



Deliverable title	D7.4 Press release at Project launch for the wide public
Deliverable Lead:	Università Politecnica delle Marche
Related Work Package:	WP7 Multi-actor internal and external communication and technology transfer
Related Task:	T7.4 Press release
Author(s)	Lucia Aquilanti
Dissemination level	Public
Due Submission Date:	31.07.2019
Actual submission:	31.01.2020
Start date of project	01.05.2019
Duration	36 months (after project end extension: 48 months)
Abstract	Key results of scientific relevance and innovation potential will be summarised in press releases and leaflets (both in English and in the official languages of the Partners involved into the transnational consortium) in order to present them to a wide public. These texts are expected to appear at the website of the participating organizations and in farmers/dairy industries journals' articles, and to be presented to the media, including social media (twitter, facebook, etc.).

Versioning and Contribution History

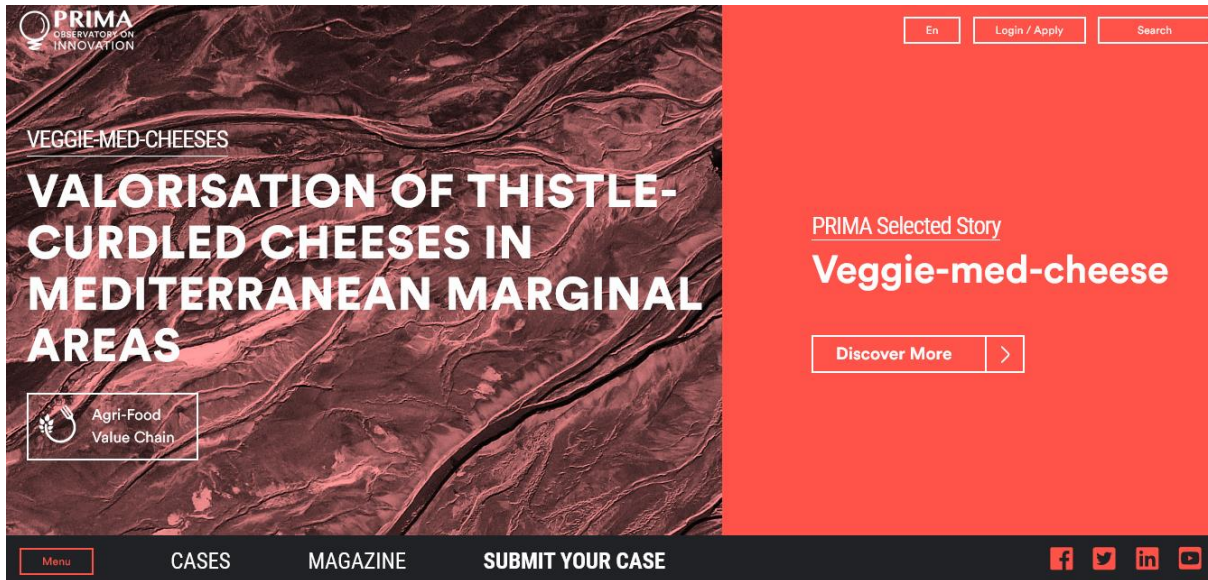
Version	Date	Modified by	Modification reason
v1.0	12/12/2019	Lucia Aquilanti	First version
V2.0	30/01/2020	Lucia Aquilanti	Comments after peer review process

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1. Project presentation at the Prima observatory

<https://primaobservatory.unisi.it/en/projects/valorisation-of-thistle-curdled-cheeses-in-mediterranean-marginal-areas>



The screenshot displays the PRIMA Observatory website interface. The main content area features a dark, textured background with the text 'VEGGIEMED-CHEESES' and 'VALORISATION OF THISTLE-CURDLED CHEESES IN MEDITERRANEAN MARGINAL AREAS'. A 'Menu' button is visible in the top left corner, and a 'Discover More' button with a right arrow is located below the main title. The top navigation bar includes 'En', 'Login / Apply', and 'Search' buttons. The bottom navigation bar contains 'Menu', 'CASES', 'MAGAZINE', and 'SUBMIT YOUR CASE' buttons, along with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

