

ROSETTA

Reducing food waste due to marketing standards through alternative market access

From Farm
to Fork,
we link the
sustainable
way

D6.1 Dissemination and Communication Plan

WHITE RESEARCH SRL (WR)

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Abbreviations

DCP	Dissemination and Communication Plan
EU	European Union
GA	Grant Agreement
KPIs	Key Performance Indicators
NGO	Non-Governmental Organisation
CoP	Community of Practice
SMA	Social Media Accounts
WP	Work Package

Executive Summary

This report introduces the first version of the Dissemination and Communication Plan (DCP) for the Horizon Europe ROSETTA project. The DCP will present the overall strategy that will guide the consortium's communication and dissemination activities during the project's implementation. A primary objective is to establish a robust communication plan for the ROSETTA project, with the consortium playing a central role in its execution, aiming to maximize the overall impact.

The report elaborates on the project's dissemination and communication strategy, outlines the management of dissemination activities, and establishes a monitoring process for successful implementation. Significantly, the plan actively involves the project consortium, ensuring collaborative and coordinated efforts in communication. The goal is to engage a diverse range of relevant groups, facilitating the broad dissemination of the ROSETTA project's outcomes and messages to targeted stakeholders and the general public.

In particular, the report is structured as follows:

Chapter 1: An **introduction** to the DCP and its goals.

Chapter 2: A brief description of the **ROSETTA project**.

Chapter 3: Overview of the **Dissemination and Communication (D&C) Strategy** and its objectives.

Chapter 4: The **target audience** and the respective **key messages** for the identified stakeholders.

Chapter 5: The **tools and channels** used to disseminate and communicate the project's activities and results to the identified targeted stakeholders.

Chapter 6: **Roles and responsibilities** of the dissemination manager and the consortium partners for the successful deployment of the D&C strategy.

Chapter 7: The plan for **establishing synergies** with other relevant projects, initiatives and networks throughout the duration of the project is elaborated in this chapter.

Chapter 8: This section outlines the **Key Performance Indicators (KPIs)** that will be used for the **evaluation** of the dissemination efforts and will permit us to adopt the best practices to increase project's impact. In addition, the **reporting process** regarding the dissemination activities is also described.

Chapter 9: The **timeline** of the four different stages for the implementation of the project's dissemination activities is briefly described in this section.

All partners are expected to actively participate and contribute to the implementation of the dissemination activities, according to the project's dissemination and communication strategy. WR, as project Dissemination Manager, leading the ROSETTA communication and dissemination activities, will closely monitor the respective actions described in this document while providing all necessary support.

The DCP, the guidelines and templates, as well as the Annexes produced in this report will be subject to updates in line with the project's progress. The experience and lessons learnt throughout the implementation of the project will permit us to update and modify the strategy – when needed – to be tailored to the needs of our vision. The updated version of the D&C strategy is already foreseen by M18.

In the **Annex** are listed:

- **The dissemination and communication guidelines:** This is a document that was circulated to the consortium and highlights important aspects of the dissemination and communication activities.
- **The dissemination and communication reporting template:** This is the template that all partners need to update in a monthly basis with information about all the dissemination and communication activities.
- **Events' reporting template:** The document that all partners need to fill in after the organisation or their participation in an event.
- **External conferences and events identification template:** This is a template that partners should send to WHITE when an interesting relevant event or conference is identified.
- **List of relevant projects, initiatives and networks:** A list of relevant projects, initiatives and networks, identified by the project consortium, and listed in order of priority with regards to synergies to be sought.

Disclaimer:

“The ROSETTA (Grant Agreement number: 101136427) methodology for the project’s dissemination and communication plan builds on existing expertise, tools and templates developed internally by White Research SRL (WR) while also taking into account European Commission guidelines and best practices available in literature. Part of the standard methodology adopted has already been developed in previous research projects where WR was a beneficiary (SKILLBILL, GA: 101075587 and SUSTCERT4BIOBASED, G.A: 101059785). This approach ensures optimal resource allocation and adherence to project requirements. Ad hoc and tailored modifications were integrated to the methodology used by ROSETTA to comply with GA conditions, EU recommendations and project specificities. This report presents the adjusted methodology as it was further developed and applied within ROSETTA.”

1. Introduction

Effectively disseminating the vision and outcomes of Project ROSETTA is integral to ensuring its successful implementation. This document outlines the Dissemination and Communication Plan (DCP) for Project ROSETTA, providing a strategic framework for communication and dissemination activities throughout the project's lifecycle.

The primary objective of ROSETTA's Dissemination and Communication (D&C) Strategy is to delineate the actions and tools for promoting the project's results. Additionally, the strategy aims to raise awareness around Project ROSETTA and support its implementation in alignment with contractual obligations. Beyond facilitating the exploitation of ROSETTA's outcomes, the DCP is designed to ensure the sustainability of the assets developed during the project's lifecycle.

This introduction sets the stage for the subsequent sections, where we delve into the specifics of ROSETTA's communication and dissemination strategy, the management of related activities, and the monitoring processes crucial for the plan's effective execution. By emphasizing the role of the consortium in these efforts, Project ROSETTA aims to engage diverse stakeholders and maximize the impact of its outcomes.

Key questions	ROSETTA'S DCP
What?	Key messages
To Whom?	Target audiences
Who?	Roles & Responsibilities
How?	Communication tools and channels, guidelines, templates
When?	Timeline

The dissemination and communication activities within ROSETTA will be systematically executed throughout the project's lifespan, primarily under the dedicated Work Package 6 (WP6 – Dissemination, Communication, Clustering and Exploitation) during the first period of the project and Work Package 7 (Dissemination, communication, clustering and exploitation) during the second period. Through these activities, ROSETTA aspires to actively engage a diverse array of stakeholders, leveraging their networks, influence, and impact to extend the project's vision and results to broader audiences. This engagement will not only foster wider outreach but also facilitate a continuous exchange of feedback on the project's outcomes.

The Dissemination and Communication Plan (DCP) for ROSETTA, along with its accompanying guidelines, templates, and Annexes, will undergo regular updates to align with the project's progress. Lessons learned during project implementation will guide the refinement and modification of the strategy as needed, ensuring its continued alignment with the evolving needs of ROSETTA's vision. The final version of the D&C strategy is anticipated by M36, guaranteeing the sustained dissemination of results even beyond the completion of the project.

In addressing the fundamental elements of an effective dissemination strategy, this document:

- Incorporates multiple objectives for communication and dissemination activities.

- Defines and assigns actions and requirements to partners in line with the project's progress.
- Identifies key target audiences.
- Displays essential project information and outlines main assets.
- Lists tools and communication channels, specifying actions and resources.
- Outlines the plan for establishing synergies with relevant projects, initiatives and networks.
- Outlines internal monitoring, evaluation, and reporting of dissemination activities.
- Provides an indicative schedule of promotional activities throughout the project's lifecycle.
- Distributes applicable guidelines and corresponding templates for optimal promotion of the project's results, extending beyond its conclusion.

Communication and dissemination activities, integral to the success of ROSETTA, will span the project's entire duration (M1-M36). This effort aims to not only raise awareness about the project's activities and performance but also serve as an additional feedback mechanism to enhance the consortium's activities. Consequently, active involvement of all partners is essential, dedicating time and resources to effectively communicate ROSETTA's messages and findings, engaging stakeholders across diverse online and physical platforms.

“The DCP will be updated - when necessary - to be in line with the project's requirements and progress”

2. About the ROSETTA project

The prevailing marketing standards for food commodities such as fruit & vegetables, dairy, cereals, meat etc., designed to streamline trade and meet consumer expectations, **may inadvertently contribute to increased food waste**, particularly **due to "cosmetic specifications" and date marking requirements**. The evaluation of marketing standards in the EU suggests that a significant portion of food waste remains unquantified and unaddressed, with potential implications for sustainability. Notably, Eurostat's 2022 estimate attributes 71% of EU food waste to households, food service, and retail stages. ROSETTA aims to fill the knowledge gap by exploring the impact of marketing standards on food waste and identifying solutions to prevent and reduce wastage.

ROSETTA's goal, operating under the framework of transdisciplinary research, engages multi-actors in various use cases to:

1. **Estimate Food Waste:** Analyse the entire value chains of selected food commodities to estimate food waste generated by existing marketing standards.
2. **Define Sustainable Solutions:** Collaboratively define and validate sustainable solutions for the valorisation of suboptimal foods, considering re-distribution and re-use as well as social innovation models and other strategies.
3. **Assess Trade-Offs:** Evaluate trade-offs associated with different marketing standards across economic, social, and environmental pillars.

ROSETTA's operational plan involves a comprehensive analysis of existing marketing standards at international, EU, national, and private levels. Pilot experiments in five use cases across EU countries (Greece, Spain, Poland, Denmark, Ireland) focusing on four key food commodities (fruit & vegetables, dairy, cereals, meat) will provide practical insights. A comparative analysis, combined with Life-Cycle Sustainability Assessment, will validate and optimize solutions, with the aim of reducing food waste by 60 – 80%.

Expected Outcomes: The ROSETTA project anticipates several significant outcomes contributing to the reduction of food waste across the entire food value chain. Central to these outcomes are the ROSETTA Multi-actor Innovation Platforms (MIPs), designed for their establishment, operation, and monitoring. These platforms, along with associated multi-actor databases, will represent a collaboration of key stakeholders committed to supporting food waste reduction. The project aims to provide estimation models for understanding food waste interactions across various stages and actors in the food value chain, accompanied by a method for assessing trade-offs between food waste reduction and other marketing standards objectives. Additionally, ROSETTA plans to compile an inventory of proven solutions for food waste reduction, emphasizing interventions with promising business potential. The project will deliver a Digital Toolkit, featuring innovative digital tools to facilitate information sharing, idea exchange, and aggregation of valuable insights on food waste reduction solutions. Experimental designs, processes, and monitoring methodologies will be established, incorporating data from use case deployments, pilot testing, and validation of selected solutions. Replication Guidelines will extract insights and lessons learned from solution deployment, offering support for setting up similar or improved solutions. Policy commendations will be provided, offering guidance to national and EU policymakers and regulators for enhancing existing frameworks and public interventions. The creation of a ROSETTA Community of Practice (CoP) will further ensure the lasting impact of project results, fostering collaboration among key stakeholders across the food value chain. The project will disseminate knowledge through scientific publications and open data, sharing novel insights gathered during the study and validation of tested solutions. Finally, informative materials and tools will be developed to raise

awareness about safe consumption of food not meeting marketing standards and to build capacity for food waste reduction and prevention through alternative market access to suboptimal foods.

By addressing the complex interplay between marketing standards and food waste, the project seeks to contribute to a more sustainable and efficient food supply chain, aligned with contemporary socio-economic and environmental objectives. Hence, **the main objectives** of the project are:

- **Implement the multi-actor approach for trans-disciplinary research** on food waste related to marketing standards by involving all key actors in the food value chain of selected use cases.
- **Assess the reasons for establishing private marketing standards** compared with EU, international, and national marketing standards by defining their nature and purpose in relation to consumer expectations.
- **Estimate the amounts of food waste due to marketing standards** by examining interactions between the stages and actors of the food value chain of the selected use cases.
- **Co-develop alternative marketing models for the valorisation of food waste due to marketing standards** by co-defining, deploying and validating food waste reduction solutions with business potential.
- **Assess trade-offs between objectives of food waste reduction and marketing standards** by comparing compromises made and assessing their impact in the identified alternative marketing models.
- **Provide recommendations** for future policies, marketing standards re-design and adoption of solutions to prevent and reduce food waste, building on insights and lessons learnt.

3. Dissemination and Communication strategy

3.1 Overview

ROSETTA's DCP describes the overall D&C strategy of the project concerning the dissemination and communication of the outcomes. The strategy is carefully designed and tailored to the approach of the project aiming to maximise its impact, transfer knowledge and the results to the targeted stakeholders, as well as to communicate its concept to wider audiences. This strategy establishes clear guidelines for all dissemination activities that will take place throughout the project, including all operational dissemination elements. These elements are illustrated in the figure below:



Figure 1. Overview of the ROSETTA dissemination and communication strategy.

This section presents the overview of the D&C strategy and outlines the structure of the DCP. The first sub-section presents the **objectives of the DCP** which will be used to monitor the successful implementation of the strategy. The second sub-section defines **the target audience** to whom we will disseminate the project's results. The next sub-section presents the **key messages** for each one of the targeted stakeholders, as well as the **core visions and assets**. A dedicated sub-section of the strategy, the fourth, will focus on the **means, channels, and tools that will be used to reach the identified stakeholders**. In the following sub-sections, the allocation of **roles and responsibilities** and the timelines for the dissemination strategy will be clearly elaborated to ensure the smooth and effective implementation of the DCP.

Throughout the duration of the project, special attention will be given to the **cooperation with other relevant projects, initiatives and networks** at national and European level. Based on the work of a dedicated task (Task 6.3), the document presents the initial version of the clustering and cooperation plan and activities for establishing synergies with selected projects, initiatives and networks. Lastly, the final chapter presents a robust framework for the assessment of the strategy along with a timeline for the dissemination and communication steps.

Aiming to ensure the successful dissemination and communication of results, the DCP constitutes a guidelines document that presents the tools and actions which will navigate the consortium partners to successfully engage the targeted stakeholders. **Of course, the DCP should not be seen as a static document but instead as a dynamic flexible strategy that will be reviewed and updated - if this is necessary - during the lifecycle of the project.**

3.1.1 Objectives of the DCP

The D&C strategy of ROSETTA sets a list of practical and realistic objectives that will ensure the effective monitoring and consequently the successful implementation of the dissemination and communication activities of the project. These objectives answer the question of WHY the DCP is needed. The dissemination and communication objectives of ROSETTA are briefly presented below:

- Present the project's aim, vision, activities and events to a wider audience
- Promote awareness raising among stakeholder groups
- Encourage involvement in the project's activities
- Engage stakeholders through a series of relevant activities, events and conferences
- Ensure that the key messages are communicated to its target audiences
- Ensure the exploitation of the project's outcomes.
- Introduce scientific concepts in an easy to grasp way to stakeholders and citizens
- Plan, organise, run, monitor and fine-tune the project's dissemination activities and events
- Establish and sustain synergies with other relevant national and European projects, initiatives and networks.
- Disseminate the project's lessons learnt and outcomes in an open and transparent way
- Establish an active community exchanging ideas and knowledge in topics relevant to the project (e.g. food sustainability policies)

To ensure the realization of the stated objectives, the dissemination and communication strategy focuses on executing a practical action plan with the aim of engaging a broad range of target audiences. It also emphasizes the provision of adaptable solutions when needed. A well-defined methodology outlining what is to be disseminated (vision, news, achievements, results), to whom (stakeholders, target groups), by what means (strategies, tools, channels), and when to disseminate constitutes crucial elements of an effective dissemination and communication (D&C) plan.

