH within liaising projects,
- January 2026 - communicating about MYMATCH surveys,
- February 2026 - communicating about the 1st cross fertilization cycle (announcement),
- March 2026 - communicating about the 1st cross fertilization cycle (completion).

4.6 Wide audience science articles and press releases

MYMATCH partners publish popular science articles in dedicated media, i.e. aimed at a general audience but with a focus on the project's areas of expertise (climatology and climate change, food safety, fungi and mycotoxins, food systems, ...). Such articles focus on specific technical aspects of MYMATCH, while being written in an easily understandable way for a non-technical audience. This aims to make the project more visible and understandable to a wide audience. All partners are also invited to contribute to the writing according to their expertise and activities in the project. They are published throughout the project, in due course according to the achievement of relevant results.

Additionally, at least 4 press releases (1 per year) will be published by the project coordinator UCSC during the project. One has already been published in January 2025 (M2) announcing the launch of the project. They promote the project and inform the general public as well as all target audiences about important progress of the project (e.g. achievement of significant milestones, important results, ...).

Moreover, partners are strongly encouraged to have other press articles published in relevant online or print media to which they have access, to promote the project as a whole and/or specific aspects of it.

The following Key Performance Indicators (KPIs) have been set for these activities:

Table 9: KPIs for wide audience science articles and press releases

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of popular science articles published	<5	5-10	>10	4
Number of readings in total	<500	500-1000	>1000	+38,000
Number of press releases published	<4	4	>4	1

M18 update

During RP1, 4 popular science articles were published, as presented in the following table. This is close to the good impact KPI set for the whole project duration, and the average number of reads corresponds to the excellent impact KPI.

Table 10: Popular science articles published (M18 update)

Title	Description	Media	Publication date	Estimated outreach	Link
"Sappiamo davvero cosa c'è nel nostro piatto? Funghi, aflatossine e micotossine rappresentano un pericolo sconosciuto"	Article in Italian, interview with Prof. Paola Battilani, presentation and launch of the MYMATCH project, entitled "Do we really know what's on our plate? Mushrooms, aflatoxins and mycotoxins pose an unknown danger".	*Mondo Padano* (online and on paper)	January 2025	20,000 reads	URL
"Qual è l'impatto del cambiamento climatico sulle micotossine?"	Article in Italian, entitled "What is the impact of climate change on mycotoxins?", introducing the link between climate change and mycotoxins, and presenting the project.	*Agronotizie* (Image Line's online magazine dedicated to 360° Italian agriculture).	7 November 2025	1,500 to 3,000 reads	URL
"Nuevas estrategias para frenar las micotoxinas en maíz, tomate y trigo - MYMATCH desarrollará modelos que ayuden a predecir la aparición de mocotoxinas y a reducir su impacto en los cultivos"	Communication article in Spanish, entitled "New Strategies to Curb Mycotoxins in Corn, Tomatoes, and Wheat: MYMATCH Will Develop Models to Help Predict the Occurrence of Mycotoxins and Reduce Their Impact on Crops".	AVA's in-house magazine *Agricultores & Ganaderos #273* (printed magazine sent to AVA's associates)	December 2025	15,000 reads	No URL (print material)
"A new view on the global diversity of the toxin-producing *Aspergillus flavus*"	Popular science article written by Dr. Valter P. Pfliegler (NFCSO - NEBIH), about their scientific publication	MYMATCH website, LinkedIn and some partners' own channels	February 2026	1,000 reads	URL

In addition, the first project press release, entitled “Launch of the MYMATCH project: addressing food safety in the face of climate change”, was published in January 2025, (est. 4,000 people reached).

5. Dissemination activities

5.1 Scientific and technical publications

During the project, MYMATCH partners will publish at least 15 scientific papers in peer-reviewed journals and magazines, with an aim of achieving between 30 and 50 readings per scientific publications as an indicator of good impact. These scientific and technical publications aim to reach mainly the research and development (R&D) community (TG1) as well as policy makers and public bodies, including EFSA (TG5).

Publications will be produced in accordance with the open-access objective of disseminating the project's results "as open as possible, as closed as necessary". The content of the publications will comply with the IPR protection strategy and the relevant provisions of the consortium agreement.