2. List of International press releases

N. Press releases at Project launch for the wide public	N.4	<p>A press release dated 28.08.2019, titled: Progetto formaggi mediterranei, coordina Politecnica Marche</p> <p>[Project Mediterranean cheeses, coordination by Politechnic University of Marche]</p> <p>https://www.ansa.it/canale_terraegusto/notizie/prodotti_tipici/2019/08/28/progetto-formaggi-mediterranei-coordina-politecnica-marche_57a20803-d989-4755-873b-1b6abb77c88f.html</p>	Press release: ANSA - Agenzia Nazionale Stampa Associata (ITALY)- 28.08.2019
		<p>A press release dated 28.08.2019, titled: Valorizzazione formaggi mediterranei</p> <p>[Valorization of Mediterranean cheeses]</p> <p>https://www.ansa.it/marche/notizie/terraegusto/2019/08/28/valorizzazione-formaggi-mediterranei_548f126c-bd41-469c-adea-675036747672.html</p>	Press release: ANSA - Agenzia Nazionale Stampa Associata (ITALY)- 28.08.2019
		<p>A press release dated 28.08.2019, titled: Il formaggio del Mediterraneo</p> <p>[Cheese from the Mediterranean basin]</p> <p>https://www.univpm.it/Entra/Mensen_und_Cafeterien_-_Food_and_Drink/Il_formaggio_del_Mediterraneo/L/0</p>	Press release: UNIVPM web site (ITALY) 28.08.2019
		<p>A press release dated 28.08.2019, titled: Il formaggio del Mediterraneo: studio sul caglio vegetale e animale unisce Italia, Spagna, Grecia e Tunisia</p> <p>[Mediterranean cheese: a study on vegetable and animal rennet unites Italy, Spain, Greece and Tunisia]</p> <p>https://www.insaluteneews.it/in-salute/il-formaggio-del-mediterraneo-studio-sul-caglio-vegetale-e-animale-unisce-italia-spagna-grecia-e-tunisia/</p>	Press release: INSALUTENEWS (ITALY) 29.08.2019
		<p>A press release dated 9.10.2020, titled: CREA PER L'INNOVAZIONE 2020: IL CENTRO ALIMENTI E NUTRIZIONE PER UN SISTEMA ALIMENTARE SEMPRE PIU' SOSTENIBILE E SANO</p> <p>https://www.crea.gov.it/-/crea-per-l-innovazione-2020-il-centro-alimenti-e-nutrizione-per-un-sistema-alimentare-sempre-piu-sostenibile-e-sano?inheritRedirect=true&redirect=%2Fricerca%3Fq%3Dveggie%26category%3D115977%26category%3D37389</p>	Press release on CREA website (ITALY) 9.10.2020
		<p>A press release dated 24/01/2020, titled: La UCAM participa en un proyecto europeo para desarrollar versiones vegetarianas de quesos.</p>	

		[UCAM participates in a European project to develop vegetarian versions of cheeses] https://investigacion.ucam.edu/noticias/la-ucam-participa-en-un-proyecto-europeo-para-desarrollar-versiones-vegetarianas-de-quesos	Press release: UCAM – Universidad Católica San Antonio de Murcia – (SPAIN) 24/01/2020
		A press release dated 04/07/2021, titled: La flor de cardo, ¿un nuevo 'superalimento'? [Thistle flower, a new 'superfood'?] https://lasgastrocronicas.com/2021/07/04/la-flor-de-cardo-un-nuevo-superalimento/	Online-magazine: Las gastrocrónicas de Paco Hernández- (SPAGNA) 04/07/2021
		A radio interview dated 07/10/2022 https://www.ondacero.es/emisoras/extremadura/caceres/audios-podcast/mas-de-uno/mas-uno-caceres_202210106343e14a3f71ce00014e2a4d.html	Radio interview: Más de uno Cáceres - Onda Cero –(SPAGNA) 07/10/2022
		Press release/public announcement -11.7.2022 Visit by the Ecumenical Orthodox Patriarch at Holy Monastery of Vellas - Inauguration of a cheese factory - Ioannina (Greece) Presentation by Dr Akis Psomas of Veggie Med Cheeses project https://pbnews.gr/o-patriarchis-sti-vella-eide-thavmase-kai-dokimase/ https://www.romfea.gr/oikoumeniko-patriarxeio/51097-o-oikoumenikos-patriarxis-stin-i-m-vellas-egkainia-tyrokeiou-foto https://www.flickr.com/photos/142275543@N05/sets/72177720300464663/	Holy Monastery of Vellas - Inauguration of a cheese factory- Ioannina (GREECE) 11.7.2022
INTERVIEW ON TV	N. 1)	Interview made with the Project Coordinator about the Veggie-med-cheeses project appeared on the Italian Television "RAINEWS" on 8.10.2019 - minute: 13'03". https://www.rainews.it/tgr/marche/notiziari/video/2019/10/ContentItem-7dcb00b6-441f-4d1d-a99d-08c60230be35.html	Italian National Television "RAINEWS" (ITALY)



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