Considering these factors, the following steps for the dissemination and communication of the project are outlined:

- Establish the project's objectives and determine the communication channels and tools necessary for optimal visibility and promotion.
- Identify key messages and assets of the project.
- Associate each communication channel with the appropriate target group and define the tools and methods for project dissemination.
- Specify the roles and responsibilities of each partner to ensure active participation and effective management of the project's dissemination and communication activities.

- Monitor key dissemination indicators and make adjustments as needed.
- Define steps for the project's dissemination and communication activities and ensure their consistency with the overall timeline.

4. Target audience and key messages

4.1 Target audience

The primary goal of dissemination and communication activities is to circulate information about the project's vision, its results, and solutions, thereby maximizing the project's impact. As a result, it is critical to define the target groups to whom the D&C plan is directed.

The main stakeholder groups, expected to be reached over the project's duration, are illustrated in the below figure. In terms of the relevance of their field of action, these are deemed to be the most appropriate for ROSETTA. As seen, these target groups represent a diverse range of professions, as well as distinct interactions within the sector.

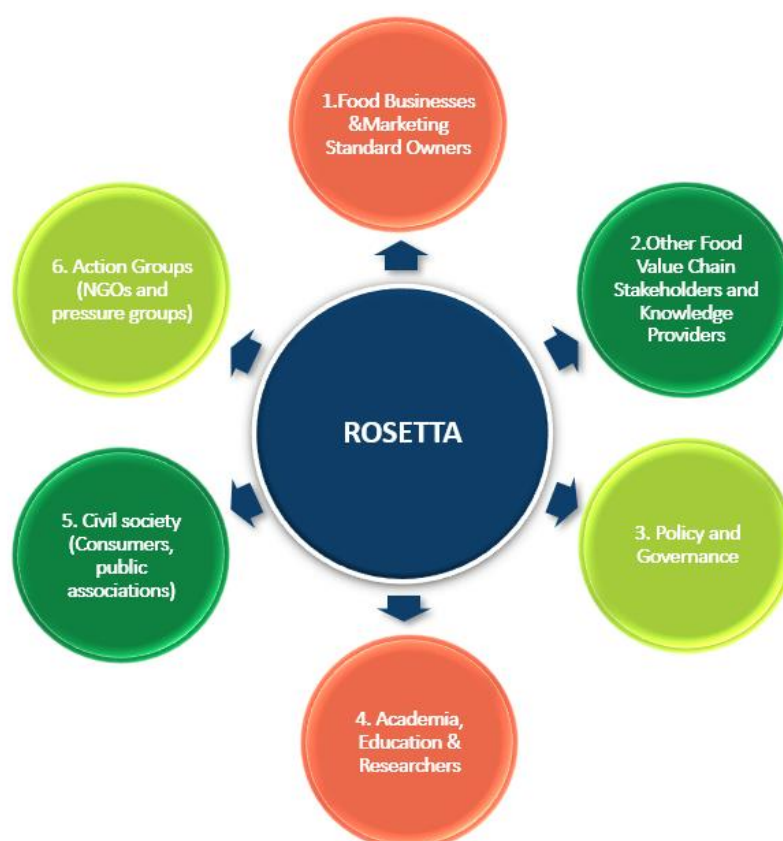


Figure 2. ROSETTA's target audiences

Particularly, ROSETTA aims to engage a wide variety of stakeholders with different backgrounds and experiences. More specifically, the project’s primary targets are:

- Food Businesses and Marketing Standard Owners
- Other Food Value Chain Stakeholders and Knowledge Providers (business & marketing advisors, innovation intermediaries, technology providers, networks, hubs and clusters)
- Academia, Education & Researchers
- Policy and Governance
- Civil society (Consumers, public associations)
- Action Groups (NGOs and pressure groups)

During the project’s lifespan, it remains important to classify them to better prioritise and fine-tune our engagement efforts. To this aim, the Stakeholders Classification Model will be used to classify each targeted stakeholder group based on the following parameters:

- The extent of a stakeholder’s power/authority;
- The stakeholder’s interest regarding the outcomes of the project;
- The extent of the stakeholder’s active involvement in the project.
- The level of stakeholder’s influence over the project planning and/or outcomes.

The classification of the targeted stakeholders’ groups will be used in order to tailor the communicated messages and adopt the optimum tools and dissemination channels for each one of the groups. The following figure depicts the parameters and how they define different types of stakeholder engagement:

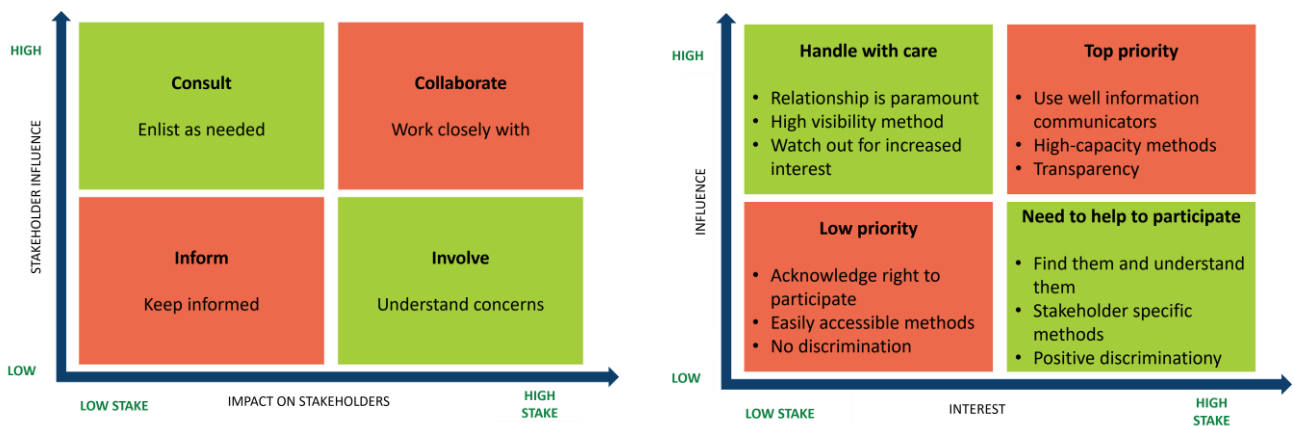


Figure 3. Stakeholder mapping and types of stakeholder engagement

The D&C strategy aims to reach the above-mentioned identified audiences which were further categorised into the broader ROSETTA stakeholder groups. A more detailed elaboration on the targeted stakeholders and specific examples are offered in the following Table:

Table 1. ROSETTA stakeholder examples

Target group	Short Description	Sub-Categories	Examples
Food Businesses & marketing standards owners	Key contributors to the shaping of the food industry practices and influencing of business strategies.	<ul style="list-style-type: none"> Producers Processors Manufacturers Wholesalers Retailers Food Services 	Organic Valley Nestle Barilla Carrefour Lidl Autogrill Aria Foods
Other Food Value Chain Stakeholders and knowledge providers	Dynamic network providing strategic guidance, connections and cutting-edge technologies, advancing sustainability in the food chain	<ul style="list-style-type: none"> Business and marketing advisors Innovations intermediaries technology providers Networks, hubs or clusters 	Efficient Consumer Response (ECR Community) FOOD2030 Networks FOODRUS Collaboration and Cooperation Network agroBRIDGES PIC Network European Business and Innovation Centre - Network / Sustainability, Agrifood and Health SIG
Policy and Governance	Policy makers and government entities that are involved in shaping and implementing policies related to food sustainability.	<ul style="list-style-type: none"> Policy makers Regulators Decision making bodies EU institutions and agencies 	EU Platform on Food Losses and Food Waste SCAR Food Systems Strategic Working Group (SCAR FS SWG) European Food Safety Authority EU Food Policy Coalition European Bioeconomy Network

Target group	Short Description	Sub-Categories	Examples
Academia-Education/Research	Collaborative network of scientists engaged in research spanning food waste, food sustainability, and environmental impact	<ul style="list-style-type: none"> • Universities • Research institutions • Researchers 	Circular Bioeconomy Research Group of Munster Technological Institute (MUT) BiOrbic, Bioeconomy SFI Research Centre El-Erian Institute of Behavioural Economics and Policy, University of Cambridge Judge Business School
Civil Society	Individuals and organizations who contribute by making informed choices that align with sustainable practices. Public associations serve as platforms of advocacy, education and collaborative efforts to address food sustainability challenges	<ul style="list-style-type: none"> • Consumers • Public associations 	1. Civil Society Organisations 2. Individuals
Action Groups	Dynamic teams committed to implementing practical initiatives that drive positive change in food sustainability	<ul style="list-style-type: none"> • NGOs and pressure groups 	European Food Information Council (EUFIC), Belgium World Wildlife Fund (WWF) Food Tank Slow Food International ZWE: Zero Waste Europe Boroume

4.1.1 ROSETTA's Key messages

An essential element in crafting an effective Dissemination and Communication (D&C) strategy is clearly defining the content to be communicated to various stakeholders. In the preceding section, we initiated the identification of pivotal stakeholder groups integral to the project's framework. Given their diverse backgrounds and requirements, it is imperative to tailor distinct messages for each group. These messages will undergo refinement as the project unfolds, drawing insights from the implementation of activities. Additionally, the project endeavours to leverage the extensive network of consortium partners to engage a

broad spectrum of individuals. The table below outlines targeted stakeholder groups, their specific needs, and preliminary tailored messages. However, the ultimate key messages will evolve over the project's lifespan, shaped by real-time data and outcomes from ROSETTA.

Table 2. ROSETTA's target audience, needs and messages.

Target	Needs	Messages
Food Businesses and marketing standards owners	<ul style="list-style-type: none"> • To align businesses with sustainable practices to meet the growing consumer demand for eco- friendly products. • To earn higher profits; Implementing waste reduction strategies, not only meets with sustainability goals but also contributes to cost saving. • To reduce waste. • To adapt to marketing trends, embracing the ones that focus on sustainability and consumers who prioritize environmentally friendly products. • To take advantage of opportunities in the market by aligning with the increasing trend of consumers favouring businesses committed to reducing waste and promoting sustainability. • To explore innovative ways to turn food waste into valuable resources, creating new revenue streams and enhancing the overall sustainability profile of the business. 	<ul style="list-style-type: none"> • Discover actionable insights through our research to effectively prevent waste, improve operational efficiency, and enhance the overall profitability of the business. • Embrace sustainable solutions for eco-friendly practices. • Explore new market opportunities for increased revenue. • Access proven strategies to minimize waste, optimize processes, and boost overall efficiency for a more sustainable and profitable operation. Learn how to navigate and adapt to evolving marketing standards, ensuring compliance while minimizing food waste and maximizing resource utilization. • Adopt waste reduction practices and private standards. • Transform food waste into valuable resources, creating new revenue streams and enhancing the business's overall sustainability profile for increased profitability.

Target	Needs	Messages
Other Food Value Chain Stakeholders and knowledge providers	<ul style="list-style-type: none"> To embrace a fresh approach by diversifying their service and product offerings through innovative solutions. ROSETTA provides a collaborative space for business and marketing advisors to explore new service models and incorporate cutting-edge technologies. To take advantage of a unique opportunity for innovations intermediaries and technology providers to connect with diverse stakeholders, share expertise, and gain access to alternative market. 	<ul style="list-style-type: none"> Revolutionize the business service portfolio and meet the evolving needs of clients. Explore new support services, tools, and processes for waste reduction and gain access to alternative markets. Diversify services and products with innovative solutions and position the business as a pioneer in delivering forward-thinking and sustainable offerings to clients. Benefit from viable alternatives for waste reduction; Waste reduction is not only a responsibility but also an opportunity. Businesses and marketing advisors can gain valuable insights that translate into sustainable practices, aligning your operations with market demands and ensuring long-term viability.
Policy and Governance	<ul style="list-style-type: none"> To establish better informed policies; Policymakers seek reliable information and insights to formulate policies that address contemporary challenges effectively and aim to ensure that these policies are grounded in accurate data and supported by a comprehensive understanding of the issues at hand. To address waste challenges in order to enhance environmental sustainability. The goal is to find effective solutions that reduce the impact of waste on ecosystems, public health and resource management. To redesign standards and shape forward-thinking policies that align with the evolving landscape of sustainability. 	<ul style="list-style-type: none"> Implement holistic waste reduction solutions. ROSETTA provides a comprehensive platform for evidence-based waste reduction solutions. Policymakers can access many insights and strategies to create policies that encompass the entire lifecycle of waste management. Formulate policies based on evidence and fast-track transitions; The project offers timely information to streamline the policy-making process and respond promptly to emerging waste-related challenges. Contribute to the creation of standards that align with environmental and societal well-being. Address waste challenges through informed and evidence-based policy decisions.

Target	Needs	Messages
Academia, Education/Research	<ul style="list-style-type: none"> Engage with cutting-edge research and developments in food and marketing standards to stay at the forefront of academic inquiry and industry relevance. Foster interdisciplinary collaborations between academia and industry, creating synergies that drive impactful research with practical applications. To ensure that research outcomes are effectively communicated, recognized, and applied to contribute to the advancement of knowledge and practical solutions 	<ul style="list-style-type: none"> Actively participate in knowledge exchange by sharing valuable datasets and practical insights related to waste management and evolving standards. Encourage collaborative efforts that translate research findings into practical applications, driving advancements in the field of food waste reduction. Actively seek opportunities for advancing research and ensuring the recognition and practical implementation of research results in the domain of food waste reduction.
Civil Society	<ul style="list-style-type: none"> Promote policies and initiatives that ensure all individuals have access to sufficient, nutritious and reasonably priced food, addressing food security challenges and promoting social well-being. Encourage and support the adoption of sustainable lifestyle choices among individuals, fostering a community committed to minimizing environmental impact and promoting long-term ecological balance. 	<ul style="list-style-type: none"> Engage in and support awareness campaigns focused on educating the public about the importance of reducing and preventing food waste, inspiring behavioural changes for a more sustainable food system. Support and promote advocacy efforts for sustainable living practices, emphasizing the role of individuals in making eco-conscious choices that contribute to a healthier planet. Collect and disseminate real-world examples and evidence showcasing the impact of marketing standards on food waste.