The publisher will be selected among those which both respect the authors’ interests and accept gold access publication and with the biggest impact for the specific topic of the publication in question.
To date, the following relevant targeted peer-reviewed journals have been identified:

- Journal of Agricultural and Food Chemistry
- Journal of Food Science
- Journal of Agricultural and Food Chemistry
- Exposure and Health
- Analytical and Bioanalytical Chemistry
- Nature Food
- Foods
- Food Chemistry
- Food Control
- Food Policy
- Food Research International
- Frontiers in Plant Science
- Exposure & Health
- International Journal of Food Microbiology
- Frontiers in Microbiology
- Food Microbiology
- Applied and Environmental Microbiology
- Mycotoxin research
- World Mycotoxin Journal
- Toxins
- Journal of Fungi

- Plant pathology
- BMC Genomics
- Annual Review of Phytopathology
- Phytopathology.
- Nature climate change
- Agriculture and human values
- Agroecology and Sustainable Food Systems
- Environmental Psychology
- Climate Services.

In terms of content, this is highly dependent on the research results obtained during the project's implementation.

Table 11 includes an update on the scientific articles published at M18 and Table 12 lists the publications in progress or planned at this stage. Furthermore, table 13 presents the potential topics for publication identified by the partners as an indicative measure. This table will be updated throughout the project, in line with the obtention of the results and therefore with a better understanding of the publications' topics and timeline.

Table 11: Scientific articles published (M18 update)

N°	Title	Journal	Publication	DOI	Partner	Number of views / downloads
1	"Global population genomics redefines domestication and clinical diversity in the Aspergillus flavus–oryzae complex"	IMA Fungus, 16, e172343, 2026.	December 2025	10.3897/imafungus.16.172343	NFCSO	733 unique views / 325 PDF downloads

Table 12: Scientific articles in progress/planned (M18 update)

Title	Targeted Journal	Expected submission	Partner
Study on in-vitro fungal co-occurence	International Society for Microbial Ecology	May 2026	UCSC
Effect of climate change conditions on growth and mycotoxin production by toxigenic fungi.	TBD	December 2026	CRANFIELD

Climate Change, Mycotoxins, and Stakeholders Perspectives - A Mixed Method Approach	Journal of Climate Risk Management, Journal of Environmental Science & Policy	May 2026	UCSC
Fusarium boothii on maize and wheat	Microorganisms	April 2026	MRI
Multi-stakeholder perspectives in food safety. Main focus on i) assessing the perception and concerns about mycotoxin contamination under climate change; ii) awareness about mycotoxin monitoring tools, prevention and management strategies; co-creation of input for future R&I.	Targeted journals (provisional): Toxins, Foods, Food Control, Food Policy ood safety	TBD	CNR
Data on fungal metabolomics under WP5/WP6	TBD	TBD	UNIPR
Review on rapid methods from WP4 data	TBD	TBD	UNIPR
Gaps in data quality from WP4	TBD	TBD	UNIPR

Table 13: Other possible scientific publications (indicative, M18)

Topic (provisional)	Partner
The occurrence of Alternaria mycotoxins in tomato and byproducts (review)	UMINHO
Occurrence of Alternaria mycotoxins in maize and tomato (data from MYMATCH)	UMINHO
Occurrence of the main mycotoxigenic fungi in maize and tomato (data from MYMATCH)	UMINHO
Methodology for Alternaria mycotoxins in tomato	UMINHO
Occurrence of Aspergillus spp on cereals	MRI
Occurrence of toxin-producing fungi in Norwegian wheat	NVI
Toxin-producing capacity of Norwegian fungal strains under different climatic conditions	NVI
Relevant review papers in WP4	NVI

Publications are also be made available on the website, under the “Resources” section, along with the public deliverables once delivered.
Results will also be published in partners’ and project’s newsletters.

The following Key Performance Indicators (KPIs) have been set for these activities:

Table 14: KPIs for scientific and technical publications

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of scientific papers submitted	<15	15-25	>25	1
Number of views per paper	<100	100-200	>200	733
Number of downloads per paper	<30	30-50	>50	325

M18 update

Since the project started, one scientific article has been published; table 11 has therefore been added. It achieved an excellent impact according to the KPIs presented in table 14 (733 unique views / 325 PDF downloads). Moreover, the consortium now has better visibility regarding the upcoming publications, which is why table 12 has been included to present the articles currently in progress or planned. Consequently, table 13 was adapted.