Target	Needs	Messages
Action Groups	<ul style="list-style-type: none"> Actively engage in promoting and advocating for tangible and effective measures in the world of sustainability, emphasizing the importance of practical solutions to address pressing issues. Support and mobilize individuals, communities and stakeholders to actively participate in and endorse positive changes that contribute to a more sustainable and equitable food system. 	<ul style="list-style-type: none"> Advocate for and showcase concrete, actionable steps that individuals and organizations can take to contribute to a sustainable future, focusing on practical and impactful measures. Support and push for initiatives that contribute to food sustainability, emphasizing the importance of collective efforts in creating lasting positive change.

5. Communication and Dissemination tools and channels

ROSETTA’s DCP will strategically employ diverse tools and channels to ensure the broad reach of tis activities and outcomes. By using a variety of communication methods, the project aims to contribute significantly to the effective promotion of sustainable practices in tackling food waste. Below an overview of the different tools, channels and planned dissemination activities is presented that showcase HOW the D&C strategy will be implemented.

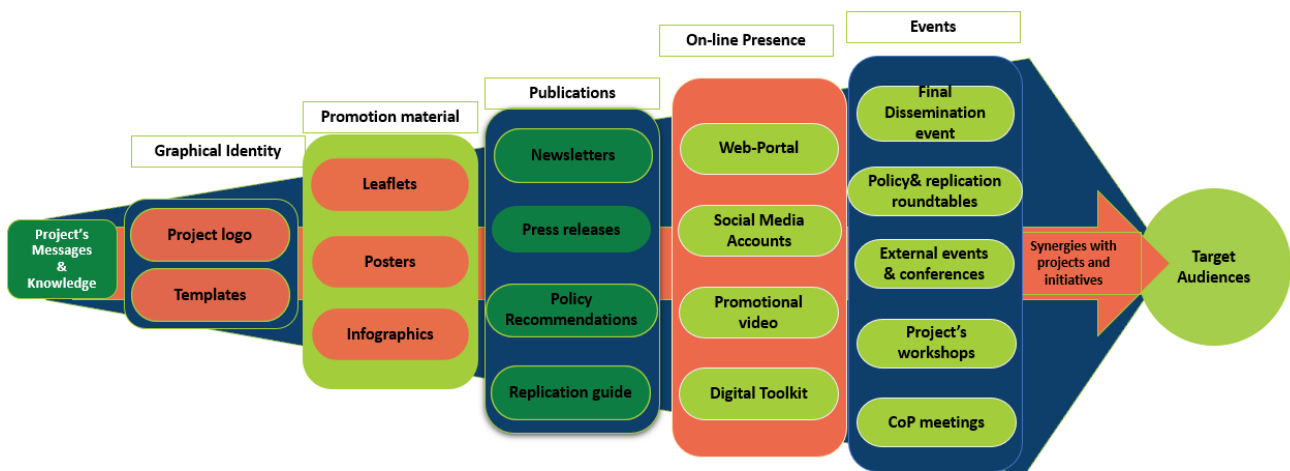


Figure 4. ROSETTA's communication activities

The ROSETTA promotional material and graphical identity includes:

- Project’s logo
- Project’s visual and graphical identity
- Trifold leaflet

- Poster
- Presentation template
- Letterheads
- Infographics
- Promotional video
- Ad hoc promotional material (tailored to the project's activities and needs – if required)

The ROSETTA online presence includes:

- Web portal
- Digital Toolkit
- Bi-annual Newsletter
- Facebook page
- Twitter account
- LinkedIn profile
- YouTube channel

The ROSETTA events include:

- Co-creation workshops.
- Mutual learning events
- Roundtables
- Networking event.
- Participation in external events and conferences as ROSETTA representatives.
- Presentation of ROSETTA in external events and conferences.
- Final dissemination event.
- Co-organisation and participation in events with projects we have established synergies with.
- Community of Practice meetings

The ROSETTA publications include:

- Project's deliverables.
- Scientific Publications.
- Other publications in different media (e.g. articles, press releases etc.).

Specific tools and channels will be used for communicating and disseminating the project’s activities and outcomes to the identified target groups. Below are presented in a summarized way:

Table 3. Tools and channels used for the identified target groups.

Target Groups	Tools and Channels
Food Businesses and marketing standards owners	SMAs, web portal, digital toolkit, promotional material, CoP, project events, external events, synergies with other projects, personal contacts to relevant organizations.
Other Food Value Chain Stakeholders and knowledge providers	SMAs, web portal, digital toolkit, promotional material, CoP, project events, external events, synergies with other projects, personal contacts to relevant organizations.
Policy and Governance	Project events, external events, workshops, SMAs, CoP, leaflet, poster, project’s reports, personal contacts
Academia, Education & Researchers	External events, SMAs, newsletter, promotional video, leaflet, poster, web portal, digital toolkit, scientific publications, project’s reports, synergies with other projects, project partner’s websites
Civil Society	External events, SMAs, newsletter, promotional video, leaflet, poster, web portal, project partner’s websites
Action Groups	External events, SMAs, web-portal, Newsletter, project’s reports, synergies with other projects, leaflet, poster, digital toolkit

5.1 Promotional material

The promotional material for ROSETTA was prepared during the early stages of the project. WR was responsible for the graphic design and the content, while the consortium partners offered feedback throughout the development process. The material will be freely available to the public through the project’s website (online for download) and the partners will print it when needed. The material will be used during physical activities (including external and project events) to attract and engage relevant stakeholders and give more information on the project’s mission and objectives.

The project logo, in conjunction with the general graphic elements and the aesthetic concept, is what distinguishes the project and serves as the foundation for the further development of the entire promotion package (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, web-portal, publications, publicity for internal and external events, etc.) that will be used in all dissemination and communications activities.

During M1, the project partners were invited to participate in an online voting for the project's logo, where a variety of logo options were presented to them. Figure 5 illustrates the final logo of the project:



Figure 5. ROSETTA's logo

Our logo colour palette reflects our commitment to food sustainability and innovation. With shades of green, orange and navy blue, each colour symbolizes a different aspect of our mission and values. These colours come together to create a vibrant and cohesive representation of our dedication to promoting sustainable practices in the food industry:



Figure 6. The colour palette of ROSETTA's logo

The ROSETTA logo should be visible to all the communication material produced in the framework of the project (presentation, deliverables etc.). Similarly, the EU funding should be properly acknowledged, and the EU emblem should also be properly depicted in all communication material.



Figure 7. The emblem of the European Union

All the promotional material is designed based on the project's unique identity that is presented in the following paragraph.

5.1.1 Leaflet and Poster

Leaflets and posters are another basic tool for the correct implementation of dissemination & communication actions. The use of these elements highlights both the project's content and goals, as well as the established aesthetics for graphic designs.

A trifold leaflet and a poster were prepared to be distributed by the partners in physical events and activities but also to be uploaded on the project's website. Both the poster and leaflet will be used to attract stakeholders' attention and provide brief information about the ROSETTA project.

The leaflet presents the project's aim, its vision and its impact, as well as the stakeholders who will benefit from its implementation. The poster focuses more on attracting the stakeholders' attention with graphical elements and offers some basic information on the project and the key stakeholder groups. These will be updated in the latest version of ROSETTA's Dissemination and Communication Plan.

Both promotional products provide information about the partners involved, together with their contact details, website and Social Media Accounts (SMAs) as well as acknowledge the funding the project receives through the Horizon Europe program.



Figure 8. ROSETTA leaflet exterior part

ROSETTA FOOD RESEARCH AREAS

FRUIT & VEGETABLES

DAIRY

CEREALS

MEAT

THE PROBLEM:
Ever wondered why perfectly edible food ends up in the bin? Surprisingly, our efforts to ensure continuous optimal food quality might be contributing to the issue. The aesthetic criteria we use to determine the "proper" appearance of food and the marketing concerns that define the buying data of food products could be linked to a significant 71% of food waste across homes, restaurants and stores in the EU.

THE CURRENT SCENE:
Designed to keep our food system efficient, EU marketing standards, however, come with a twist. They primarily focus on the economic aspects, sometimes overlooking the social and environmental impacts. To further complicate matters, businesses set their own marketing rules, which are mainly driven by consumer satisfaction and market demands, thus increasing the impact of food waste on environmental and social aspects.

ROSETTA'S APPROACH
Rosetta is here to revolutionise the approach to food waste aiming for a system that cares for both the economy and the planet. Through innovative research, we dive deep into understanding how these standards contribute to waste, and more importantly, we're developing practical solutions to give "imperfect" but perfectly good food a second chance. Overall, ROSETTA aims to shape how we perceive and manage our food resources.



ROSETTA'S OBJECTIVES

Establish 5 Multi-Actor Innovation Platforms (MIPs) across Europe.

- Engage key actors in the food value chain.

Develop a digital toolkit for co-creation and knowledge exchange.

- Create an innovative digital toolkit as a centralised resource hub for stakeholders.
- Enhance collaboration and knowledge exchange by providing in-depth information, insightful reports and comprehensive data.
- Elevate the participatory experience, making the project more dynamic and accessible to all involved parties.

Assess Food Marketing Standards:

- Analyse the regulatory framework of food marketing standards.
- Investigate private standards and their link to food waste.
- Deploy interviews and surveys across EU countries.

Estimate Food Waste Amounts due to Marketing Standards:

- Engage stakeholders for qualitative and quantitative data-collection.
- Develop models estimating food waste due to marketing standards.
- Verify estimation models with data from pilot experiments.

Co-develop Alternative Marketing Models:

- Collect and assess interventions and good practices.
- Co-create and validate solutions with stakeholders.

ROSETTA

Assess Trade-offs:

- Analyse trade-offs between food waste reduction and marketing standards.
- Evaluate burdens and benefits from economic, environmental and social perspectives.
- Conduct Life Cycle Sustainability Assessment (LCSA) on selected cases.

Provide Recommendations:

- Consolidate insights into actionable recommendations to policy makers/regulators, business/marketing standard owners.
- Organise roundtables for discussions and feedback.
- Establish a Community of Practice for networking and knowledge exchange.



Figure 9. ROSETTA leaflet interior part



Figure 10. ROSETTA poster

5.1.2 Infographic

The infographic serves as a visually engaging tool to highlight key aspects of the ROSETTA project, including its aim, impact figures and pilot cases. Its goal is to effectively convey the project's objectives, achievements, and target audience to stakeholders. Through clear and concise graphics and text, the infographic communicates vital information about ROSETTA's research focus, innovative solutions and potential benefits to various stakeholders in the food industry and beyond. It aims to attract attention, provide insight and encourage further engagement with the project's goals and outcomes. This dynamic visual asset will be prominently featured on the project's website and social media platforms, ensuring broad accessibility and dissemination of essential project information.



Figure 11. ROSETTA infographic

5.1.3 Publication templates

In managing project documents and communication, the ROSETTA initiative has put together a set of templates to keep a consistent and easily recognizable look during dissemination activities. The developed templates include:

- **ROSETTA Presentation Template:** Designed for consortium partners, this template finds utility in various events and meetings, ensuring a unified visual representation.
- **Reports Template:** Tailored for project deliverables and publications, this template adheres to the project's graphical identity, fostering consistency in documentation.
- **Letterheads** (to be used for official invitation to events)

The strategic integration of these templates not only upholds visual uniformity but also contributes to the overall recognizability of the ROSETTA project. As a crucial part of the Dissemination and Communication Plan, these templates go through continuous refinement, shaped by valuable input from the project coordinator and partners, to reach their final, approved versions.



Figure 12. ROSETTA PowerPoint template



Figure 13. ROSETTA's report template and letterheads

5.1.4 Promotional video

Within the framework of the D&C plan's actions, a promotional video will be aiming to attract public attention to the project's activities and promoting various aspects of the project. The video will be posted on ROSETTA's YouTube channel, the project's website, as well as, in the social media accounts of ROSETTA (Facebook, Twitter, LinkedIn, etc.)

5.2 Digital Presence

Gradually, more people choose to get informed through digital communication channels. To better communicate its messages, ROSETTA will focus on building a strong online presence in multiple digital platforms aiming to reach as many and diverse stakeholders as possible. ROSETTA will create:

- (i) a website;
- (ii) a bi-annual newsletter;
- (iii) various SMAs

5.2.1 ROSETTA's website

The development of the ROSETTA website, set to launch by Month 4 (M4), is a pivotal element in its communication and dissemination strategy. The website will serve as the primary online platform for both public and consortium-level communication, ensuring easy access to project information and updates. Inspired by effective examples, the website will feature a user-friendly interface, making it accessible to a broad audience. It will provide comprehensive insights into the project's concept, approach and team members. Project outcomes, including reports, dissemination materials, and newsletters, will be available for free download. As an active portal throughout the project's duration, the website will offer regular updates on progress, internal and external events, relevant projects, and news from the sector. Recognizing the toolkit's importance, the website will feature a distinct section guiding stakeholders to explore this valuable resource and harness its functionalities.



Figure 14. ROSETTA's website proposed structure

5.2.2 Newsletter

ROSETTA project will implement a **bi-annual newsletter** to effectively communicate with its community. This newsletter aims to engage a diverse audience, including those not active on social media, providing a regular update on the project's developments. While WR takes charge of newsletter release, all partners will contribute content as requested by the dissemination manager. Utilizing Mailchimp for development and distribution, each issue's content will be collaboratively agreed upon by the partners. Although the content of each issue will be agreed upon by the partners, in general, will indicatively include the following sections:

Introduction: A brief overview of the ROSETTA project

Progress Updates: Highlights on project advancements, important milestones, and meeting summaries

Current Activities: Insights into ongoing or recently implemented project activities.

Future Developments: A sneak peek into upcoming events, significant activities, and milestones

Synergies: Presentation of relevant projects, news from other initiatives, and collaborative efforts

Sector News: Updates from the broader sector.

This newsletter serves as a valuable tool to maintain stakeholder engagement, share project updates, and foster connections within the ROSETTA community.

The Newsletter will be sent to all the subscribers and recipients upon its release while each issue will be also uploaded on the project's website.

5.2.3 Social media accounts (SMAs)

Social media plays a crucial role in the D&C plan, serving as a key foundation for promoting ROSETTA's initiatives and assets directly. In M1, WR took charge of establishing various accounts, including a Facebook page, Twitter account, LinkedIn account, and a YouTube channel. The objective is to leverage these platforms to build an online community comprising followers and supporters. This community will be actively nurtured and sustained even beyond the project's conclusion.

The target audiences addressed by each social media channel and the specific objectives are presented in the following table:

Table 4. The target audiences addressed by each social media channel.

SMA	Target Audience	Objectives
Facebook	<ul style="list-style-type: none"> • Food businesses, ranging from small enterprises to large corporations, including producers, distributors, retailers, food services • Marketing standard owners and regulators • Other food value chain stakeholders and knowledge providers, including business & marketing advisors, innovation intermediaries, technology providers, networks, hubs and clusters • Researchers and academia focused on food sustainability • Policy makers in the field of food waste and sustainability • NGOs 	<ul style="list-style-type: none"> • Build a community of engaged followers within the food sustainability and waste reduction sectors • Disseminate project updates, success stories, and relevant content • Utilize audio-visual materials to showcase project impact and solutions
Twitter	<ul style="list-style-type: none"> • Food businesses and marketing standard owners • Other food value chain stakeholders and knowledge providers • Researchers/Academia specializing in food sustainability • Policy makers in the food waste domain • Civil Society 	<ul style="list-style-type: none"> • Monitor developments and progress in related projects and organizations. • Highlight and promote key concepts and results of ROSETTA. • Identify opportunities for collaboration with similar initiatives

SMA	Target Audience	Objectives
LinkedIn	<ul style="list-style-type: none"> • Researchers/Academia • Food businesses and marketing standard owners • Other food value chain stakeholders and knowledge providers • Policy makers • Financial institutions & investors interested in sustainable food practices • NGOs 	<ul style="list-style-type: none"> • Foster professional discussions and engagement on shared interests • Involve large corporations, startups, and innovation intermediaries. • Promote the project through an institutional approach.
YouTube	<ul style="list-style-type: none"> • Food businesses and marketing standard owners • Other food value chain stakeholders and knowledge providers • Researchers/Academia • Policy makers • NGOs • Civil society 	<ul style="list-style-type: none"> • Enhance project promotion through audio-visual content. • Bring viewers closer to the objectives and impact of ROSETTA. • Contribute to broader awareness through visual mediums.

The management and operation of social media accounts are overseen by WR, with active engagement and support expected from consortium partners. Partners are encouraged to:

- **Become Followers:** Actively engage by following or liking ROSETTA's social media profiles.
- **Promote in Networks:** Share and promote ROSETTA's social media accounts within their respective networks.
- **Suggest Connections:** Provide recommendations for relevant profiles that ROSETTA should connect with to expand its reach.
- **Share Content:** Actively share interesting articles, news, and updates related to ROSETTA's goals and achievements.
- **Promote Own Content:** Boost the visibility of ROSETTA by promoting posts and news through the social media accounts of their own organizations.

Facebook

ROSETTA's Facebook page serves as a central hub for news and discussions related to the project and topics of food sustainability and waste reduction. The page will deliver updates about project developments, including reports, publications, key events, and important achievements. It also acts as a platform to connect with other groups and pages associated with relevant topics.

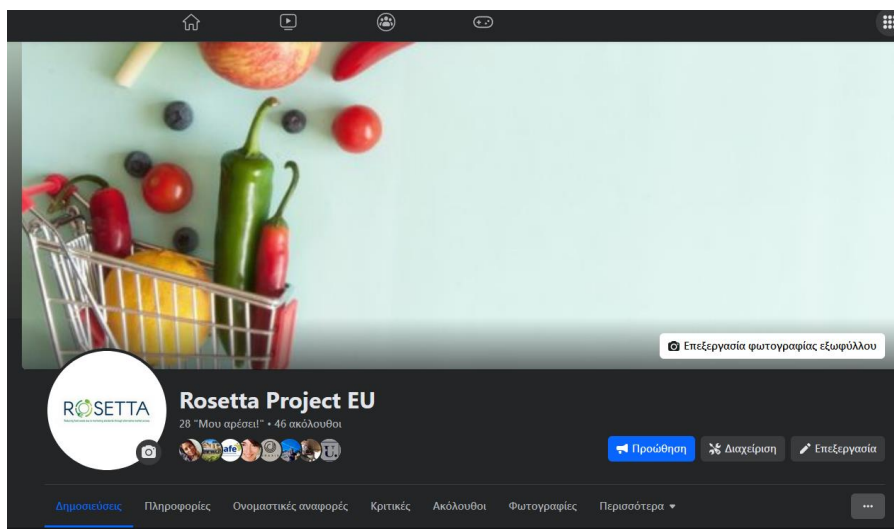


Figure 15. Screenshot of ROSETTA's Facebook page

X (Twitter)

Similarly, the ROSETTA X account is a crucial dissemination tool, keeping stakeholders updated on sector news and outcomes from related projects. It enables the project to establish synergies with similar initiatives and directs attention towards its concept. The Twitter account serves as a general dissemination platform, a newsfeed for updates from relevant projects and organizations, and a tool to engage a community of followers interested in the topic.



Figure 16. Screenshot of ROSETTA's twitter page

LinkedIn

The LinkedIn platform was chosen to reach a more professional audience, with the profile established in M1. ROSETTA partners are expected to support the project's LinkedIn profile, inviting followers and participating in professional discussions. The LinkedIn page takes an institutional approach, fostering expert conversations on shared interests. Metrics and insights from LinkedIn will be used to assess project performance.

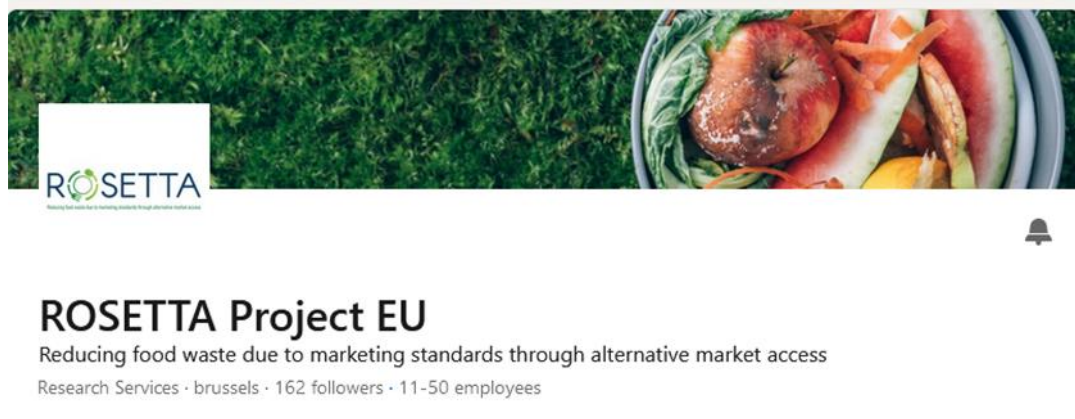


Figure 17. Screenshot of ROSETTA's LinkedIn page

YouTube Channel

ROSETTA's YouTube channel, aims to increase project visibility through video content. The promotional video will be featured on the channel to raise awareness. The channel focuses on presenting project actions and results and aims to build a strong online community by connecting with other EU-funded project channels.



Figure 18. Screenshot of ROSETTA's YouTube page

Note: Regular contributions and engagement from project partners are essential for the success of ROSETTA's social media presence.

5.3 Events

5.3.1 Internal events

In the frame of ROSETTA, several events will be organised to serve the project’s objectives and promote the project and its outcomes. As such are defined the events which are organized as part of the GA agreement. In more detail, the following types of events are scheduled as part of the project’s plan:

Table 5. ROSETTA's internal events

Event	WP, Task, Responsible partner	Short description	Date (estimation)
5 Co-creation workshops	WP3, T.3.2, AUA	The workshops will be organized in the five (5) countries of the use case MIPs (by the use case partners). These workshops are tailored to engage food businesses, marketing standards owners, and various stakeholders. During these events, a range of options will be presented and discussed, and feedback and requirements in terms of waste reduction solutions will be gathered from all participants.	M10-M18
1 International Policy roundtable	WP5, T.5.1, ECF	The event is designed to gather recommendations aimed at preventing or reducing food waste resulting from marketing standards. These recommendations will be directed towards policymakers and regulators, with the goal of informing and supporting future policy development efforts.	M16-M33
5 Regional Policy Roundtables	WP5, T.5.1, ECF	Aims to communicate recommendations to policy makers and regulators on how to prevent/reduce food waste due to marketing standards - organized in the 5 countries of the MIPs by the use case partners.	M16-M33
1 International Replication roundtable	WP5, T.5.2, PEDAL	Aims to gather global leaders, stakeholders, and experts to share and replicate successful strategies from the project’s approach to reduce food waste and form the “Replication Guide”(D5.2).	M25-M33
5 Regional Replication Roundtables	WP5, T.5.2, PEDAL	Aims to develop practical guidelines, addressed to food businesses and owners of marketing standards, providing actionable knowledge to better address the different challenges that affect their value chain and consequently contribute to the making of the “Replication Guide” (D5.2). Organized in the 5 countries of the MIPs by the use case partners.	M25-M33

Event	WP, Task, Responsible partner	Short description	Date (estimation)
1 International networking event	WP5, T5.4, PEDAL	Aims to foster knowledge exchange, collective learning, sharing experiences and ongoing dialogue	M25-M36
5 local mutual learning workshops	WP5, T.5.4, PEDAL	The events' primary objective is to support knowledge exchange and the sharing of best practices. Through these initiatives, we aim to enhance stakeholders' understanding of how marketing standards influence food waste. Additionally, we will disseminate valuable insights gained from our partners' experiences, focusing on effective solutions for reducing or preventing food waste throughout the supply chain. (Organised by the use case partners).	M25-M36
5 demonstration missions	WP5, T.5.4, PEDAL	Field visits, organised as one-day missions, where market actors and stakeholders will be given a demonstration of tested solutions for food waste reduction or prevention and the resulting outcomes. (organised by the use case partners)	M25-M36
Annual CoP meetings	WP6 & WP7, T6.2 & T7.2, WR	Important gatherings, where members of the CoP come together to discuss progress, challenges and potential solutions related to food waste and marketing standards.	M1-M36
Final conference	WP7, T:7.1, AUA	Final Conference combined with a project meeting	M36

5.3.2 External events

Besides organising events in the framework of the project, the consortium partners will also attend external events and conferences with the aim of reaching a wide audience relevant to the sector. During these events the partners will:

- Present the project (concept, approach etc.).
- Promote the project's results.
- Promote ROSETTA actions and events.
- Establish synergies and contacts with relevant projects and initiatives.
- Engage relevant stakeholders in project activities (e.g. CoP etc.).
- Promote the project's dissemination channels (website, SMAs etc.).

The partners participating in external events should always follow the visual identity of the project and use the official promotional material (leaflet, poster, ppt template etc.). In case of participation in an external event to present ROSETTA, partners should send the final presentation **to WR at least 5 working days prior to the event**. In addition, the partners should always inform WR in advance regarding their participation in an external event to be appropriately disseminated through the project's dissemination accounts. Finally, after the implementation of the event, the partners should fill in the reporting template (Annex II) and send it back to WR. An indicative list of identified conferences and events is provided below:

Table 6. ROSETTA external events and conferences (indicative)

Conference	Short description	Link
Annual world food innovate summit	Bridging the leading experts of the food industry to share their best practices, regulations and techniques.	link
RETASTE: Rethink Food Waste	Annual international multi-thematic scientific conference on bio-circular economy, reduction/prevention of food losses, bio-refineries, and other waste-related topics, organised by Harokopio University of Athens and Hellenic Mediterranean University	link
European Food Forum	Aims to promote dialogue on sustainable food systems among policymakers, food actors, civil society organisations, research and academia, and other public institutions	link
European Marketing Academy Conference	Universities and scientific institutes all over the Europe, are presented in the Annual Conference, in order to present and discuss research projects and development.	link
European Bio Economy Venture Forum	Offers a unique platform for stakeholders to exchange knowledge and build long lasting business cooperation.	link
FoodSIVI	FoodSIVI convenes events to connect research and datasets on economic costs of impacts to the economic actors that can internalise costs to markets.	link
AESOP Sustainable Food Planning Conference 2024	Explores how sustainable food planning can become more embedded into socially innovative and transformative movements	link
Regenerative Agriculture and Food Systems Summit	Aims to facilitate and accelerate adoption and provide insights to inform corporate strategies to effectively achieve sustainability goals.	link

Conference	Short description	Link
Food 4 Future	Reunites the latest industrial solutions on food tech and trends that are driving the transformation of the food industry.	link
European Food Summit	It focuses on the importance of a sustainable attitude to food and the purpose of sustainable habits.	link
LCA Food 2024	Its main aim is to assess the sustainability of agrifood systems and guide them to improving their environmental performance.	link

5.4 Publications

5.4.1 Scientific publications

Scientific publications serve as crucial channels for sharing ROSETTA's outcomes with academic, research, and industrial audiences. The dissemination of project results through these publications aims to create a lasting impact on knowledge and empower researchers and stakeholders to integrate these findings into their own work. As such, active participation from academic partners is anticipated in the development and writing of scientific articles to enhance the broader dissemination of ROSETTA's contributions. An indicative list of scientific Journals can be found below:

Table 7. Indicative list of pre-selected scientific journals for ROSETTA publications

Journal	Impact Factor
Sustainable Production and Consumption	8.921
Ecological Economics	6.536
Food Policy	6.08
Frontiers in Sustainable Food Systems	5.005
Journal of Food Science and Technology	3.117
Journal of World Business	8.635
Food Quality and Preference	6.345
European Journal of Marketing	5.181
Ecological Modelling	4.512
Humanities and Social Sciences Communications	2.731

Journal	Impact Factor
Journal of Cleaner Production	11.1
Sustainability	3.889
Food and Energy Security	4.667
Nutrients	6.706
Foods	5.561

5.4.2 Non-scientific publications

Throughout the ROSETTA project's timeline, all consortium partners will receive invitations to generate press and media releases, contribute articles to mainstream media, participate in TV or radio presentations, or engage with other media outlets. The primary objective of these efforts is to enhance the project's visibility and public recognition, extending its reach to stakeholders beyond the consortium. Each partner bears the responsibility of identifying suitable publishing opportunities and taking necessary actions to ensure the effective promotion of the project's assets and results. While there is no specified minimum for non-scientific publications, a record of published material will be kept through the Dissemination Reporting Template (Annex IV) on a monthly basis.