In terms of KPIs (table 14), we replaced the metric "Number of readings per paper (estimated with AImetric)" with two directly measured and more reliable indicators: "Number of downloads per paper" and "Number of views per paper." These metrics offer transparent, verifiable usage data and provide a clearer picture of the outreach and visibility of each publication. RP1 impact was also added.

5.2 Conferences, workshops and events

MYMATCH partners participate in teleconferences, workshops and other events (e.g. seminars) focusing on plant pathology, mycology, modelling, the impact of climate change on food systems and mitigation and adaptation measures. These conferences, workshops and events are key dissemination activities, enabling the consortium to reach all its target audiences, as identified and described in Section 3 of this document.

More precisely, the consortium will organize at least two webinars and at least three events (mid-term conference, final stakeholder event, and demonstration event) in different EU regions, focusing on scientific advances within the project, as well as replication strategy beyond the project's lifetime and future expectations and exploitation activities.

In addition, the project is presented at some external events relevant to the project, for example those organized by or attended by EFSA, JRC, and other events.

Table 15: Conferences, workshops and events delivered (M18 update)

Name of the event	Date	Location	Title of the presentation	Partner(s)	Est. number of people reached	Organized / attended
30th meeting on Toxicology - French society of Toxicology	2-3 December 2024	Nice (France)	Climate and mycotoxins: deciphering the dynamics of change.	UCSC	80	Attended
Innovent Forum	27 - 28 March 2025	Larissa, Thessaly, Greece	Showcase innovations produced by EXUS	EXUS	50	Attended
Hungalimentaria 2025	02-03 April 2025	Budapest, Hungary	MYMATCH - "MY MAnagement platform To face Climate change impact on food safety and Human Health"	NFCSO	50	Attended
World MY Forum 2025	07-09 April 2025	Salzburg, Austria	1) "The current mycotoxin situation in Hungary - a general overview" (NFCSO) 2) "Mycotoxin management to face climate change impact on food safety and human health, the match" (NVI/UCSC/UNIPR) 3) "Characterization of *fusarium graminearum* species complex	UCSC, UNIPR, MRI, NVI, CU, NFCSO	440	Attended

			originated from maize kernels in Serbia/presence of *aspergillus* species in Serbia/*fumonisin b1* in cereals grain in Serbia (MRI) 4) CU: Two members provided oral presentations, one member won an award for their presentation 5) Influence of weather and climatic conditions during the growing season on the levels of Fusarium mycotoxins in oats in Norway NVI.			
46th Mycotoxin Workshop	25-28 May 2025	Martina Franca, Italy	*Alternaria* toxins in the fruit products supply chain by A. Patriarca (CU).	UNIPR, CU	264	Attended
6 seminars as part of the Hungarian Pannónia Scholarship Programme	May 26-30, 2025,	Ghana (Ghana Standard Authority, Accra; Kwame Nkrumah University of Science and Technology, Kumasi; Cape Coast Technical University, Cape Coast; West Africa Centre for Crop Improvement, University of Ghana, Accra; Department of Nutrition	MYMATCH is briefly introduced in a series of 6 seminars by István Pócsi in Ghana as a participant of the Hungarian Pannónia Scholarship Programme (NFCSO)	NFCSO	210	Attended

		and Food Science, University of Ghana, Accra; Department of Chemistry, University of Ghana, Accra, Ghana)				
Presenting MYMATCH to Centre for sustainable diets, NIPH (Norwegian Institute of Public Health)	May 2025	FFHI, Oslo, Norway	Vil klimaendringer påvirke mugg og mykotoksiner i maten	NVI	40	Attended
Gordon Conference on MYs and Phycotoxins 2025 – "Global Impacts of Biotoxins on the Safety and Sustainability of Food and Water"	15-20 June 2025	Easton, Massachusetts, United States	A. Medina (CU): When Black Swans Flock: How Emerging Weather Extremes Affect Mycotoxin Contamination, topic within MYMATCH remit.	CU UCSC	120	Attended
ICFM Workshop 2025	7-9 July 2025	Utrecht, Netherlands	CU participated with a presentation from A. Patriarca: "Ecophysiology of Alternaria strains from tomato producing AAL toxins", within MYMATCH remit.	CU	80	Attended
Biotechnology at the University of Debrecen - 2025	16 October 2025	Debrecen, Hungary	"The current mycotoxin situation in	NFCSO	200	Attended