6. Roles and responsibilities

In the ROSETTA project, each consortium member will play a pivotal role in communication activities to meet the goals and objectives outlined in the D&C plan, ensuring optimal project functionality. Partner participation and contributions will directly influence the project's development, including activities, outcomes, and overall progress, which will be communicated through dissemination efforts and various communication tools.

Partners are expected to actively contribute to the project's online presence, providing suitable material for social media and website posts, and promoting these posts to expand the project's followership. Additionally, partners are encouraged to support broader project promotion by participating in relevant events and conferences and contributing to online and offline publications.

At the end of each project month, all partners will be reminded to update the Dissemination Reporting template (online in the project's repository) (Annex IV), detailing the main dissemination and communication actions undertaken within the month (if any). Examples of dissemination activities include event organization, participation, informal gatherings, interviews, communication campaigns, publishing, training, and more.

Responsibilities are allocated to determine who will execute the DCP. The dissemination and communication strategy's implementation will be a collective effort among all consortium partners. The dissemination and communication manager (WR) oversees the activities' implementation and progress toward achieving DCP objectives. Partners' contributions will naturally align with project development, involving stakeholder engagement, communication, and the promotion of project assets.

All partners must report their dissemination and communication activities to the dissemination manager, following the outlined process in the respective chapter. All partners' responsibilities and expected activities are summarized in the following table:

Table 8. Partner's responsibilities

Activity	Partner's responsibility
Online	<ul style="list-style-type: none"> • Provide content for the website, SMAs and the newsletter. The goals are to ensure a constant flow of content around the project's actions and keep our online presence active and useful for the relevant stakeholders. • Promote the website, SMAs and the newsletter through their network. • Inform the dissemination manager about relevant events or news in the sector that could be used for content creation.
Offline	<ul style="list-style-type: none"> • Organise events and raise awareness on the project results main topics. • Disseminate the promotional material of the project (leaflet, poster, etc) • All partners through their participation in the external events and conferences and through publications for online/offline sources (website, newspapers, magazines, etc.) should ensure the widest exposure and dissemination of the project.
Reporting	<ul style="list-style-type: none"> • All partners must report the carried-out dissemination and communication activities to the dissemination manager. More information for the process will follow in the respective chapter

7. Coordination and clustering with relevant networks, initiatives and projects

The establishment of synergies and coordination of our actions with relevant complementary projects, initiatives and networks, leveraging the already established collaborations and extensive networks of our partners, is pivotal for the successful implementation of our project, sharing of experiences and lessons learnt with our stakeholders and planting the seeds for the successful dissemination and replication of our project results. This need has been identified since the proposal stage and therefore a dedicated task (T6.3), led by Q-PLAN, coordinates the clustering and cooperation with relevant projects, initiatives and networks to establish synergies and exchange knowledge with them, while also achieving a more efficient and effective use of resources.

This section presents the initial version of the clustering and cooperation plan and activities, with the objective of establishing two-way communication pathways and joint communication, dissemination and other collaboration activities with selected projects, initiatives and networks, at either European or local level, in order to:

- Align with, benefit from, and provide input to other relevant projects, initiatives and networks.
- Foster information and knowledge exchange between projects, initiatives and networks.
- Achieve more efficient use of resources in activities with similar needs and goals.

- Coordinate efforts, avoid overlapping and optimise impact.
- Promote each other's activities and events, fostering participation.

To fulfil the above objectives, a number of strategic steps have been defined to develop and implement the clustering and cooperation plan and activities, namely:

- Mapping and screening of relevant projects, initiatives and networks.
- Establishment of two-way communication pathways with selected projects, initiatives and networks.
- Identification of potential synergies.
- Cooperation for implementation of joint actions.

7.1 Mapping and screening of relevant projects, initiatives and networks

As a first step, relevant projects and related initiatives and networks have been identified, with the collaboration of all project partners. To identification process focused on projects, initiatives and networks that are already part of the partners' activities or with which a previous connection already exists. This allows to facilitate the communication process with their representatives.

A total of 39 projects and initiatives, including selected networks, have been identified. Based on the available information, a screening exercise has been carried out to select the projects and initiatives, including relevant networks, to be firstly approached. Priority has been given to certain projects, initiatives and networks, based on a combination of the following criteria:

- EU wide projects, initiatives or networks.
- Local initiatives that are either members of the "[EU Platform on Food Losses and Waste](#)" or are related to members to the project's Advisory Board and/or have potential to be included in the project's use cases and Multi-actor Innovation Platforms (MIPs) .
- Projects, initiatives or networks that are most relevant to the topic of food waste combined with alternative marketing solutions for human consumption of suboptimal foods.
- Duration of each project, initiative or network based on available information (ongoing has priority over finished or nearly finished).
- Existing contacts with each proposed project, initiative or network within the consortium (existing contacts have priority over no contacts).
- Available information provided by each partner that proposed the project, initiative or network (some projects, initiatives or networks do not give enough information to be properly evaluated).

Annex V presents a list of the 39 identified projects, initiatives and networks, listed in order of priority with regards to synergies to be sought, including the following information:

- Connected ROSETTA partner(s).
- Name and brief description of project/initiative/network.
- Link(s) to the project/initiative/network website and/or other online resources, for further information.
- Type of initiative (Horizon Europe or Horizon2020 project, Network, Cluster, Association, Working Group etc.), geographic scope and type of stakeholders.

7.2 Establishment of two-way communication pathways with selected projects, initiatives and networks

With the mediation of the Project Officer, communication pathways have already been established with BREADCRUMB, the other “sister” project of HORIZON-CL6-2023-FARM2FORK-01-14 call topic, since the Grant Agreement Preparation stage. It has been mutually agreed that both projects will be implemented during the same period (1st January 2024 – 31st December 2026) and each project coordinator participated in the kick-off meeting of the other project by presenting an overview of their project to the other project consortium. Furthermore, apart from project coordination contacts, dissemination and communication contacts have also been exchanged for future joint communication campaigns through each project’s social media channels.

It is foreseen that communication between the two “sister” projects will be intensified in the next months, by organising regular meetings online to share information, identify cooperation opportunities and joint actions, and follow-up on the clustering steps to be taken.

In addition, communication pathways have been or will be established with a number of other projects or initiatives, at either European or local level, depending on the scope of the synergies to be sought, as described below in Section 7.3.

7.3 Identification of potential synergies

In order to facilitate the identification of cooperation areas and synergies with the “sister” project BREADCRUMB, an overview of each project’s Work Packages and tasks will be prepared by the corresponding project coordinator. Based on the exchanged information, each “sister” project will give feedback regarding tasks for which they see synergies and opportunities for collaboration, focusing on those that each project can benefit from and/ or provide input to, to avoid overlapping or duplication of efforts.

In addition, synergies will be sought with a number of other projects, initiatives or networks, based on priorities identified during the mapping and screening exercise (Section 7.1), at either European or local level, as shown on the following Table.

Table 9. List of indicative synergies

No	Acronym	Description	Progress towards seeking and achieving synergies
1	<u>BREADCRUMB</u>	Sister project on bringing evidence-based food chain solutions to prevent and reduce food waste related to marketing standards, and deliver climate and circularity co-benefits, with objectives similar to those of ROSETTA	Communication has been established with the mediation of the Project Officer. The two projects (ROSETTA, BREADCRUMB) were presented in each other's kick-off meetings and apart from project coordination contacts they also exchanged dissemination and communication contacts for joint communication campaigns.
2	<u>CLEVERFOOD / FOOD2030</u>	Established by the CLEVERFOOD project, the FOOD 2030 Project	Contacts with FOOD2030 network exists from previous projects

No	Acronym	Description	Progress towards seeking and achieving synergies
	<u>collaboration network</u>	Collaboration Network is bringing together key European, national and regional projects that share a similar vision of shifting the food system to become more fair, healthy and sustainable.	(agroBRIDGES, BEATLES, SISTERS) and communication about ROSETTA project has also been established. The main communication pathway with the FOOD2030 network projects is through the FOOD 2030 Networks Group on the Sustainable Food Systems Network online platform through which the project will be introduced to FOOD2030 Network Group members.
3	<u>SCAR Food Systems Working Group</u>	It provides strategic advice and orientation, supporting the EU R&I policy framework FOOD2030 and its priorities.	Establishing contact with this group is a great way for supporting its goals and communicating ROSETTA's goals as well. Communication will be sought with them and partners or other organisations in their network that have contacts with SCAR Food Systems Working Group will facilitate communication about ROSETTA project with this group.
4	<u>BEACON</u>	It explores and tests behavioural changes towards sustainable lifestyles to support the building of a Circular Society. While research focuses on urban food systems and experiments in a real world setting of a city (Copenhagen), it is expected that the findings will apply to other consumption areas and systems of provision.	Initial contact established to include the leader of the BEACON project as member of ROSETTA's Advisory Board. Any further synergies with the BEACON project will be discussed, possibly at the local Multi-actor Innovation Platform level in Denmark.
5	<u>BOROUME</u>	It is a non-profit organisation with the aim to reduce food waste and food insecurity in Greece. Their actions began in 2013 and since then they have successfully implemented many actions on food waste reduction. At EU level, BOROUME is member of the " <u>EU Platform on Food Losses and Waste</u> ".	It is an important initiative at EU level, as it is member of the "EU Platform on Good Losses and Waste". For this reason, initial contact will be established by Q-PLAN in collaboration with DRAXIS for including a member in ROSETTA's Advisory Board. Further synergies will be also sought at local level, mainly for including them in the

No	Acronym	Description	Progress towards seeking and achieving synergies
			Multi-actor Innovation Platform in Greece.
6	<u>FOODRUS CCN</u>	The FoodRUs project has established the “Cooperation and Collaboration Network” (CCN) on the use of ICT technologies to reduce food loss and waste along the agri-food value chain, involving members of other relevant projects.	Q-PLAN expressed the interest and was accepted to participate in FOODRUS CCN and its joint activities as coordinator of the ROSETTA project; participated in their Second Policy Roundtable on recommendations for food waste prevention and reduction, held online on 23/1/2024. The FOODRUS project will be completed soon. However, if activities of the network continue, ROSETTA will be involved. Knowledge generated by this project has already been considered and will be further considered in the research activities of ROSETTA.
7	<u>SISTERS</u>	It proposes a set of cross-sectoral systemic innovations addressed to reduce food losses and waste generated in every stage of the food value chain in Europe.	Contacts with SISTERS coordinator exists through our partner SAFE and communication about ROSETTA project will be also established to identify synergies.
8	<u>LOWINFOOD</u>	It aims to reduce the food loss and waste in production, processing, distribution and consumption in four value chains particularly concerned with this issue (fresh fruit & vegetables, bakery, fish, at home and out-of-home consumption) through the deploy, validation and boost of technological tools and organisational and managerial solutions.	Contacts have been established through synergies with previous project (agroBRIDGES), receiving their newsletters, and further communication will be established for ROSETTA to exchange information and views on possible synergies, depending also on the timeframe of each project. They are also part of the FOOD2030 Network.
9	<u>Visionary</u>	It aims to improve the sustainability of agriculture by promoting those practices in food production systems that are more environmentally friendly, economically viable, and socio-culturally appropriate, and helping	Communication will be established to know more about each other's project and seek synergies if applicable.

No	Acronym	Description	Progress towards seeking and achieving synergies
		to remove the barriers to their adoption.	
10	<u>ZeroW</u>	It provides credible solutions for significantly reducing food loss and waste, involving all actors in the food system in a collaborative framework, to accelerate the just transition to a social, economic and environmentally sustainable food system for all.	Knowledge generated by this project has already been considered and will be further considered in the research activities of ROSETTA.
11	<u>Food Waste Recovery Group</u>	Founded in 2013 by ISEKI-Food Association, it has been developed to the biggest network worldwide in the field of food waste recovery, accounting thousands of associated professionals and researchers from more than 60 countries.	This is a very interesting group for ROSETTA's activities at EU level and for the establishment of the project's Community of Practice. However, if not any partner has direct contacts with them, it may be more difficult to establish contact, in comparison with the other initiatives where contacts already exist.
12	<u>Co-Centre for Sustainable and Resilient Food Systems</u>	A new €31.5 million sustainable Co-Centre aiming to transform food systems in Ireland and the UK (start 2024).	Synergies will be sought by TEAGASC at local level, mainly in relation to the local Multi-actor Innovation Platform activities of the project and corresponding research.
13	<u>BiOrbic 2</u>	Bioeconomy SFI Research Centre is Ireland's national bioeconomy research centre, established to promote and develop Ireland's bioeconomy through excellent research and innovation.	Synergies will be sought by TEAGASC at local level, mainly in relation to the local Multi-actor Innovation Platform activities of the project and corresponding research.
14	<u>InCommOn – Innovative Communities Onwards</u>	A civil society non-profit organisation that promotes circular economy through the active interaction and creative collaboration with the local community (citizens, actors, businesses).	This initiative and its team will be taken into consideration by Q-PLAN in collaboration with DRAXIS, when establishing the local Multi-actor Innovation Platform in Greece.
15	<u>ECR Community / Hellas</u>	Greek network members of the Efficient Consumer Response (ECR) community, involved in research activities measuring practices to	This initiative is important for the Greek use case. Its outcomes and its network members will be taken into consideration by CHALK, in

No	Acronym	Description	Progress towards seeking and achieving synergies
		reduce food waste, understanding consumer behaviour and its causes.	collaboration with Q-PLAN, when establishing the local Multi-actor Innovation Platform and the corresponding use case in Greece.
16	Food Bank of Greece / Crete subsidiary	The aim of the Food Bank is the targeted supply of solidarity institutions and social structures that feed their beneficiaries (people in need) with food and basic necessities offered by partner companies and supermarkets that seek ways to offer and distribute goods before they expire (short expiring food).	This initiative is important for the Greek use case. Its outcomes and its network members will be taken into consideration by CHALK, in collaboration with Q-PLAN, when establishing the local Multi-actor Innovation Platform and the corresponding use case in Greece.
17	Social Plate	The idea for 'Social Plate' was developed by TH.C.M. (Thessaloniki Central Market) S.A., as a contribution to the attempt to combat poverty and social exclusion and to the need to protect the environment. The goal of the programme is to provide food for weaker social groups, give work to the long-term unemployed and limit food waste.	Initial information sharing with Q-PLAN during visit to the "Forward Green" event in Thessaloniki (Greece) on 8/3/2024. It is considered a good practice for the local multi-actors and will be taken into consideration by Q-PLAN, in collaboration with CHALK, when establishing the local Multi-actor Innovation Platform and the corresponding use case in Greece.

The above Table will be updated during the implementation of ROSETTA's actions with more relevant projects, initiatives or networks of mutual interest that may be identified at later stages of the project. Communication and information sharing with the identified projects, initiatives and networks will be done via email, whenever opportunity for collaboration arises, based on the foreseen actions presented in section 7.4.

The rest of the identified projects, initiatives or networks that are considered of lower priority will remain on the list presented in Annex V, and they may be consulted on an ad-hoc basis for existing available knowledge and for potential invitation of its members to the ROSETTA Community of Practice.

The EU-level initiatives of higher priority will be contacted by Q-PLAN, the initiatives with local character will be contacted by the corresponding partners mentioned on the table of Annex V, and those of lower priority will be contacted by the partner that proposed them on an ad-hoc basis.

7.4 Cooperation for implementation of joint actions

As already mentioned in section 7.3, a process will be established to identify opportunities for collaboration with the “sister” project BREADCRUMB throughout the duration of the project, including regular meetings to identify and follow-up the implementation of specific joint actions.

An indicative list of ROSETTA’s tasks, for which cooperation with BREADCRUMB will be sought, includes:

- Response to and/or promotion of surveys that will be launched by ROSETTA to collect feedback on food marketing standards, the reasons for their establishment and their relation to food waste, as well as effective strategies for reducing food waste and options for increasing the availability of affordable nutritious food (Tasks 1.1, 1.2 and 2.1).
- Engagement in activities required by ROSETTA (e.g. interviews, focus groups, etc.) for a) the estimation of food waste generated by marketing standards along the agri-food value chain (Task 1.4), b) the identification of promising interventions and good practices for improving the business potential of suboptimal foods that do not meet marketing standards but are still safe to eat (Tasks 2.1 and 2.2), and c) the assessment of trade-offs between food waste reduction solutions and marketing standards objectives (Task 2.3).
- Participation in ROSETTA’s international policy and replication roundtables and provision of feedback on ROSETTA’s validated solutions and corresponding recommendations (Tasks 5.1 and 5.2).
- Participation in ROSETTA Community of Practice (CoP) and the meetings of its members (Tasks 6.2 and 7.2).
- Participation in ROSETTA Open Innovation Platform (Tasks 2.4 and 4.3).
- Other dissemination and communication actions, as mentioned below (Tasks 6.1 and 7.1).

Additional cooperation will be sought not only with BREADCRUMB but also with the other projects, initiatives and networks mentioned on the above Table 9 that may take various forms, indicatively:

- Mutual dissemination of events in each other’s respective social media accounts and websites.
- Mutual reference of projects, initiatives or networks on respective websites.
- Organisation of joint activities (e.g., workshops, dissemination events etc.).
- Participation of other projects, initiatives or networks in the ROSETTA Community of Practice (CoP).
- Participation of other local initiatives or networks in local Multi-actor Innovation Platforms (MIPs) when relevant.
- Participation in the project’s events and vice versa.
- Exchange of news, experiences and lessons learnt.
- Co-participate in conferences.
- Co-write press releases, articles etc.

In conclusion, it is expected that the cooperation actions with other projects, initiatives or networks will lead to important key outcomes, such as:

- Exchanging information, providing feedback and disseminating each other’s results and outcomes.
- Sharing specific information and results of each project, initiative or network, based on the needs of the collaborating projects, initiatives or networks, such as good practices, case studies,

methodologies, desk research and survey results, validated solutions, policy recommendations and replication guidelines.

8. Monitoring, Evaluation and Reporting Framework

8.1 Monitoring and evaluation

Monitoring mechanisms play a crucial role in ensuring the effective implementation of the Dissemination and Communication (D&C) strategy, vital for achieving the goals outlined in the Dissemination and Communication Plan (DCP). From the project's outset, a monitoring process has been established to detect any potential gaps, address issues, accommodate specific stakeholder needs, and identify valuable practices for adoption. The DCP will be adjusted as necessary based on the monitoring findings to guarantee the successful dissemination of project outcomes to key stakeholders and the general public.

Key Performance Indicators (KPIs) have been selected to assess the impact of DCP activities. The metric targets and needs will be adapted to project results and incorporated into the updated deliverables. The dissemination manager, with support from consortium partners, will track quantitative metrics throughout reporting periods. Qualitative feedback will also be sought from partners after events to provide a comprehensive evaluation of the strategy, enabling necessary modifications. The following is a list of KPIs for the dissemination and communication activities of ROSETTA.

Table 10.ROSETTA Key performance indicators

KPI	Target
Unique visits to the project website	>15,000
Followers on social media	>1,000
Promotional Video	>500
Number of e-newsletter issues	6
Number of press releases	>6
Infographics / factsheets produced	>5
Promotional material distributed	>400
External events/conferences attended	15
Articles in local press and/or industry magazines	>5
Scientific publications submitted	> 8
Stakeholders reached/engaged (Community of Practice members, members of other projects & initiatives, digital toolkit users, e-newsletter subscribers, recipients of press releases, etc.)	>10,000 / >600

8.2 Reporting

Keeping track of the dissemination, communication and engagement activities that were carried out by all partners in the framework of the project is fundamental for its successful implementation. Therefore, reporting and documentation is very important for the DCP. Throughout the duration of the project, all consortium partners should report their dissemination and communication activities on a monthly basis by filling in the template shared by WR (online in the project's repository). Each semester (M6, M12, M18, M24, M30, M36) WR will consolidate the results and will develop the semestrial technical reporting of WP6.

To keep track of the activities performed by the consortium partners, three documents have been designed and shared (Annex).

Table 11. List with Annexes for Dissemination

Annex	Dissemination Tool	Coverage	When
Annex II	Event's reporting template	Each single event organised by the partners or where the partners participated.	Within 30 days after the implementation of the event
Annex III	External conferences and Events template	Any external event/conference that it is relevant to our project and with potential benefit to attend	Throughout the project (ad-hoc basis)
Annex IV	Dissemination reporting template	All the dissemination activities carried out by the partners every month.	Every month

Dissemination reporting template: This template will record all the dissemination and communication activities of the project. The online template (online in the project's repository) will be updated by all partners on a monthly basis (if needed). Keeping track of the activities will ensure that any problems or gaps will be observed early, and mitigation measures will be put in place in order to be solved.

Event reporting template: This template should be filled by all partners whenever they organise or participate in an event (e.g., workshop, conference, meeting etc.). The template should be sent to WR no later than 30 days after the implementation of the event. Moreover, the events should be always communicated to WR in advance for promotional purposes.

The external conferences and Events template: This is a template that facilitates the identification of events (workshops, conferences, webinars) with topics relevant to the ROSETTA vision. Each partner should fill in this template and send the information to WR when identifying any event or conference that could be useful for the consortium (e.g., attend, present etc.).

Each project partner should immediately contact WR, should any risks be identified concerning communication and dissemination activities, or in case problems arise during the implementation of publicity actions.

9. Timeline and implementation

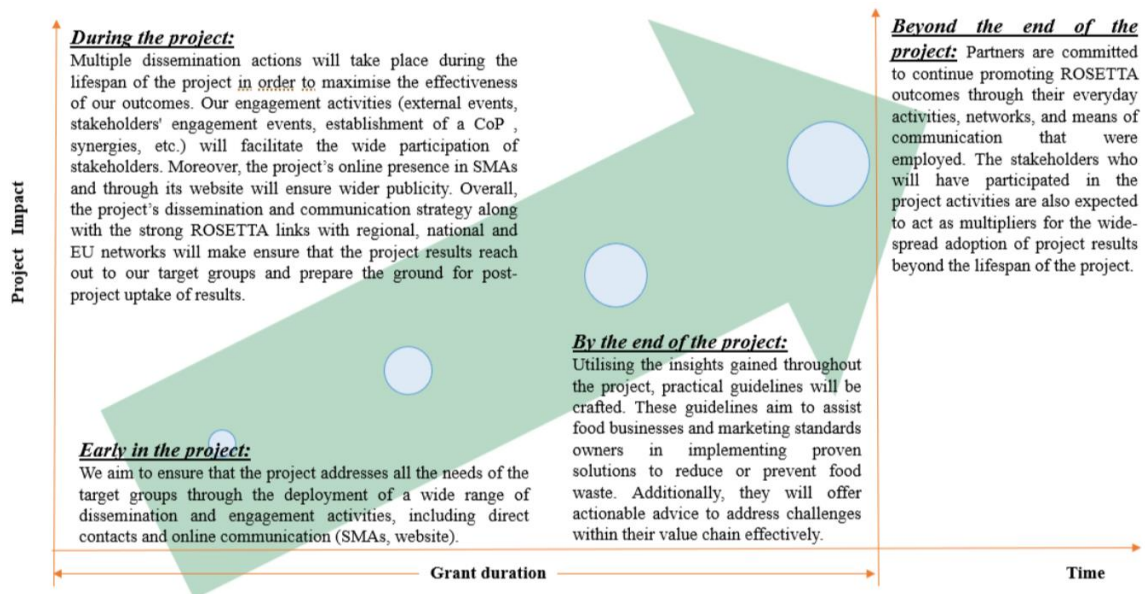


Figure 19. Summary of ROSETTA's dissemination and communication timeline

Early in the project (M1-M6): In the initial stages of ROSETTA, we focus on crafting an effective Dissemination & Communication (D&C) strategy. During this phase, we identify target stakeholder groups and outline key project messages. Metrics for monitoring D&C success are carefully selected, and consortium partners are briefed on their roles and contributions to dissemination efforts.

Our primary goal in these early months is to promote widespread awareness of the project. Within the first six months, we design the project's logo and visual identity. Simultaneously, the official project website is launched, accompanied by the initiation of social media accounts. Essential dissemination materials, including leaflets, posters, templates and infographics are produced in collaboration with professional graphic designers. While the initial focus is on general promotion, we anticipate enriching our promotional package with evidence and success stories from the project to effectively communicate its tangible benefits.

By the sixth month, all project tools and communication channels will be operational. We will also establish initial synergies with other relevant projects and initiatives. It's noteworthy that the ongoing dissemination and engagement efforts during this phase will play a pivotal role in laying the groundwork for the establishment of a robust Community of Practice. This strategic approach ensures that ROSETTA gains widespread visibility and sets the stage for fruitful collaborations in the project's early stages.

During the project (M7-M25): In this phase, we will establish continuous and meaningful interaction channels among project partners and relevant stakeholders. A vibrant and engaged community centred around the project's objectives will be cultivated and sustained through Social Media Activities.

Our focus includes forging synergies with other projects and initiatives aligned with the realms of food sustainability, food estimation, and alternative marketing models for waste reduction. Key activities planned for this project phase encompass co-creation workshops, national and international roundtables and more will be organized within the ongoing dissemination and communication efforts.

To ensure wide-reaching impact, we will regularly publish and promote the project's results through the official website and a bi-annual Newsletter, keeping our stakeholders informed about the progress and achievements of ROSETTA. Moreover, consortium partners will actively participate in external events and conferences, leveraging their connections to key networks within the food sustainability sector. By doing so, we aim to amplify the visibility of the project and its outcomes to a broader audience, contributing to the broader discourse on reducing food waste due to marketing standards.

At the end of the project (M26-M36): In the final phase of ROSETTA, our efforts will be directed towards disseminating the tangible results and impactful outcomes achieved throughout the project. As we approach the conclusion, the wealth of data and insights gathered will empower consortium partners to formulate key recommendations that can pave the way for the potential outcomes of ROSETTA. These recommendations will offer innovative and tailored approaches to address food waste challenges arising from marketing standards.

During this phase, our vibrant Community of Practice will play a crucial role. We will actively engage this community, ensuring its continuity beyond the project's lifespan. Additionally, preparations for national and international policy and replication roundtables, networking, and mutual learning events will commence in the 2nd phase, with these activities extending into the 3rd phase (M25-M36). These events will primarily disseminate the insights and findings from the completed pilot experiments, fostering knowledge exchange and collaboration among stakeholders.

Moreover, an event will be organised to showcase the comprehensive results of ROSETTA. This event will serve as a platform to engage relevant stakeholders and spark discussions on the post-project utilization of our findings, aiming for sustained impact in the realm of food sustainability and waste reduction.

Beyond the end of the project: Following the official completion of ROSETTA, our commitment endures. We aim to persistently promote the project's vision and disseminate its results to a wide range of relevant stakeholders. Our objective is to ensure that the outcomes of ROSETTA continue to reach and influence a broad audience even after the project's formal conclusion. This will be achieved through the publication of relevant materials, effectively contributing to the sustained impact and legacy of the project. ROSETTA's implementation plan is presented in the following table:

Table 12. Table of ROSETTA's dissemination and communication timeline and objectives

Phase	Objectives	Dissemination tools to be used
1ST Phase (M1-M6)	1. Design the D&C strategy	- Project's DCP
	2. Identify target stakeholder groups and key messages	- Project's logo - Project's website
	3. Prepare the promotional package (leaflet, poster, templates, infographics)	- Project's SMAs
	4. Brief consortium partners on roles in dissemination efforts.	- Project's poster, leaflet, presentation and report templates.
	5. Launch project's website and social media accounts	- Project's infographic - Project's press release
	6. Promote widespread awareness of the project	- Project's newsletter

Phase	Objectives	Dissemination tools to be used
	7. Establish initial synergies with relevant projects, initiatives and networks	<ul style="list-style-type: none"> - Contact other projects, initiatives and networks - Participation in external events
2nd Phase (M7-M25)	<ol style="list-style-type: none"> 1. Widely disseminate and communicate the project's concept and progress 2. Establish continuous interaction channels with partners and stakeholders 3. Forge synergies with projects, initiatives and networks aligned with food sustainability and waste reduction 4. Build an active community to exchange knowledge and updates on the project and the sector. 5. Cultivate and sustain a vibrant community through SMAs 6. Plan and execute co-creation workshops 7. Promote the adoption of effective and robust practices for reducing food waste due to marketing standards, fostering sustainability throughout the food value chain. 8. Prepare for policy and replication roundtables, networking, and mutual learning events 	<ul style="list-style-type: none"> - Project's logo - Project's infographic - Project's website - Project's SMAs - Project's poster, leaflet, presentation and report templates, Letterheads - Project press release and publications - Project's Newsletter - CoP - Project's video - Project's internal events and workshops - Project's synergies with other relevant projects, initiatives and networks - Participation in external events and conferences
3rd Phase (M26-M36)	<ol style="list-style-type: none"> 1. Disseminate tangible results and impactful outcomes 2. Formulate key recommendations for potential outcomes of ROSETTA 3. Engage the CoP established in the 2nd phase 4. Policy and replication roundtables, networking, and mutual learning events 	<ul style="list-style-type: none"> - Project's logo - Project's website - Project's SMAs - Project's poster, leaflet, presentation and report templates, Letterheads - Project press release and publications - Project's Newsletter - CoP - Project's video - Project's final dissemination event

Phase	Objectives	Dissemination tools to be used
		<ul style="list-style-type: none"> - Project's synergies with other relevant projects, initiatives and networks - Participation in external events and conferences
4th Phase- Beyond the project	<ol style="list-style-type: none"> 1. Continue promoting the project's vision and results 2. Ensure project's outcomes reach relevant stakeholders 3. Disseminate project's legacy through relevant publications 	<ul style="list-style-type: none"> - Consortium partners' networks and means of communications - Engaged stakeholders and contacts of the CoP

10. Conclusions

The D&C strategy will serve as a guide and will assist the project partners to the dissemination and communication activities carried out during the ROSETTA project.