International Symposium			Hungary - a general overview" (MYMATCH briefly introduced)			
IX Congreso Latinoamericano de Micotoxicología	21-24 October 2025	Rio Negro, Argentina	A. Patriarca attended as keynote speaker, presenting: "Alternaria toxins: An emerging risk in fresh and processed fruit and vegetable foods", within MYMATCH remit.	CU	200	Attended
Annual Eurofung Meeting	21-22 October, 2025	Göttingen, Germany	MYMATCH briefly introduced during the Consortium Meeting, in a presentation about mycotoxins and climate change in Hungary	NFCSO	30	Attended
The 7th International Conference of Mycotoxicology and Food Security (ICM 2025)	17-20 November, 2025	Hangzhou, China	Predicting epidemics and mycotoxin risks in the Alternaria–tomato pathosystem through a mechanistic approach	UCSC, CNR	150	Attended
XVIII Meeting of Plant Pathology	24-27 November 2025	Serbia	Molecular characterisation of *Fusarium graminearum* and *Fusarium boothii*	MRI	40	Attended

			originated from wheat grain in Serbia			
Mycotoxin Management Workshop organised by Romer Labs in collaboration with Cranfield University & UK Flour Millers	26 November 2025	Cranfield University, UK.	A. Patriarca presented MYMATCH and discussed stakeholders' participation with the audience: farmers' organizations, Food Standards Agency (UK), food industry representatives.	CU	80	Organised
X International Conference on Sustainable Energy and Environmental Challenges (X SEEC)	15-18 December 2025	Indian Institute of Technology, Jodhpur, India	MYMATCH is briefly introduced in conference presentation by István Pócsi	NFCSO	50	Attended
PHEM FORUM 2026 – IL FUTURO DELLA MODELLISTICA PER LA SALUTE DELLE PIANTE: STRUMENTI E METODI	28 - 29 January 2026	Piacenza, Italy	Frontiers in plant health modelling: from research to practice	UCSC	120	Attended
MYMATCH Cross-Fertilization Workshop 1 – "Cocreating actionable strategies for mycotoxin risk management in food safety under climate change"	4 March 2026	Online	N/A.	CNR (in collaboration with the FS4EU platform)	20	Organised

Mini-symposium on toxin-producing fungi at Ghent University	May 2026	Ghent, Belgium	Presentation: ""Mycotoxins and climate change in Hungary" + introduction of MYMATCH.	NFCSO	25	Attended

Table 16: Indicative timetable of planned events and conferences (M18 update)

Name of the event	Date	Location	Partner(s)	Status
47th Mycotoxin Workshop	1-3 June 2026	Berlin, Germany	UNIPR, UCSC, CU	Confirmed (presentation topic: fungal metabolomics under WP5/6)
EU Food Safety Platform online initiative for the World Food Safety Day	1-7 June 2026	Online	CNR	To be organised by CNR as coordinator of the EU Food Safety Platform
RAFA2026	3-6 November 2026	Prague, Czech Republic	UNIPR	Confirmed (UNIPR part of the scientific committee), program still to be planned
World MY Forum 2027	19–21 April 2027	Rotterdam, the Netherlands	UNIPR, UMINHO, UCSC	Confirmed (UNIPR co-chairing the board), program still to be planned
EuroFoodChem2027	TBD	TBD	UNIPR	Organizing committee and speaker
4th EU Food Safety Forum	Nov/Dec 2026	TBD	CNR	To be organised by CNR as coordinator of the EU Food Safety Platform

Finally, MYMATCH will organize at least one workshop per year with the SAB (starting at M22), and at least three Food Safety co-creation cycles are to be organized jointly with the FS4EU platform.

The following Key Performance Indicators (KPIs) have been set for these activities:

Table 17: KPIs for conferences, workshops and events

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of outreach events organised	<6	6-10	>10	2
Number of external outreach events attended	<15	15-20	>20	17
Number of workshops and co-creation cycles	<8	8-12	>12	2
Number of people reached per event	<30	30-50	>50	118

M18 update

During the first 18 months of the project, MYMATCH partners already presented MYMATCH in 19 highly relevant outreach events (2 organised, 17 attended). This includes 2 workshops (out of the 8-12 planned throughout the project lifetime). On average, to date, the number of people reached per event is 118 (excellent impact KPI).