This document presents a tailored D&C strategy and a Dissemination and Communication Plan (DCP) designed to effectively convey the key messages and actions of ROSETTA to its target audience while enhancing its overall visibility. The DCP encapsulates all planned communication and dissemination activities throughout the project's lifecycle, including clustering activities with other projects, initiatives and networks, details the communication channels employed for dissemination, and highlights key messages crucial for project understanding.

Acknowledging the dynamic nature of the project, the DCP remains open to feedback and will undergo regular updates in alignment with the evolving needs and perspectives of stakeholders. An updated version will be produced by M18, while the final revised version will be prepared by M36, fortifying the project's vision and extending its impact to the wider European community.

11. Annexes

11.1 Annex I – Dissemination and communication guidelines

This document provides some key information regarding dissemination and communication activities and introduces the tools that will be used during the project to monitor the activities performed.

Main guidelines:

→ Actively contribute to the dissemination of project results and key messages.

→ Please use the wording “ROSETTA” to refer to the project.

→ Please don't forget to always **include the EU logo** and the disclaimer.

In practice, it should look like this:



When displayed with another logo, the EU emblem must have appropriate prominence.

The EU emblem, and the funding statement, must be featured on all communication material such as printed, digital products, websites and their mobile version, for the public or the partners.

- More information on how to display the EU logo in publications and products can be found here
- You can download the EU emblem in the desired resolution following this link: https://europa.eu/european-union/about-eu/symbols/flag_en.

1. Partners are requested to follow carefully the above instructions, as they are a contractual obligation, (Article 17 of the GA).

2. In compliance with the GA (Article 17), any dissemination of results must indicate that it reflects only the author's view, and that the EC Agency is not responsible for any use that may be made of the information it contains.

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style.

In general:

- make sure to use the logo colour scheme for documents in order to ensure consistency and to reinforce the visual identity of the project.
- always use the same style for references, both for in-text citations and in the bibliography/ footnotes.

- be consistent in using currency references (for example, use EUR instead of € throughout)
- be consistent in the numbering format; comply with the British usage (e.g., 75,000,239.23), unless differently indicated.
- if you abbreviate a word, use the correct abbreviation (for instance, ‘m’ for million, not ‘mn’);
- make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
- review the language and the coherence of the structure of the text you drafted.

4. Whenever possible, use the templates that will be provided to you, e.g., letterhead, presentation, publication. A leaflet and a poster will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.

5. **Always** inform WR regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project’s communication channels in a timely manner.

6. You will have to report in detail all the dissemination actions you undertook (please see **ROSETTA Dissemination Reporting Template** for instructions).

7. **Always** report about meetings and events you organised and/or participated in (please see **ROSETTA Event Reporting Template** for an explanation on how to report about events).

8. Inform WR about relevant events (e.g., conferences, workshops, seminars etc.) in which ROSETTA partners may be interested in participating to promote or present the project. You have received an Excel file named **“ROSETTA External Conferences and Events”**. All partners are kindly requested to fill in this specific Excel file, each time they identify an event relevant to project and share it with WR.

9. In compliance with GDPR requirements, always gather stakeholders’ consent, when collecting, using and storing personal data during events/conferences. Please consider that pictures which make individuals identifiable are also considered personal data. Partners are responsible to gather participants’ consent for the activities they undertake.

The above-mentioned points will be updated, when necessary, in order to be in line with the project’s requirements and progress. The ROSETTA report “Dissemination and Communication strategy” (First version due in M6) includes these guidelines and will also outline the overall project’s dissemination

Dissemination Monitoring tools

ROSETTA Dissemination Reporting Template

This is an Excel file that must be updated on a monthly basis by all consortium partners. All the information required must be provided – the EC collects all these data from the Dissemination Manager. Therefore, for each activity please indicate:

- Date;
- Place;
- Short description;
- Type of activity;
- Online/physical
- Title;
- If the activity is part of the project;
- Role and description of the organisation’s involvement;
- Other project partners involved;
- Type of audience;
- Size of audience per type of stakeholder group;
- Countries addressed;
- Gender of audience;
- Type of material used and quantity (e.g. number of flyers distributed);
- Other partners or external organisation involved;
- Short description of action and dissemination activities;
- Other comments;
- Relevant contacts made (if consent was given).

ROSETTA event reporting template

The event report has to be sent after every event within 30 days to WR. It is a structured file that includes:

- event data (title, date, venue, organisers, type and number of attendants, duration);
- goals and relevance within the project;
- organisation;
- dissemination activities;
- short minutes of the events (structure);
- outcomes of the event;
- evaluation;

- appendixes (list of participants and scanned copy of the list signed by all participants– if possible, in compliance with the GDPR, agenda, photos, presentations).

External Conferences and Events

This is an Excel file, that you can fill in each time you identify an event (e.g. conferences, workshops, seminars etc.) relevant to ROSETTA and in which ROSETTA partners may be interested in participating to promote or present the project. Please share it with WR.

Guidelines for enhancing online presence of ROSETTA

This section provides you with some key initial guidelines regarding your expected contribution and use of the ROSETTA website and social media accounts (SMAs).

Website

1. Collect photos and videos for all ROSETTA activities and share them with WR, so as to make them usable on the website and on the ROSETTA SMAs.
2. Actively contribute (if possible, with 1 news item per month per partner) to the news section of the website. Please send each news item to WR.
3. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.
4. Inform WR regarding every event you organise or take part to for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide WR with a link to the event, so that it can be posted online in the dedicated section of the website.
5. Inform WR about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning the ROSETTA project and provide WR with a link/scan for giving it more visibility online.

Social Media Accounts

1. Register for all ROSETTA SMAs (e.g., Facebook, Twitter, LinkedIn and YouTube) and use them: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the ROSETTA SMAs within your network of contacts.
4. Signal to WR relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. If you make a short video edit it so as to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer “This project has received funding from the European Union’s Horizon

Europe research and innovation programme under grant agreement No. 101136427"). WR will upload it on YouTube.

The above-mentioned points will be updated, when necessary, in order to be in line with the project's requirements and progress.

ROSETTA social media accounts	
Twitter	@ROSETTAProjectEU
Facebook	ROSETTA Project EU
LinkedIn	ROSETTA Project EU
YouTube	ROSETTA Project EU

11.2 Annex II – Events' reporting template

Event's Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?

- How many women attended?

Event's goals, objectives and relevance with ROSETTA

What were the key objectives of this event/activity? (e.g. to gather ideas, gather data, find new stakeholders, etc.). Was the event relevant to ROSETTA? To what extent?

Organization of the event

In case of organizing a project's event. For participation in external events do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the ROSETTA project promoted during the event?

Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observations that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments

- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote

11.3 Annex III – External conferences and events identification template

No.	Event's name	Thematic Focus	Abbreviation	Date	Location	Registration fees	Deadline for submission	Registration deadline	Website	Specific requirements for participation (e.g. abstract submission, ...)	Added by (Partner)
1											
2											

Figure 20. External conferences and events identification template

11.4 Annex IV – Dissemination and communication monitoring template

The form below has been designed to help you keep track of any kind of awareness and dissemination activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc. Please, complete any relevant parts of the form below each time you perform a dissemination activity either this is small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

No. of Action	Partner	Date of activity	Place of activity	Short description of the action	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Activity details														Material used			Other				
						Was the activity online?	Title of conference, workshop, publication, website article, etc.	Is the activity part of the ROSETTA project?	Role and description of your organisation's involvement (e.g. organizer, facilitator, interviewer, speaker, consultant, partner)	Other ROSETTA partners involved (use N/A if not applicable)	Food Businesses and marketing standards owners	Food Value Chain Stakeholders	Academia-Education/Research	Policy and Governance	Action Groups (NGOs and pressure groups)	Civil Society	Media	Investors	Customers	Other	Overall No of participants	Gender of Audience (no. of women)	Countries addressed	Type of ROSETTA material used	Quantity of project material used (no. of copies distributed per type of project material)	Other comments (if relevant)	Significant contacts made (if relevant)
1 (Example)	WB	Example 11/0/2024	Spain	Article of an article that was posted on a well known Spanish online newspaper (El)	Non scientific and non-peer-reviewed publication	Online	"..."	YES	Author	N/A	100	20	5	100	5	30	10	5	15	20	355	200	Spain	ROSETTA Infelis	N/A	The online newspaper is one of the most read websites in Italy.	N/A
2 (Example)	CRS	Example 11/0/2024	Greece	Participation to a conference organized by Organisation A in the thematic area of innovative food events. We participated as main presenters in a dedicated session. The ROSETTA logo and poster were also used during the event. Maximum important contacts were made with relevant stakeholders.	Organisation of a conference	Physical	"Title of Conference"	NO	Organiser	UNWE	5	5	3	30	20	1	1	10	5	0	60	20	Spain (CRS), Greece (CRS), Italy (CRS)	ROSETTA video	70	The participation in the event was successful since the project was introduced to important stakeholders.	1. Contact No. 1 2. Contact No.2

Figure 21. Template for the monitoring of the dissemination and communication activities

11.5 Annex V – Relevant projects, initiatives and networks

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
1	Q-PLAN	BREADCRUMB	Sister project on bringing evidence-based food chain solutions to prevent and reduce food waste related to marketing standards, and deliver climate and circularity co-benefits, with objectives similar to those of ROSETTA: a) establish a comprehensive understanding of EU Food Marketing Standards, b) develop an empirical evidence base for food waste generation, c) understand and model the mechanisms of food waste generation and trade-offs, c) enhance market access and business potential for suboptimal foods, d) effectively manage the upscaling of project results.	https://cordis.europa.eu/project/id/101136701	Horizon Europe	European	Agri-food value chain
2	Q-PLAN, AUA, SAFE	CLEVERFOOD / FOOD2030 collaboration network	Established by the CLEVERFOOD project, the FOOD 2030 Project Collaboration Network is bringing together key European, national and regional projects that share a similar vision of shifting the food system to become more fair, healthy and sustainable. It aims to be the single largest aggregation of sustainable food system initiatives in Europe that combined will make a powerful collective and society-wide impact on shaping the future food system.	https://food2030.eu/	Horizon Europe project/collaboration network	European	Agri-food value chain

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
3	TEAGASC	SCAR Food Systems Working Group	The main mission of SCAR FOOD SYSTEMS STRATEGIC WORKING GROUP (SCAR FS SWG) is to provide strategic advice and orientation, and to support the EU R&I policy framework FOOD2030 and its four priorities: NUTRITION for sustainable and healthy diets CLIMATE smart and environmentally sustainable food systems CIRCULARITY and resource efficient food systems INNOVATION and empowerment of communities.	https://scar-europe.org/food-mission-and-aims	SCAR, part of EU comitology	European	Researchers and policy makers
4	CBS	BEACON	The BEACON project explores and tests behavioural changes towards sustainable lifestyles to support the building of a Circular Society. While research focuses on urban food systems and experiments in a real world setting of a city – Copenhagen, it is expected that the findings will apply to other consumption areas and systems of provision. The project is funded by the Novo Nordisk Foundation.	https://beaconproject.dk/	Novo Nordisk Foundation	National / City	Sustainable food, circular food, behavioural change
5	DRAXIS	BOROUME	BOROUME ("WE CAN") is a non-profit organisation with the aim to reduce food waste and food insecurity in Greece. It is having a holistic approach and is running many programs related to food waste reduction. Their action began from 2013 and from then they have achieved many actions on food waste reduction (connecting food donors to recipients, increase awareness to public and schools, connect farmers leftovers with charities, NO FOOD WASTE certification etc)	https://www.boroume.gr/en	National (Greek)	Greece	Non-profit organization

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
6	Q-PLAN	FOODRUS CCN	The FoodRUs project objective is to develop and implement a circular food approach through a collaborative network based on the use of the ICT technologies to reduce food losses and waste along the agri-food value chain. It has established the FoodRUs “Cooperation and Collaboration Network” (CCN), involving members of other relevant projects to identify common activities and implement joint actions with the aim of sharing experiences, gaps and barriers, best practices, lessons learnt, drives of change, future scenarios, etc.	https://www.foodrus.eu/	Horizon 2020 project / collaboration network	European	Agri-food value chain
7	Q-PLAN, SAFE	SISTERS	The SISTERS project proposes a set of cross-sectoral systemic innovations addressed to reduce food losses and waste generated in every stage of the food value chain in Europe. SISTERS will try and solve the main existing challenges in production, processing, marketing (retailing/wholesaling), consumption, and logistics among stages.	https://sistersproject.eu/	Horizon 2020	European	Agri-food value chain
8	Q-PLAN	LOWINFOOD	LOWINFOOD aims to reduce the food loss and waste in production, processing, distribution and consumption in four value chains particularly concerned with this issue (fresh fruit & vegetables, bakery, fish, at home and out-of-home consumption) through the deploy, validation and boost of technological tools and organisational and managerial solutions,	https://lowinfood.eu/	Horizon 2020	European	Agri-food value chain
9	CBS, Q-PLAN	Visionary	VISIONARY aims to improve the sustainability of agriculture by promoting those practices in food production systems that are more environmentally friendly, economically viable, and socio-culturally appropriate, and helping to remove the barriers to their adoption.	https://visionary-project.eu/	Horizon Europe project/ collaboration network	European	Sustainable agriculture