UCSC recruited the SAB, which, to date, gathers 13 members from 13 organizations (2 from industry/private sector; 3 from academia/research; 1 from public authorities, 5 from EU institutions; 1 from an NGO). The first SAB meeting was held online on 23 September 2025 and introduced the project objectives, the Multi-Actor Approach, and the role of stakeholders in shaping MYMATCH AI-driven solutions. A second SAB meeting is planned for October 2026 (M23), potentially in person, with the possibility to include additional members based on project needs.

CNR organized the 1st workshop of the Cross-Fertilization Workshop series, entitled "Cocreating actionable strategies for mycotoxin risk management in food safety under climate change". This workshop was held online on 4 March 2026, gathering insights by a group of about 20 food safety experts, who provided input for validating and discussing their perceptions of how climate change affects mycotoxins risks along the food and feed chain in Europe. The sister project AMBROSIA also participated in this workshop. The second workshop is planned to take place in September 2026 (M22).

5.3 Cooperation with other projects: networking, knowledge sharing and joint initiatives

Throughout the project lifetime and beyond, MYMATCH establishes contacts and develop synergies and collaboration activities with local, regional, national, European, and international initiatives, as well as with completed and ongoing European projects, linked to MYMATCH areas of research and innovation. This contributes to enhancing the impact of MYMATCH by facilitating the exchange of knowledge and best practices and enhancing the visibility and credibility of the project.

Section 3.6 of the present document outlines the research projects that the consortium partners have identified for engagement and the development of synergies to date.

Other anticipated collaboration are with projects and initiatives related to the One Health European joint programme and the LIFE programme due to their regional and climate approach, and the objectives for the farm to fork strategy for a fair healthy and environmentally friendly food system as set by the European Green deal, as well as the EU's climate ambition for 2030 and 2050. Partners also mobilize their networks which can contribute to the formation of fruitful partnerships, as well as communication on the project.

Being involved in several networks (including the EFSA panel) and H2020 and Horizon Europe projects on related topics, and as project coordinator, UCSC leads these activities, with the support of all partners (Task 11.3 and 12.2).

Activities within these tasks involve to:

- Define how knowledge, data, activities, deliverables and results can be shared
- Establish connection with the projects and co-define collaboration activities linked to CC induced food safety risks (esp. with the sister project)
- Invite project members to MYMATCH key meetings
- Organise at least one annual meeting between WP Leaders of selected projects, to work on complementarity and synergies.
- Produce an internal report on the most interesting collaboration and networking opportunities between these European-, national- and organisation-scale opportunities
- Organise common events
- Study promising collaborations for e.g. replicability, additional in-field sampling and testing, project result exploitation.

The following Key Performance Indicators (KPIs) have been set for this activity:

Table 18: KPIs for the cooperation with other projects

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of relations with relevant projects and initiatives	<4	4-15	>15	6

M18 update

The collaboration with the sister project AMBROSIA started at M6 with a joint online meeting with strong mutual interest exploring possible synergies related to the use of climate change scenario data. Since then, this collaboration was strengthened: AMBROSIA took part in the 1st cocreation workshop organised by MYMATCH, joint communication activities started (posts on this collaboration on respective LinkedIn

pages and project websites) and the organisation of a joint dissemination webinar is foreseen. A joint Memorandum of Understanding was signed.

Moreover, HolliFood data were used for deliverable D4.2. An agreement with Foodsafety4EU was signed by UCSC during the MYMATCH kick-off meeting held in Piacenza in December 2024. A PhD student from UCSC, funded by the Marie Curie project BioToxDoc, attended the meeting organized byFoodsafety4EU in December2025 presenting data of interest for MYMATCH. This is linked to the collaboration established with the BioToxDoc project that is focused on PhD position but regarding mycotoxins and climate change, therefore topic shared with MYMATCH. In addition, two SAB members are respectively part of the FoodSafeR and UPRise projects, adding to the number of projects with which collaboration was established at this stage.

5.4 MYMATCH end-users' dissemination materials

From the early results obtention at M8 and throughout the project, MYMATCH partners will develop and deliver a set of dissemination materials targeted towards all TGs for dissemination, and more specifically towards the identified EUGs of the project (EUG#1 to EUG#4, namely R&D community, farming community, agri-food industries, policy makers and public bodies).

More specifically, to encourage policy transition at EU, national, regional and local level, as well as for land managers, the following materials will be disseminated:

- Mitigation measures guidelines
- Policy recommendations
- CC scenarios.

In addition, at least 3 press releases will be shared to local, national and EU press and media.

Finally, training material for MYMATCH AI MY platform use will be disseminated, including instructions and tutorials.

These end-users' dissemination materials will also be shared directly by partners with the stakeholders with whom a contact is already established, as well as on the project online channels (see section 5.5 below) and through partners' networks.

The following Key Performance Indicators (KPIs) have been set for these activities:

Table 19: KPIs for end-users' dissemination materials

Key indicator	Poor impact	Good impact	Excellent impact	Impact RP1
Number of farmers reached	<300	300-500	>500	N/A
Number of local policymakers reached	<50	50-100	>100	N/A
Number of food industries reached	<50	50-100	>100	N/A
Number of consumers reached	<210	210-500	>500	N/A

Number of press and media organisations reached	<100	100-200	>200	N/A

M18 update

These activities have not started yet due to the early stage of the project.

5.5 Online channels: project website, social media, newsletter

Although mainly used for communication as described in sections 4.3, 4.4 and 4.5, the project website, social media and newsletter are also valuable dissemination channels for all dissemination TGs.

The MYMATCH website provides all the relevant non-confidential information, such as public deliverables, project progress, objectives, publications, conferences and events. The website will also provide access to the MYMATCH AI Management Platform.
Furthermore, the MYMATCH social media platform are used to disseminate project information. The content of publications and posts is adapted for different target groups (from scientific to more general content) to ensure efficient dissemination.
Finally, the project newsletter, sent out annually by EQY to registered users, provides stakeholders interested in the project's activities with a comprehensive overview of its progress and news.

Moreover, partners contribute to the project's dissemination activities through their organisations' online channels wherever possible. Inter alia, as coordinators of the EU Food Safety Platform, the CNR supports MYMATCH by targeting platform members, which include research institutions, universities, food safety authorities, industry federations, consumer organisations and policymakers (an overview can be found here: https://foodsafetyplatform.eu/about/). Notably, selected dissemination messages can be circulated within the community via the EU Food Safety Platform newsletter.

As well as providing continuous updates on the project, these online channels enable stakeholders to contact the consortium regarding scientific collaboration.

The Key Performance Indicators (KPIs) for these activities have been set in section 4 (see sections 4.3, 4.4 and 4.5).

M18 update

The update for these activities has been provided in section 4 (cf. 4.3, 4.4 and 4.5).

6. Exploitation strategy

As a Research and Innovation Action project, MYMTACH will provide knowledge, tools and methodologies that can be further developed and reused to extend the impact of the project.

To date, six key results have been identified for long-term exploitation beyond the project. These are presented in the table below.