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
10	SAFE	ZeroW	ZeroW will provide credible solutions for significantly reducing FLW, involving all actors in the food system in a collaborative framework, to accelerate the just transition to a social, economic and environmentally sustainable food system for all. The role of food systems of providing safe, nutritious and affordable foods for all citizens, including vulnerable groups, is embedded and considered along ZeroW demonstrative innovative solutions.	https://www.zerow-project.eu/zerow	Horizon 2020	EU	Academia, consumers, policy makers
11	PEDAL	Food Waste Recovery Group	Citation: Our group was founded in 2013 by ISEKI-Food Association (Special Interest Group 5) and today has been developed to the biggest network worldwide in the field of food waste recovery, accounting thousands of associated professionals and researchers from more than 60 countries. Our implementation team includes insightful and creative experts with many years of experience in food waste recovery and sustainability issues.	https://www.linkedin.com/company/foodwasterecoverygroup/	Association	European	Research, industry
12	TEAGASC	Co-Centre for Sustainable and Resilient Food Systems	A new €31.5 million sustainable Co-Centre aiming to transform food systems in Ireland and the UK (start 2024)	https://www.ucd.ie/newsandopinion/news/2023/november/29/ucdpartnersonnew315mfoodsustainabilityco-centre/		Ireland and UK	Researchers, industry
13	TEAGASC	BiOrbic 2	BiOrbic, Bioeconomy SFI Research Centre is Ireland's national bioeconomy research centre, established to promote and develop Ireland's bioeconomy through excellent research and innovation.	https://biorbic.com/	Large research centre, co-funded by industry	Ireland and UK	Researchers, industry

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
14	DRAXIS	InCommOn – Innovative Communities Onwards	InCommOn is a civil society non-profit organization that promotes circular economy through the active interaction and creative collaboration with the local community (citizens, actors, businesses). The organization was founded in 2016 and since then they have worked with people on many different innovative activities which promote circular habits and processes.	https://incommon.gr/	National (Greek)	Greece	Non-profit organization
15	CHALK	ECR research measuring practices to reduce food waste- understanding consumer behaviour and its causes	Research aiming at understanding and quantification of Food Waste in the Greek reality, the exploration of alternative solutions to reduce Food Waste and understanding its causes.	https://www.ecr-community.org/	Cooperation between Chalkiadakis SA and Organization for Efficient Consumer Response (ECR)	Greece	Retailers, consumers
16	CHALK	Establishment of a subsidiary of Food Bank organization in Crete - The Food Bank of Crete	The aim of the Food Bank is the targeted supply of solidarity institutions and social structures that feed their beneficiaries (people in need) with food and basic necessities offered by partner companies and supermarkets that seek ways to offer and distribute goods before they expire (short expiring food).	https://xalkiadakis.gr/article/nea-trapeza-trofimon-kritis	Cooperation between Food Bank of Greece and Chalkiadakis SA	Crete, Greece	Solidarity Institutions, retailers, food companies, people in need

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
17	Q-PLAN	Social Plate	The idea for 'Social Plate' was developed by TH.C.M. (Thessaloniki Central Market) S.A., as a contribution to the attempt to combat poverty and social exclusion and to the need to protect the environment. The goal of the programme is to provide food for weaker social groups, give work to the long-term unemployed and limit food waste. An integral part of the idea is to disseminate this solution to all social strata and gain their active participation in the attempt to change course and attitude in matters of food waste.	https://www.socialplate.eu/en	INTERREG Greece-Bulgaria	Regional	Wholesale of fruit & vegetables, social kitchens
18	UNI	BIO-Boost	Bio-Boost aims to connect European innovation ecosystems for the development of the bioeconomy by supporting the international transfer of knowledge and experience, organising interactive events (hackathons) and offering time-banking-based international advice to innovative companies. The overall objective of the BIO-Boost project is to increase the latent potential of participating innovation agencies, to learn from leading innovative regions and to strengthen this knowledge and expertise in the bioeconomy, including agri-food, forestry, bio-based chemicals, materials and products and bioenergy.	https://bio-boost.eu	Horizon Europe	European	Agri-food value chain

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
19	UNI	SCALE-UP	<p>The main objective of the SCALE-UP project is to adapt, implement and evaluate tools to support regional actors in eliminating bottlenecks in the process towards full exploitation of the bioeconomy potential in the Mazowieckie Voivodeship.</p> <p>Production of new functional agri-food products; production of new bio-based packaging; production of fertilisers based on fruit, cereal and vegetable waste and other processing activities.</p>	https://www.scaleup-bioeconomy.eu/	Horizon Europe	European	Agrifood value chain and regional governance
20	UNI	AURORA	<p>AURORA was a pioneering programme that aimed to support the digital and green transformation of the European agri-food industry towards safe, resilient, healthy, and sustainable food systems, with a particular focus on innovative, Industry 4.0 technologies and technologies along the value chain from field to fork.</p>	https://www.linkedin.com/company/aurora-agrifood/	COSME - ESCP 4x	European	Agri-food value chain
21	CHALK	Development and operation of a pilot system of producing raw material for animal feed from organic waste	<p>A pilot project that aimed at the optimisation, through modifications, of a stand-alone mechanical composter to convert it into a system for mixing and drying organic materials (waste), from which feed ingredients will be obtained and used as a raw material for animal feed. The amount of raw materials utilized was more than 4tn of plant residues from Chalkiadakis grocery stores and about 800kg of pasta and flour. During one month of pilot operation almost 1.5tn of feed ingredients was produced by the plant in HMU. The outcome was of high quality standards.</p>	https://xalkiadakis.gr/article/nea-elmepe-sm-xalkiadakis-zootrofes	LIFE-F4F Cooperation between Chalkiadakis SA and Academic Laboratory for Natural Resource Development	Crete, Greece	Agri-food value chain

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
22	CHALK	“Nothing gets wasted”- Decomposing - composting vegetables and fruits from our grocery stores	<p>The project is about introducing composting in our grocery stores for fruits and vegetables, not suitable for sale. In cooperation with the Hellenic Mediterranean University (HMU), we have implemented this initiative in a sample of 14 stores. We have installed tailor-made compost bins and / or special cold stores in our stores and we dispose daily all the grocery waste in there. The process of composting starts from our stores, and then is finalized at the premises of the HMU. The final outcome of the process is compost of great quality, which is used for the plants in the gardens of our stores. Moreover, using this process, we have managed to reduce the tonnage of our garbage disposed in the trash bins by 242 tons per year (estimate based on 6 months implementation). The initiative is in line with our long term commitment of reducing our foot print and total waste to zero tons.</p>	https://www.ecr-community.org/a-global-review-of-circular-economy-case-studies-from-the-retail-cpg-sector/	BEATLE - Cooperation between Chalkiadakis SA and Academic Laboratory for Natural Resource Development, HMU	Crete, Greece	Agri-food value chain
23	CBS	PLANT PRO	<p>PlantPro contributes to accelerating an efficient green consumer behaviour transition towards more plant-rich diets and reduced food waste.</p> <p>We aim to fill a knowledge gap on factors that drive consumer behaviour change towards more sustainable plant-rich diets and upcycled foods and greater acceptance of sustainable food technologies.</p> <p>Please note that this project is over this March (not counting the chance for extension)</p>	https://mgmt.au.dk/plantpro	Innovation Fund Denmark	National	Green Transition in Food

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
24	WR, Q-PLAN	CO-FRESH	The project aims to to (re)design and pilot innovative systemic approaches to agri-food value chains to scale up this innovation at the European level	https://co-fresh.eu/	HORIZON 2020	European	Agri-food value chain
25	AUA	POLIRURALPLUS	The objective of PoliRuralPlus is to foster a sustainable, balanced, equitable, place-based and inclusive development of rural and urban areas through improved connections, governance arrangements, and integrated territorial policies that prioritise experimentation and innovation in domains that favour bi-directional urban-rural synergies and the development of a well-being economy.	-	Horizon Europe	EU	Farmers, urban consumers, local authorities, businesses, NGOs and community groups
26	AUA, Q-PLAN	PRUDENT	PRUDENT aspires to change the way agriculture and forestry systems currently operate and to accelerate the transition to sustainable agriculture and forestry practices and smart farming technologies, providing the most effective green nudges, in the context of appropriate behavioural and experimental settings, that enable farmer/forester behavioural change to more sustainable agriculture and forestry. Innovative nudging tools, in the form of web/mobile apps, will be employed to enhance the durability of nudging effects. AUA is the project coordinator. PRUDENT is due to start in March 2024.	-	Horizon Europe	EU	Farmers, foresters, advisors, industry, investors, researchers, consumers and policy makers

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
27	PEDAL	FOODCoST	FOODCoST aims to support the transition towards sustainable food systems by proposing a harmonising methodology to calculate externalities in climate, biodiversity, environmental, social and health along the food value chain.	https://www.foodcost-project.eu/	Horizon Europe	European/ Global	Farmers and fishermen, Food business operators and financial institutions; Education and research; Civil society (NGOs and consumer organisations); Policymakers
28	AUA, Q-PLAN, also proposed by WR	BEATLES	BEATLES aspires to change the way agri-food systems currently operate and accelerate the systemic and systematic behavioural shift to climate-smart agriculture and smart farming technologies fully aligned with the ambitions of the Farm to Fork and Biodiversity Strategies, and the new CAP at regional and EU levels. AUA is the project coordinator.	https://beatles-project.eu/	Horizon Europe	European	Agri-food value chain

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
29	Q-PLAN, UNI, TEAGASC	agroBRIDGES	The agroBRIDGES project aimed to build bridges between consumers and producers by supporting short food supply chains through a systemic, holistic toolkit based on a multi-stakeholder approach. Implemented in the field of sustainable agriculture, the project encouraged farmers to work together, creating better relationships between farmers and customers, equipping farmers with practical knowledge and tools to develop new business and marketing models based on SFSC, with a focus on reducing the number of intermediaries and connecting producers with consumers. The project was based on an integrated methodology to establish regional multi-stakeholder structures for demand-driven innovation. It provided a combination of communication materials, training programs, meetings, and digital tools in the agroBRIDGES toolkit.	https://www.linkedin.com/company/agrobridges/ https://agrobridges-toolbox.eu	H2020-RUR-05	European	Agri-food value chain
30	WR	SUSTCERT4BIOBASED	SUSTCERT4BIOBASED aims to develop a monitoring framework to assess the effectiveness, robustness, and completeness of the existing certification schemes and labels, identify their strengths and weaknesses, and promote the adoption of the best-in-class examples.	https://sustcert4biobased.eu/	HORIZON-CSA	European	Researchers, Industry

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
31	WR	aWHISH	The project aspires to develop an automated solution to monitor and improve the welfare of meat-producing livestock across Europe	https://www.awish-project.eu/	HORIZON	European	Agri-food value chain
32	WR, DRAXIS	WaysTUP!	Value chains for disruptive transformation of urban biowaste into biobased products in the city context.	https://waystup.eu/	HORIZON 2020	European	Researchers, citizens, business value chain
33	WR, Q-PLAN, DRAXIS	MainstreamBIO	The project focuses on replicating small bio-based solutions into mainstream practices, by engaging rural stakeholders to speed up the development of the bioeconomy.	https://mainstreambio-project.eu/about-mainstreambio/our-approach/	HORIZON-CSA	European	Researchers, policymakers, business owners
34	WR, DRAXIS	FoodSHIFT2030	The project focuses on supporting innovation towards a fast transition of the European food system by 2030.	https://foodshift2030.eu/	HORIZON 2020	European	Agri-food value chain

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
35	PEDAL	ToNoWaste	Against food waste: assessing the economic, environmental and social impacts of this major issue is difficult for several reasons. The EU-funded ToNoWaste project aims to implement a multi-stakeholder and interdisciplinary assessment approach that takes into account agronomic, economic, environmental and business model challenges, as well as psychology, law and social innovation aspects. The project will conduct research and use past findings to identify social, technical, environmental, economic, political, legal, ethical and demographic drivers and hindrances.	https://cordis.europa.eu/project/id/101059849	HORIZON	European	Researchers, industry, agri-food chain, citizens
36	PEDAL	Waste4Soil	Waste4Soil envisions the development of 10 technological and methodological solutions for recycling food processing residues from the food industry into local, biobased circular soil improvers for improved soil health. A user-driven standardised Evaluation Framework will support stakeholders from the food value chain, including waste managers, to assess their status towards food processing residues circularity and take action for recycling suitable waste streams into beneficial soil improvers.	https://cordis.europa.eu/project/id/101112708	HORIZON	European	Research, industry
37	PEDAL	Binspector	AI-based monitoring service to decrease food waste, increase profits. Binspector is working to ensure restaurants, hotels and caterers can use the product-as-a-service to decrease food waste by up to 70 % and drive an increase in net profits.	https://cordis.europa.eu/project/id/190155254	HORIZON	European	Industry, hospitality sector

No	Connected ROSETTA partner(s)	Name of Initiative	Short description	Website	Type of initiative	Geographic scope	Type of stakeholders
38	PEDAL	CHORIZO	CHORIZO project will improve knowledge of how social norms (perceived rules or expectations) determine behaviour related to FLW. This information will be useful for decision-makers and food chain stakeholders. Findings will be used to design innovative communication and education packages aimed at transforming FLW-related social norms.	https://cordis.europa.eu/project/id/101060014	HORIZON	European	Research, policy-makers, citizens
39	PEDAL	WASTELESS	WASTELESS project will develop and test a mix of innovative tools and methodologies for measurement and monitoring of food loss and waste. The project will follow a bottom-up approach. It will start by defining a harmonised methodological framework. It will then establish the standards for the testing activities, the evaluation of the quality and integrability of the data produced in other frameworks. Lastly, it will recommend sustainable policies and business strategies. The findings will be used to develop a decision support toolbox.	https://cordis.europa.eu/project/id/101084222	HORIZON	European	Research, industry

ROSETTA

Reducing food waste due to marketing standards through alternative market access

GA 101136427

Partners



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