Table 20: MYMATCH key exploitable project results

N°	Title **(Lead)**
PR1	Fundamental knowledge on mycotoxigenic fungi prevalence in Europe in cereals and tomatoes (**CNR**)
Description: Improved knowledge on mycotoxigenic fungi prevalence in Europe in cereals and tomatoes, including georeferenced fungal collection representative for Europe and key genetic traits to describe and study fungal population throughout Europe. Potential use: future research, risk assessment, mitigation and adaptation measures, design of policies. End-users: EUG#1, EUG#4. Measures to maximise the exploitation: publications will be made available through gold open access (OA) and end-users will be invited to presentations and conferences.	
PR2	Set of predictive models for predicting MY occurrence (**UCSC**)
Description: The set of models gathers (1) ALT-tomato, (2) AFLA-hazelnut, (3) AFLA-peanut, (4) Myco-maize, and (5) Myco-wheat. **Potential use:** More accurate models for improving risk management strategies. **End-users:** EUG#1, EUG#4. **Additional efforts before exploitation:** Models will be tested under field conditions. **Measures to maximise the exploitation:** They will be widely shared among their end-users, through the project website, presented in journals and in conferences. After validation, models will be available for free download (use and code source) with full documentation.	
PR3	Climate change scenario builder (**CNR**)
Description: AI-powered tool running scenarios and simulations for CC in the entire Europe. **Potential use:** The inputs of the tools will be used for crop modelling and prediction of fungal dynamics. **End-users**: EUG#1, EUG#2, EUG#4. **Additional efforts before exploitation.**: CC scenarios will be customized with end-users, considering their needs, and the CC scenario builder will be tested during the project. **Meas. to maximise the exploit.:** CC scenario will be widely presented in peer-reviewed journals, conferences, shared with EFSA and JRC and available in OA.	
PR4	MYMATCH AI MY platform (**EXUS)**
Description: A web platform including a risk prediction module and a DSS, using outputs of PR2 and PR3 to deliver customized forecasting, descriptive information on contamination risk and levels, and practical suggestions for mitigation. **Potential use:** provide a comprehensive framework for identifying, quantifying, and classifying the direct and indirect risks of CC MY generation and spread, as well as providing recommendations daily operational decisions and strategic long-term planning. **End-users:** EUG#2, EUG#3, EUG#4. **Additional efforts before exploitation.:** Involvement of end-users to set the technical requirements, development of training sessions for end-users, development of tutorial on how to use the platform, and demonstration in-field with end-users for validation. **Measures to maximise the exploitation:** PR4 will be integrated into the EXUS Financial Suite (EFS) to further enhance its capabilities and enable EFS' customers to perform risk prediction based on certain scenarios they would like to assess, which, in turn, can lead to identification and personalisation of the recommended next best actions. It will allow EXUS to commercialise the upgraded product via its sales network (more than 35 countries worldwide). EXUS and partners involved in the development will elaborate an exploitation agreement with EFSA under fair and reasonable conditions and will co-own according to the IP rights, defined in the context of the IPR Management (WP1&2). Thus, EXUS will lead the post-project exploitation activities, but all involved partners will be able to claim royalties from sales. It could ultimately lead to the opening of a new market and product category for EXUS, strengthening platform use and maintenance, and its continuous enrichment.	

PR5	Guidelines for practitioners for mitigation measures adapted to CC (**UMINHO**)
Description: Set of clear and ready-to-implement guidelines for MY mitigation and adaptation measures for the food systems adjusted to future CC conditions, and recommendations on best practices to mitigate MYs occurrence under CC condition. **Potential use:** Provide farmers with suitable advice to apply mitigation measures and plan crop management in short to long-term considering expected CC and fungal spread. **End-users:** EUG#2, EUG#4. **Additional efforts before exploitation:** Will be shared before the end of the project to farmers to ensure they are aligned with their needs and opportunities. **Measures to maximise the exploitation:** Widely shared in OA, on the project website, social media, and in relevant magazines and channels consulted by farmers.	
PR6	Policy recommendations towards policymakers (**UNIPR**)
Description: Set of suggestions regarding the soundest practices to implement regarding MY mitigation under CC conditions adapted to all selected food systems and recommendations targeted towards dietary transitions focused on food safety and human health. **Potential use:** adoption of appropriate policies to anticipate, prevent and reduce the risk. **End-users:** EUG#4. **Additional efforts before exploitation:** Elaborated through a close collaboration with EFSA and by holding a workshop with a range of policymakers at national and EU levels. **Measures to maximise the exploitation:** Shared by each partner in OA to the relevant public bodies of their country, as well as at EU level. They will also be presented to policymakers and publics institutions as EFSA and FAO.	

The definition of the MYMATCH exploitation strategy is part of T12.3, which will run from M39 to M48 under the leadership of UCSC and UMINHO, with the participation of all partners.

As described in the Grant Agreement, within this task, a roadmap will define the processes in terms of innovation management, lay the ground for the replication and adaptation of the developed models across the EU, as well as the delineate the IPR principles (in relation with T1.4 and T2.4). The project's results will be based on the principles of "open access". Specific discussion will be held by EXUS and partners involved in the development of the MYMATCH Platform, as well as in close collaboration with EFSA, to carefully plan the best strategy for its use and maintenance after the end of the project and ensure its accessibility to its end-users. UCSC will identify levers to maximise the project's impact by targeting farmers, policy makers, consumers, and food industries. For a larger scale impact, UCSC will lead the effort alongside all project partners to ensure replicability throughout their network and Europe in general. Several uptake activities and deliverables will be provided in this task: opensource digital tools showcasing validated models, white paper on the project results with insights on the lessons learnt throughout the project, MYMATCH mitigation guidelines and policy recommendations for MYs risk mitigation in Europe and beyond. All decisions made with regards to the exploitation of the project's results will be made considering the transferability of MYMATCH methods and tools to other contexts and contaminants.

This Exploitation strategy will be incorporated in the last update of this CDE plan (D12.2, M48).

M18 update

At this stage of the project, no updates are available because data and result acquirement is ongoing.

7. Potential barriers and mitigation measures

Several barriers could hinder the project's progress towards outcomes and impacts during its implementation. About communication, dissemination and exploitation, the partners have identified potential barriers that could have a negative impact on these activities, as well as the strategy to be adopted to overcome them.

7.1 Limited stakeholder engagement

Ensuring active and sustained engagement from all relevant stakeholders can be challenging, particularly within a multi-actor framework.

The tailored CDE strategy developed by EQY in collaboration with all partners and presented in this document aims to overcome this potential barrier. Indeed, it develops targeted CDE activities that promote the project and its results, providing the relevant audiences identified with targeted information in a strategic, coherent and effective manner. These activities highlight the benefits and importance of the project for each target group and utilise various channels (see sections 4, 5 and 6) to facilitate regular and meaningful interactions with stakeholders.

Moreover, EQY regularly assesses the impact and effectiveness of this CDE strategy so that it can be managed flexibly according to actual results and needs.

7.2 Cultural and language differences

The 12 partners of the consortium originate from 9 countries and have diverse cultural and linguistic backgrounds, as do the stakeholders targeted by the MYMATCH CDE activities. This could lead to misunderstandings when sharing knowledge with external stakeholders and encourage the uptake of MYMATCH solutions, which would hinder the effectiveness of CDE activities.

To overcome this potential barrier, the consortium produces communication materials in different languages and adapt them to the cultural context of the target audience(s). Furthermore, during events, a native speaker is involved in engaging with each audience.

7.3 Technical language

Due to the R&I nature of the project and its fields of expertise, certain aspects of the MYMATCH tasks and results are highly technical. It is important to bear in mind that not all stakeholders targeted by the project CDE activities are familiar with the technical jargon or academic concepts used by researchers, academics and other partners in different contexts.

To avoid misunderstandings, all acronyms and discipline-specific concepts must be explained either in a separate glossary or within documents shared with stakeholders. Partners must also ensure that communication activities remain accessible to key audience groups and the public by formulating them in a way that is also understandable to non-technical, non-expert audiences.

7.4 Technological barriers

When implementing the CDE activities set out in this document, the MYMATCH partners must bear in mind that the effectiveness of dissemination efforts can be limited by variability in access to and familiarity with digital tools among the targeted audiences and stakeholders.

To overcome this potential barrier, stakeholders will be provided with a written manual, training and support on using the digital platform. Active experience in using the platform is planned, with the involvement of stakeholders in using the platform for their own specific needs.

7.5 Overload in the level of information provided

A too high volume of information disseminated to targeted stakeholders might be overwhelming, which could lead to reduced engagement and retention.

For this reason, clear and concise CDE methods are implemented, prioritising key messages and using visual aids (e.g. infographics, schemes, videos) to improve understanding and retention among the targeted audiences.

7.6 Resistance to change

Targeted stakeholders might be resistant to adopting new practices or technologies proposed by the project.

As a response and as highlighted in Section 3, the MYMATCH partners have determined the relevant key messages to be conveyed to each TG, emphasising the long-term benefits and potential positive impacts of the project for each audience. Success stories and case studies will also be shared at a later stage of the progress to demonstrate the effectiveness of the project innovations and foster their wide adoption.

7.7 Intellectual property (IP) concerns

IP concerns and issues between the project partners could complicate the exploitation of project outcomes.

Tasks T1.4 and T2.4, 'Data Management, Ethics, Legal Compliance and IPR Management', led by EQY with the participation of all partners and covering the whole project duration, are specifically designed to anticipate, avoid and manage any potential issue in this area.

7.8 Funding constraints

To prevent the scope of CDE activities from being restricted due to limited financial resources, dedicated personnel and purchase costs have been allocated to partners as part of WPs 11 and 12 during the setting-up of the project. Moreover, to minimise any risk of budget deviation across the project, good planning and regular status updates are implemented by partners.

M18 update

This section is still relevant and does not need to be amended to date. These considerations guide the implementation of the project CDE activities.